



Western Montana Fair Commission - Meeting Minutes
May 15, 2007, 2 p.m.
Chamber of Commerce

ATTENDANCE:

Buck Smith, Chair, Scot Meader, Fair Manager, Kim Latrielle, Fair Commission, Charlie Deschamps, Fair Commission, Julie Gemar-Williams, Fair Commission, Michelle Felde, Fair Commission, Kristen Eberhart Bounds, Fair Commission, Bill Nooney, Emeritus, Eunice Misbe, Fair Secretary. NOT PRESENT: Betty Jo Johnson, Fair Commission.

GUESTS:

MINUTES: Michelle noted that at the last meeting she was waiting on the updated Fair Manager Job Description in order to finish work on Scot's contract, but this was not recorded in the Fair Commission comments section. In addition, bylaws need to be completed. Buck needs to meet with the BCC on the bylaws issue. Michelle made a motion to approve the minutes with her corrections being inserted. Julie seconded, and motion carried unanimously.

FINANCIALS:

- Financial reports were reviewed and approved as presented.
- The old horsemen's account will now be used for rodeo, PBR, and Demo Derby purses. In addition, any livestock premiums over \$600 will be paid from this account. The remaining racing funds will be transferred to the Trust Account.
- Personal Property monies won't come in this fiscal due to the late legislative session. There is still Miscellaneous Income money coming in from rentals such as High School Rodeo, Monster Trucks, etc.
- Discussed advertising for May Fling. Need to market the event even though smaller this year. Scot noted that he is spending about \$1,500 for May Fling marketing. Kim suggested the board should give guidelines to office staff for the board's advertising wishes. There is only one partner this year, the carnival, the rest of the events are building and arena rentals. Julie suggested the possibility of charging each rental a fee to be earmarked for marketing their event on the fairgrounds. Kristen noted that it is still not too late to buy radio and newspaper, but probably too late for TV. Buck questioned what is the most effective for the next ten days. Kim suggested \$1,000 should be added for radio ads. Bob Hermes will be contacted to see if there are any TV options available. Julie asked that the ad copy be obtained that Madeline was contracted to provide. Website itself needs to be marketed also. Cash on hand needs to be considered also—a line item may have budgeted funds, but the expense can't be used unless there is cash on hand to support it. Public doesn't know if MFF is our event or a rental.
- Enhancement Requests and Budget are due on Monday. The request for \$80,000 in case of an August Fair revenue shortfall would be a contingency on whether or not it was needed. There are also enhancement requests for fire watch during fair, continuation of work with Ginny Tribe, conceptual design payment, paving, and restroom maintenance during fair.
- Kim proposed adding another column to the Budget Worksheet that would include the "actuals" and a column with a short explanation of why a line item is up or down in the proposed budget. An explanation will be provided for any figure with a 5% difference. Scot and Eunice will add these items to the worksheet and email the updates Thursday, May 17, 2007. The board will review the reports over the weekend and visit by email Monday morning, May 21, 2007. Kristen suggested creating more GL codes to better track the events, but Scot

noted that the Fair is regulated by the codes used statewide—e.g. all fairs have the same codes. Using an external tracking system is required to break down further. Scot will check with Barbara to see if any further codes are available.

- By next meeting, Buck will provide a proposed accounting of amounts needed to finish fiscal year.
- Scot noted that cash on hand is also a factor on the expense side. Just because an amount is budgeted doesn't mean there is actually the cash on hand to spend. The fair budget is revenue driven. The actual cash isn't pre-allotted as it is with some organizations. The Fair may have to operate in the negative until the Fair since a considerable amount of money has to be spent in advance of the Fair in preparation.

PUBLIC COMMENT: None

OLD BUSINESS:

- Discussed having raffles during the August Western Montana Fair. Betty Jo was not present, but Scot shared Betty Jo's recommendation to continue not allowing raffles during the fair. She consulted with the County Attorney regarding this matter in addition to researching the history on this issue.

CONTRACTS AND RENTALS:

- Recapped rentals coming in the future. A calendar is also available on the website.

CHAIRPERSON REPORT:

- Buck read a letter from a member of the public who requested changing the fair dates back to later in August. Buck will draft a letter explaining the reasons for the date change several years ago. Two tickets will be included in the letter.

MANAGER'S REPORT:

- Mike Tucker spoke with Scot informing Scot that Craig Morgan was booking a concert August 1 in Missoula, possibly through a Bozeman promoter, and the concert would be at the Ball Park. If this concert is coming to Missoula regardless, Mike would like to book it himself at the fairgrounds so it doesn't impact either his Josh Gracin concert or the Fair. Mike would offer a combo ticket and use this early concert as a kick-off for the Fair. Kim suggested it would be a courtesy to let the major partners know about it. If the concert doesn't happen at the fairgrounds, it will be held anyway at the ball park. The Fair doesn't have a say for an event off the grounds. Tucker doesn't really want to book it, but if it is going to be done anyway, he wants to be the one to do it. Scot will talk with Reed. Buck will talk to the MercyMe sponsor.
- Discussed the Appreciation Dinner date. Date options are Wednesday or Friday, July 11 or 13. Decided on July 11 at 6:30. Board members should let Eunice know if they have names of people to invite.
- Got one response to the ad for non-profit concessions. Kristen will investigate if any free advertising areas are available in the Missoulian. Permanent booths are full—we are looking for portable concession booths.
- Paul DeWolfe is working on the grandstand inspection. He and Hal and the County insurance agent did a walkthrough this morning.

COMMITTEE REPORTS:

Entertainment:

Rodeo: Cody Custer's contract will be a little less than last year. Good bull riders are coming.

Josh Gracin:

Fair Stage: No report. Working on it.

Long Range Plan: Will have another meeting in June

Media: Meeting with a lot of people representing various forms of media. Will have a press conference at some point to get the Fair news out. Kristen will staff the media trailer. Kristen will break out the advertising budget and send it out to everyone when it is ready. Media should be invited to the appreciation banquet. Kristen is acting as our agency this year at no commission.

4H: Measured out the Open Ice Rink at the meeting. They will move the Cenex tent closer to South AVE near the well. The tent was blocking the back half of the Country Fair last year. They need a generator because the clipping chutes will be in one of the big tents this year.

NEW BUSINESS:

PUBLIC COMMENT:

FAIR COMMISSION COMMENTS:

Scot:

Kim: Would like the Chamber booth cleaned early.

Julie: Time to order shirts. Will make more handicapped parking.

Betty Jo: Not present.

Kristin: A good day.

Michelle: Please let her know what her responsibilities will be.

Charlie: In Seattle they had a Farmer's Market that had a giant pig "post it note" that kids wrote their name on.

Bill: Nothing

Buck: Needs Julie to organize list of responsibilities for board members again this year. Parking needs to be reorganized this year since there is more space now.

ADJOURNMENT:

There being no further business on the agenda, Kim moved to adjourn, and Charlie Deschamps seconded. Motion carried unanimously.

Submitted by:

Eunice Misbe

Administrative Assistant

Western Montana Fair

**NEXT REGULAR MEETING
June 19, 2007 2:00 P.M.
Chamber of Commerce**