



Missoula County Fair Event Committee

Meeting Minutes

Thursday, July 13, 2017 10AM

Missoula Fairgrounds Office

1101 South Avenue West, Missoula, MT

1. Meeting commencement

The meeting was called to order at 10:12am by Chairman Jim Sadler.

2. Rollcall & introduction of guests

Committee Members

- | | |
|------------------------------|-------------------------------------|
| 1. Jim Sadler – Chair | 5. Peter HagEstad, absent |
| 2. Brooke Martin- Vice Chair | 6. Laura Mitchell |
| 3. Janie Scheben | 7. Jim Solomon, absent |
| 4. Dave Bell | Alternate: Campbell Barrett, absent |

3. Approval of agenda

An Events Update was added to discussion items, to include the Midtown Melt-off and July 4th Fireworks.

4. Public comment on items not on the agenda – none.

5. Approval of minutes – accepted as published.

6. Action Items – none.

7. Discussion Items

A. Events Update:

- a) **4th of July** – Tom Aldrich gave an update on the 4th of July Fireworks event put on by the Fairgrounds staff and Southgate Mall. He voiced that the public welcomed the event and were pleased to have it at the Fairgrounds. Fair staff is giving credit to Southgate Mall as they worked to bring a fantastic Fireworks display. A thank you card was passed around and signed by Committee members.
- b) **Midtown Melt-Off** - Tom Aldrich gave feedback on Midtown Melt-off event. Brooke Martin said that the petting zoo and sheep shearing were a hit. The event brought in many families. FEC should discuss in the fall bringing more kids activities into the fair. The conversation pointed to the Winter Fair idea as a better partnership for Fairgrounds and Glacier Ice.
- c) **Winter Fair** – Tom Aldrich met with Glacier Ice Rink Director, Laura Henning, and discussed with Janie Scheben the concept of a Winter Fair. Many ideas were

suggested such as snowshoe racing, bobsledding, lining up with the Parade of Lights downtown, reindeer petting zoo, gingerbread competition, a kid's concert, a community tree, hay or sleigh rides, and ice sports. Dates proposed were 15th- 17th of December. The event would be putting a Fair brand on many events already happening at the Fairgrounds during the winter. For example, the Ice Rink Tournament, Little Red Truck Vintage Market, and Lions Tree Sale, would be the events to work around. Jim Sadler would like to add the Winter Fair to August or September agenda.

B. Fair Update:

- a. Marketing and Promotion – Tom Aldrich reported that ads were rolling. Janie Scheben stated that social media is looking great. Tom Aldrich reported that Dave Bell works on our Instagram and that Pirrie Harris, Tom Aldrich, and office staff work on Facebook promotion. Jim Sadler reported that Floriculture entrants are unhappy with not having their entry information in the Handbook and only online.
- b. Ribbon Cutting Ceremony– Ribbon Cutting will be a small event at the Fair. Pirrie Harris reported that the boy scouts would be doing flag raising and the Hellgate High School band will play following the ribbon cutting.
- c. July 20th Fair Kick-off Meeting @ 5:30pm – Tom Aldrich reported that the meeting will be a social event where everyone comes together before the Fair. Social hour will be informing everyone involved on aspects of the Fair. Tom Aldrich encouraged the committee to be present at the kick-off. Laura Mitchell asked if the meeting would be important to attend. Tom Aldrich mentioned that the meeting would be a place where FEC members could present themselves to the many volunteers and people who help make the Fair come together each year.
- d. FEC members adoption of Open Class Departments Fair Week – Tom Aldrich reported that staff member Tracy Mullennix had asked him to discuss the process of Superintendents. Tracy Mullennix wanted to suggest that FEC members observe how Superintendents run their departments during the Fair. Tom Aldrich asked FEC members to help evolve the Open Class Departments. Brooke Martin inquired as to whether the Home Arts position had been filled. Tom Aldrich stated that we have had interest and that Emily Bentley suggested that we reach out to interest groups in the community. Jim Sadler suggested that we might have to look for those organizations in the community and have them help in small ways starting out. Tom Aldrich would like to see the committee walk-around during the next FEC meeting in August and get a feel of the event. Jim Sadler stated that we need to make Superintendents and Volunteers feel more welcomed for their efforts.
- e. Fall Goals – Tom Aldrich reported that the Fair Office staff needs to focus attention in the Fall with upgrading the Fair's software and orienting the Fair event towards the future and innovation. He reported that he would like to see a drone event at a future Fair. Tom Aldrich has been in contact with a drone company that will potentially be coming and recording this year's Fair. Brooke Martin suggested rocketry for young kids as a new department.

C. Committee Reports:

Fair Awards Committee – Laura Mitchell reported that committee was unable to meet prior to FEC Meeting. She discussed that the committee was moving forward with the ideas presented at the last committee meeting. Pirrie Harris discussed that office staff was moving forward with a Facebook app that allows polling. Office staff would make a test run and proceed with developing a way for fair patrons to easily access the poll. Janie Scheben asked how the general public with no access to the website or Facebook would be allowed to vote. Pirrie Harris discussed the use of Fair ambassadors to go around and accumulate likes and dislikes of fair patrons and ask them to participate in the poll.

Fair Selection Committee – Tom Aldrich reported that not much has changed since the last meeting. The Commissioners approved a new beer garden vendor on July 12. One final contract is with Police, and that is in the approval process. The security contract has been more focused and organized. Security has been improved by working on strategy and eliminating cash on site. Fair staff is also working on an agreement with Black Night Security to help patrol alongside City/County law enforcement.

D. Development Update –

Tom Aldrich reported that Emily Bentley is headed for Billings and Bozeman workshops this weekend. The first phase of the development plan is underway. Design workshops are in progress. Brooke Martin will attend the Design workshop for Jim Sadler. Brooke Martin asked for clarification on Design Standards. Tom Aldrich reported that Design workshops are looking at city/county landscape standards and designs. Phase 1 will be groundbreaking, starting with the Weed/Extension Office. Tom Aldrich reported that Building 18 will be potentially moving. Brooke Martin stated that moving Building 18 will help to integrate 4-H into other departments. Monte Harris stated that we will be restoring existing buildings.

E. 4-H Update:

Campbell Barrett was not present to give the 4-H update.

8. Wrap-up

Tom Aldrich added that Fair staff is looking for volunteers. Free tickets and swag are given to those who volunteer at the Fair. Fair T-shirts and water bottles are on the way for people to purchase at the Fair. Brooke Martin asked if all the musical entertainment at the Fair would be free. Tom Aldrich reported that all music will be free and open to the public. Janie Scheben asked if we had looked into more kids activities before the main events. Monte Harris shared how rodeos in the eastern part of Montana have events prior to the main event, where kids can retrieve a ribbon off a calf at the rodeo and be awarded money, or, another example, is a mutton bustin' activity. Janie Scheben stated that it would be great to have something at the beginning of the events for the kids to participate in. Jim Sadler stated that we should continue to keep the family aspect. Laura Mitchell asked about jobs for volunteers. Tom Aldrich referenced the volunteer tab on the Fair website.

Meeting was adjourned at 11:35am.