

AGENDA: *(subject to change at the discretion of the Board)*

<i>Time</i>	<i>Topic</i>	<i>Presenter</i>
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[11:02:56 AM \(00:00:04\)](#)

1.0	Welcome	Jeff Wade
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1.1 Pledge of Allegiance

1.2 Call for Attendance

Present were Fair Board Members: Chairman Jeff Wade, Vice-Chair Brenda York, Michael Everts, Kelton Jensen & Tawnya Dykstra; Commissioner Scott MacFarlane; Fairgrounds Staff: General Manager Dennis Voeller, Finance Manager Rachel May & Office Manager/Board Secretary Linda Blomback.

Absent were Fair Board members K.C. McLaughlin & Ann Marie Moran.

1.3 Review & Approval of Minutes of January 15 & February 19 meetings-Postponed until next meeting

2.0	Call for Public Comment - None	Jeff Wade
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[11:04:09 AM \(00:01:17\)](#)

3.0	Business Items	Jeff Wade
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3.1 Fair Admission/RV Pricing/Rental Rate Recommendation

- *Recommendations requested-See Handouts*
- *Does the board feel comfortable with these rate increases?*

Discussion:

- *When was the last time we raised rates? 2017*
- *What are the advantage or cost saving by buying online? Rain insurance. We get a % of the service fee from E-tix.*
- *What are the packages? The only change in admission packages would be adding the advance weekly ticket. Our other packages are special gate promotions, i.e. Carload pack, My Kiss pack, etc. which are discounted to get the interest built; we are looking at adding a Sunday promotion for law enforcement etc.*
- *Does pre-sale stay the same? Those are the advance prices being proposed. The MY Kiss pack is going to increase from \$22 to \$24. The split was \$4 admission, \$18 carnival.*
- *What is the percentage of pre-sale tickets? 2018 678 adult tickets sold in advance and 20,911 sold on-site. By buying online they save the time of standing in line. The fair industry is going to cashless systems. We are years out from this. We will roll out our cashless systems in steps. One year we will have the carnival go cashless and then the next year the food vendors, etc.*
- *Is there a value-added to the program this year? We are looking at developing a historical area and programming on Sunday. Our rates for the last two years have been good introductory rates for this programming template. Also having two Octane Addictions shows. It is a good opportunity to tout improvements.*
- *Fair board member feedback:*
 - *Tawnya-Likes what the Fair is turning into; stands by the rate increases; with all the add-ons when you get in the gates, it is cost effective.*

- *Kelton-Sees the need for raising the rates; agrees that we need to tell the story of improvements.*
- *Michael-Appreciate the demographic information which is helpful; concerned about the decrease in the youth demographic; for sustainability of the fair, they are a crucial demographic for the future of the Fair; need to look at other strategies; it seems that for how little we are gaining online that it would be better to leave the rates the same to draw attention to advance sales; if we are only increasing the advance sales by \$1,700 would it be worth it to leave it the same?*
- *Scott-the Commission is not opposed to the changes.*
- *Brenda-You can't get into a movie for these prices; rate increases are good and agree to publicize the changes which should also include free parking; also agrees with Mike in regards to leaving the advance the same to draw more people to it. It alleviates having to add more people to the gate and listening to people complain in line; it is an option for this year and then you could raise them next year.*
- *Jeff-Hears what some are saying about the online changes, but wonder if it adds to the complexity; doesn't know if leaving the rates the same online would add to the sales; a little concerned that our marketing is not mature enough to make the difference in the online sales; thinks that it can work; would changing the online rate add more work for the staff; it is a piece of the marketing strategy; the complexity is a concern.*
- *Dennis-expect to get some push-back from the public; but they are the same people who wonder why the bathrooms aren't clean, doors don't work and lights don't work; we are looking at every penny when we are looking at our budgets; concerns are duly noted. Looking at the value added topic- we have reached out the Bridger Mountain Rendezvous folks; we are not that user-friendly for seniors unless you are watching kids in a livestock show; the addition of the shade structures were a good first step; we are looking to bringing back some of the traditional activities some of which were showcased at WinterFest like rope making and wool spinning; that is one of the sales that marketing can start doing.*
- *Rachel-The addition of Qualicare assisted shuttle is a great improvement and the improvements to the Anderson Arena for the handicapped.*

Brenda York made a motion to accept the proposed rate changes for the Fair, the facility daily rate and the RVs proposed by the staff.

Tawnya Dykstra seconded

Unanimous for, motion carries

3.2 Policy Changes – Secretary Appointment – Postponed until next meeting

3.3 Confirm next board meeting –

Is there anything in March that needs a vote? No. We would have a better sponsorship report by April.

It was agreed to cancel the March meeting; the next meeting will be April 16, 2019.

[11:37:15 AM \(00:34:22\)](#)

4.0 Adjournment

Jeff Wade