

Arapahoe County Fairgrounds Steering Committee (SC)

Meeting Minutes

October 13, 2016

Present: Committee Members: Raylene Owen, Lori Daniel, Mary Madsen, Sharon Kercher, Cindy Knox
Absent: Janice Leonard, Bill Jenks,
Staff: Ashley Clement, Glen Poole, Matt Bixenman
Communications Staff: Amanda Slates, Liz Ellis
CSU Extension Staff: N/A

Next meeting: October 13, 2016, 9:00am Arapahoe County Fairgrounds, Log Room

1. Call to Order: Sharon called the meeting to order at 9:15am

2. Roll Call: Janice Leonard and Bill Jenks absent

3. Old Business:

- Marketing and Communications Discussion – Amanda Slates and Liz Ellis
 - Fairgrounds Website and Marketing Overview
 - Marketing Goals:
 - Increase facility use and customer base
 - 20-40% cost recovery goal by December 2019
 - Engage and build relationships within the community
 - Increase brand awareness
 - Branding developed in house – new logo with Windmill
 - New website developed and up and running!
 - <http://www.arapahoecountyeventcenter.com/>
 - Responsive site- changes based on type of device used
 - It will take Google around 6 weeks to index the site and start bringing up the website organically
 - Already received many inquiries about the Event Center from the website
 - Event Center Project Discussion
 - Ideas for the project – all
 - Try to find original owners of land and incorporate pictures and/or deeds
 - Stories of the old fairgrounds
 - Timeline of the Fair and Fairgrounds
 - Story Core on NPR – stories are recorded, talking about experiences
 - Possibly record through Open Media existing contract
 - Possibly putting together a historical video
 - Inventory pictures, items that we could put on the walls and in display cases
 - Rotating art gallery of Open Class Fair each year
 - If Steering Committee could send inventory of items for the timeline, display cases etc. by December meeting
 - Description
 - Quantity
 - Location

- Glen to get more information on the presentation to the foundation
 - Cost estimate and process – Ashley
 - RFP is in draft form and staff are working on getting it approved
- Status of Park development and plans for Phase 2 – Glen/Matt
 - The park and natural play area are open to the public
- Boots Not Suits Auction – Lori
 - Financials
 - Last check received
 - Outstanding Issues
 - No other outstanding issues for 2016
 - Is this something committee wants to do in 2017?
 - Need to see if the foundation approves this type of project again
 - Idea of an online auction for 2017
 - Credit card issues this year would need to be resolved and increase County Commissioners support for Silent Auction
 - Thank you letters sent – Thank you Lori for doing this despite computer challenges!
 - Cindy motioned that when attending November foundation meeting, the Fairgrounds Steering Committee requests the foundation to support the use of the 501 (c) 3 for the 2017 auction, Lori seconded.
 - In Favor: 5; Opposed: 0;
- Committee to review 2017 silent auction opportunity at the December Meeting

4. New Business:

- Review and Approve Meeting Summary of September 2016 Meeting Minutes
 - Sharon asked for the motion to approve **September** minutes with current corrections. Sharon made the motion to accept September minutes as amended made by committee. Seconded by Mary.
In Favor: 3; Opposed: 0; Abstained: 2 (Sharon and Cindy absent in September)
- 17 Mile House October 15 Fall Festival – Volunteers
 - Contact Nira if you are interested in volunteering

5. Committee Reports:

- OS/Aurora PROS Fair Booth and Heritage activities – Mary
 - Met with CSU Extension and Heritage – discussed usage of Exhibition Hall, how we use the Main Hall during the Fair
 - Keeping Heritage Tent together rather than two locations
 - Requested that Arapahoe County Foundation, Inc. allow the Heritage Committee to accept charitable donations through its organization
 - Committee has started working on annual report
 - No updates on Open Space Booth
- OSTAB- Mary
 - No report
- Cherry Creek Watershed Partners – Raylene
 - Will have an active presence at Fall Festival
 - 90 second graders in September for Education Outreach
 - November 2, 8am – 3pm, Watershed Conference at the Wildlife Experience
 - Highline Canal Meetings are ongoing, information and meeting notes are online
- Event Center Calendar – Ashley
- ACFP Monthly Report – Matt
 - Fair debrief report on Monday October 17 at 2pm in West Hearing Room
 - Another full time event technician for next year

- BOCC

6. Future meetings

- a) Fair Planning Committee meeting, October 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 October 24 6pm in the Career Village Meeting Room, AD Works, 6974 South Lima Street, Centennial, Colorado
- c) Arapahoe County Fairgrounds and Park Steering Committee meeting: November 10 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: 5 Opposed: Abstained: 0

Meeting Adjourned by Sharon at 11:42am