

Arapahoe County Fairgrounds Steering Committee (SC)

Meeting Minutes

April 14, 2016

Present: Committee Members: Raylene Owen, Sharon Kercher, Lori Daniel, Mary Madsen, Bill Jenks, Cindy Knox
Absent: Janice Leonard
Staff: Ashley Clement, Glen Poole, Matt Bixenman

Next meeting: May 12, 2016, 9:00am Arapahoe County Fairgrounds, Windmill Room

1. Call to Order: Sharon called the meeting to order at 9:13am
2. Roll Call: Absent- (Janice)
3. Review and Approve Meeting Summary of March 10, 2016
 - Lori moved and Mary seconded the motion to accept the March minutes as amended.
 - In favor: 6 ; Opposed: 0; Abstained: 1 (Cindy absent last time)
4. Old Business:
 - Annual Report
 - Glen reported that the Annual Report was well received by the commissioners.
 - Staff will send a copy of the Annual Report power point presentation to the Committee members.
 - Feedback from Commissioners was negative about using a shuttle during the Fair to transport fair-goers from the parking lot and outlying parking lots to the fair entrance. Shuttle not trolley
 - Committee would like to see shuttles from parking lot to main gate
 - Ashley to send Sharon price sheet for renting the ACFP.
 - Draft By-Laws – BOCC Study Session April 26 at 11:30am at Admin West Hearing Room – Glen
 - Study Session – Commissioners will review the by-laws but won't approved them during the Study Session
 - Glen will submit the board summary report and by-laws
 - Liquor license – Raylene & Glen
 - Raylene asked why staff is not pursuing a full premises liquor license. She pointed out that if the ACFP charged a pouring fee or a nonrefundable deposit for rental events serving alcohol, it would significantly increase the rental revenue at the ACFP.–
 - Glen said that the current liquor license allows for 15 event days and the ACFP is not hosting more than 15 major event days that serve alcohol for purchase.
 - Glen said if we change policy that will create additional fees for rental events that serve alcohol, many of these events may not be able to afford to rent the ACFP. This change might change the type of rental events hosted at the ACFP and the yearly rental revenue.

- Glen also said that some liquor licenses would utilize more staff time and would require a place to store alcohol.
- Glen said that staff would research and compare the fee structures at the ACFP to comparable nearby facilities for possible future changes.
- Glen said that he was comfortable with the current rental revenue and fee structures and that staff is currently focusing on operations and customer service.
 - Raylene reminded everyone that the county commissioners want the Fairgrounds to be economically self-sustaining. The Fairgrounds is losing revenue by not having a full premises liquor license or charging a nonrefundable security deposit for rental events that serve alcohol.
- Other Fairgrounds Updates – Glen
 - Pre-bid meeting for RFP for custodial services for rental events
 - Looking forward to a new software program to track revenue and expenses
- Update on ACFP construction – Matt and Glen
 - Temporary certificate of occupancy for west wing, until final occupancy certificate is received
 - Working on irrigation and landscaping in the next month
 - Park Project – hoping to finish up in the next 2 months and start irrigating
 - Waiting on electrical for the RV spaces
 - Re-classified for Open Space jobs, interviewing for Open Space: Foreman, 2 Lead Techs (natural resource and urban park focuses), Technician 2's – all permanent staff
 - Additional staff to assist caring for Fairgrounds Park
 - Committee asked for a new organizational chart
 - Roger Harvey is working on an entry monument for Fairgrounds new road
 - Committee would like to bring the art policy to the forefront again
 - Raylene – fence posts on the new jack-leg entrance fence should be chemically treated or termite and water could damage the fence within 5 years. Bill agreed with Raylene.
- Boots Not Suits Auction – Lori and all
 - Jan has an art piece that has been donated for the Silent Auction that she shared via e-mail.
 - Lori has located a guide with step by step instructions for a silent auction with bidding forms examples etc.
Lori is writing a letter that will be sent to the metro area chamber of commerce, recreation districts, and other groups
 - Commissioners do not want live auction just a silent auction
 - Glen - Staff cannot store silent auction items, due to liability in holding them but told the committee that if they do not have a place to store certain items, to send him a photo and he might be able to get approval to store those items at the ACFP.
 - Amanda will let us know deadlines for sending her marketing information regarding silent auction for the Boots Not Suits. Communications will determine what the marketing materials will look like
 - Lori reminded the Committee that the Silent Auction will need a diverse set of items that will appeal to a large audience with a variety of price ranges.
 - Lori will ask Andrea who gets invitations to the Boots Not Suits dinner.
 - Lori suggested that each table have a number to make it easier to track people bidding on silent auction items.
 - She suggested that each table contain a list of the Silent Auction items.
 - During the dinner and event, committee members can take turns monitoring the silent auction and visiting with guests.

