

Yuma County Fair Board Meeting
May 15, 2023 7:00 pm
Yuma County Fairgrounds – YUMA

The regular scheduled May meeting was called to order at 7:20 by Vice President Micah Seyler following a grounds walk-through. In attendance were Fair Board members Micah Seyler, Tom Mekelburg, Justin Crossland, David Blach, Harold Blackham, Baylor Buck and Robin Schneider; Rodeo Manager Cassidee Rogers; YC Commissioners Scott Weaver, Adam Gates; CSU Extension JoLynn Midcap, Travis Taylor; YC Fairgrounds Manager Mike Criswell; 4-H Superintendents Mariya Mekelburg; YC Fairgrounds Event Manager Carmen Murray; and YC Fair Queen Coordinator(s) Michelle Smith, Kaci Porter. The April minutes were reviewed and a motion by D Blach to accept the minutes as presented was seconded by T Mekelburg and the motion passed.

Committee and Special Reports – (only committees with action or discussion are listed)

- Fairgrounds – A few items as discussed on the grounds walk-through were reviewed with no specific details.
- Extension – T Taylor announced the Colorado State Fair poultry show will still be held in 2023 but it will also be a terminal show for all poultry exhibited. J Midcap reported she has asked each of the local FFA chapters (5) to take one animal show per chapter to help the superintendents for each show. Midcap also forwarded a question from an exhibitor about breeding sheep and goats “If scrapie tags are required for breeding animals” The Board agreed that scrapie tags would be required to exhibit. The sheep and goat tagging (with the corresponding reporting by the exhibitors) overall was successful although they are tracking down some information still after a few weeks past the deadline. The 4-H council is still looking for a food booth manager for the 2023 fair and asked for any names of people possibly interested. The past compensation has been \$700.
- Rodeo – C Rogers reported she has again contracted with the Cowboy Channel for coverage of the YC Fair PRCA Rodeo and as a diamond sponsor. There was more discussion with the food for the rodeo and the BBQ competition. Sam George has agreed to organize the event with the Knights of Columbus helping with some of the work.
- Fairground Event Manager – C Murray reported the fairbooks were finishing up and hoped everything would be ready to go to the printer at the end of May.
- Fair Queen Coordinator – M Smith reported the horse trailer is ready to go and plans are shaping up for the Queen’s events, with the first rodeo scheduled for June 1st. Smith asked for the superintendents and Fair Board to give her a list of what and where she needs to schedule the Queen royalty during the fair.
- Beer Garden – Yuma Chamber of Commerce has requested a mariachi band to play on Saturday following the Jr Livestock Sale at Darcy’s stage. The time would be recommended for approximately 9-11 pm and the board suggested the group coordinate with the Sale Promotions Committee.
- Livestock Sale – the committee plans to meet in June to finalize plans. It was mentioned they have been working with the Beer Garden and Fairgrounds Management to wrap the Beer Garden area appropriately half way down the west side of the sale ring.
- Marketing and Vendor – It was requested the committee needs some solid information in order to start actively marketing. They plan to work with the local theatres and banks to promote the fair events on their marquees.

Committees and Reports – Continued

- Sponsorship – S Weaver put together a list of potential and current sponsors to help alleviate doubling up on contacting the same sponsors. This will also be a start for where to send sponsorship letters and the possible “levels” of sponsorship available. T Mekelburg brought up the swine division is in need of some new pig boards (4-5) and this would give an opportunity for sponsors to get recognition or advertisement printed on the boards. It was also mentioned they are planning to update the sponsors on the entrance to the fairgrounds.

OLD BUSINESS

The commissioners reported the Night Show should have a final decision at the 5/16 meeting. The county is no longer working with the Kennen Entertainment. The goal is to get an entertainer for under \$20,000. S Weaver stated the future of the night show entertainment at the YC Fair will be different. For years the commissioners have been over-spending for the public response and amount of ticket sales they continue to get and therefore will be making some changes going forward. Despite trying to “grow the fair” with things which don’t seem to be working, they will take a step back and change their approach.

NEW BUSINESS

There was a clarification on the date listed on the fair schedule for the Interview Judging. The correct date is Monday, July 31st.

There was discussion about the cleaning contract for the fair. Positive response has been received from the Jr./Sr. parents at Lone Star school. C Murray was trying to locate the existing contract to move forward. R Schneider and J Campbell will make sure she has a copy.

A project for some signage/art on the garage doors on the west side of the poultry barn was suggested with positive feedback to move forward. No more details... everyone needs to come out and see!

The pictures from the photo contest are printed and going up a several locations around the county.

Lori Hoffner is planning to do some upgrades in the concessions building for the food vendor windows. Old fair pictures will also be posted on the walls.

No further new business so “For Good of Order” was requested. J Crossland noted the Daylight Donut banner was missing on the track and asked for some help to locate it.

Meeting was adjourned at 8:40 pm. Next meeting will be June 19th at 7:00 pm in Yuma at the YC Fairgrounds with a site walk-through at 6:30 pm.

Respectively submitted

Robin Schneider

Robin Schneider, Secretary