

3/5/2024 Larimer Rodeo Board meeting minutes: prepared by Brandy Edmonds

The meeting was called to order by Steve Human at 3:30 pm

Board Members in attendance: Steve Humann, Rick Harris, Rayne Rule and Brandy Edmonds

County & BEC Staff in Attendance: Gene Olson, Rebecca Peter, Jody Shadduck-McNally, Christian Southwick and Conor McGrath

Rick moved to approve the February 6 meeting minutes, Rayne seconded, and motion passed.

Public Comment/Correspondence: No Public Comment or correspondence

Board Member Report: No Board Member report

Committee Report: Gene will contact the sheep guy to make sure he is good for this year.

Christian has nothing new to report.

Partner Reports: The Ranch: Conor informed us they have issued the operator of the new arena to OVG and the development contract to The Ranch Development partners. It will be a 10,000 seat arena for hockey, youth hockey and has added retail space. They will begin breaking ground July 2025. The completed arena should be August 2027. Conor advised the first event in the building will likely not be a dirt event. The rodeo will stay in the Blue Arena until 2027. He will have a rodeo board member on the subcommittee for the new arena for guidance on setup for the rodeo if it moves to that building. They are not sure what the Blue arena will be in the future.

Rebecca has all the contracts sent out.

OVG: Dana gave a report via email.

Once again, I am excited to get out and secure more revenue for the PRCA rodeo event. Excited to say I will have a new Premium Seat Manager announcement at the next meeting.

- Partnerships has \$42,416 in sponsorships secured.
- I am prospecting new sponsors.
- Working on Bobbleheads for Tuesday nights event.
- I'm working on additional gators for committed this year.

He is also working on a new partnership with Red Robin and needed to know how many 4-H champions are in the Parade of Champions for gift cards. Steve will get that information to him.

Commissioner Shadduck-McNally invited us to the 4-H ribbon cutting ceremony that will be held April 2 at 4:30pm. The Ranch is doing a lot of great events and has good momentum that will hopefully carry through the rodeo.

Old Business: The Monthly schedule items were reviewed.

New Business: The Sylvan Dale Ranch media person asked for a pass so she could get photos to use for their website. We discussed and agreed we would contact our rodeo photographers, likely Randy Owens and have them get her some pictures to use.

The meeting was adjourned at 4:01pm.