- The Committee agreed that it would be a good idea to have a minimum donation level for each Silent Auction item.
- Send ideas/contacts to Lori

5. New Business:

- Rodeo Royalty update – Cindy
 - April 2 was the pageant and a queen and princess were selected
 - The Royalty will participate at the All Star Rodeo at the Stock Show April 15 And 16
 - Queen did speech on Arapahoe County Fair for the competition
 - Cindy, Jan, and Dan met with Shannon and Glen and were informed that Arapahoe County has been directed by the BOCC not to formally recognize the royalty but no reasoning was given
 - Royalty Sash says “Arapahoe Rodeo Queen and Princess” – promoting the County
 - Cindy said that the goal is for the county to recognize the royalty
 - Mary said that the royalty can be incorporated in the Heritage Tent as Heritage volunteers
 - Queen – Sarah Liberatore age 17
 - Princess – Jordan Synder age 14
- Barrel Racing event – Bill
 - Well attended event,
 - Feedback from contestants, attendees and producer – loved the facility, footing was great, staff worked hard and did a great job grooming the arena footing and was great to work with, 336 entries
 - This event took place while a flyball event occurred in the east wing; there were not problems with hosting two major events simultaneously at the ACFP.
- Adams County Fairgrounds
 - Indoor arena is not looking good, curious if we have seen an increase in requests
- Permanent covered stalls for livestock – Raylene
 - Need for permanent covered stalls to reduce labor for set up and for emergencies , CART
 - Staff is looking at a maintenance shop at the Fairgrounds
 - Need to find funding sources for covered stalls
 - Glen to further explore this potential need
- Arapahoe Foundation – Sharon
 - Shannon discussed Fairgrounds expansion and updates
 - Sharon discussed the silent auction and \$10,000 goal
 - Treasurers’ report shows \$13,498 for Steering Committee SC does not have an account with the Foundation, so whose money is this?—This is the money that people contributed years ago to building the fairgrounds, from money that we received at the Littleton bike criterion, etc.

6. Committee Reports:

- OS/Aurora PROS Fair Booth and Heritage activities
 - Booth meeting at the end of the month
 - Heritage meeting 4/14/16 at 11:15am

- OSTAB
 - Glen to look for a date to present the Steering Committee's Annual Report
- Cherry Creek Watershed Partners
 - Starting to do educational tours – 100 3rd graders on 4/25
- Event Center Calendar was presented to committee
- ACFP Monthly Report
 - Photoshoot on 4/12 for marketing materials

7. Future meetings

A. Fair Planning Committee meeting, April 19 at 6:30pm at the Arapahoe County Fairgrounds and Regional Park, 25690 East Quincy Road, Aurora, Colorado 80016

B. Open Space Trails and Advisory Board meeting April 25 6pm in the Career Village Meeting Room, AD Works, 6974 South Lima Street, Centennial, Colorado

C. Arapahoe County Fairgrounds and Park Steering Committee meeting: May 12 at 9 a.m. in the Log Cabin Room, Arapahoe County Fairgrounds and Regional Park, 25690 East Quincy Road, Aurora, Colorado 80016

8. Adjourn

Sharon asked for a motion to adjourn the meeting, motion made by Raylene, motion seconded by Lori

In favor: 6 Opposed: Abstained: 1 (Janice absent)

Meeting Adjourned by Sharon at 11:15am