

6/20/2023 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 Human, Rick Harris, Rayne Rule and Brandy Edmonds

County & BEC Staff in Attendance: Gene Olson, Mark Tinklenberg, Lilly McLendon, Rebecca Peter, Katie Miller, Dana Drake, Jody Shadduck-McNally, Laura Layman and Autumn Erdmann.

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

Public Comment/Correspondence: none

Board Member Report: The 75th Anniversary is moving forward as planned.

Committee Report: Gene has his crew all lined up and has confirmed with the police deputy to carry the flag again for the grand entry. Christian is mixing the dirt and there is still discussion on who is moving the dirt into the building. He also advised we have 3 tractors now for our use.

Partner Reports: The Ranch: Becca has the map for the new contestant parking and stalling area. We advised they will need good signage to show contestants the new parking area. We confirmed we can still use the entrance behind the BEC for the pickup men and contract personnel along with generators.

OVG: Dana updated us on sponsorship, we are at \$150,820 and \$108,000 is cash. Lily ordered 3 flags for the sponsors that didn't have any and that makes the total of 12 for the sponsor flag presentation. Lily has started on scripts and will be working with Steve to make changes and finalize those. The sponsor for the clown barrel has their stickers along with the sponsor for the chute pads. Dana will locate the Rodeo 101 videos and get the sponsors added to those.

Laura introduced us to Molly who is the new Marketing Coordinator. Laura said the marketing plan is complete and will start June 30th. We are doing radio, TV, social media, and some print. They will hold off on the Bobblehead media drop until after the Greeley Stampede is completed.

Autumn has the poster completed. She is starting on the program. They will still use the QR Code for the rodeo program and will put it in more areas for people to scan. It was also suggested that we put it on the TVs in the concourse and the Jumbo Tron. She has also made a collage with all the old rodeo programs.

Katie stated again that tickets go on sale June 30th. She is at 400 tickets sold for the season ticket holders.

Commissioner Shadduck-McNally advised they are all very excited for the event. The commissioners were able to tour the changes to the facility.

Old Business: The Veteran's we are honoring will be in the carriage in the opening. The monthly schedule review is right on track, we have completed June's tasks.

New Business: None

Meeting was adjourned at 4:26pm.