

# Elbert County Fair Board

## Agenda

December 16th, 2024

Fellowship Hall

7:00 pm

### Present

Tammi Schneider  
Amanda Love  
Sheri Trehal  
Kali Benson  
Vicki Whitman  
Troy Kelty  
Aaron Thieman  
Garrett Miller

### Excused

Will White  
Chris Carnahan  
Ralph Hinton  
Ben Duke  
Trevor Smith  
Dave Rook  
Matt Summers

- Call to Order at 7:06 pm by Tammi Schneider- President
- Pledge
- Approval of Agenda- 12/16/2024 1<sup>st</sup> by Aaron Thieman, 2<sup>nd</sup> by Sheri Trehal- agenda approved
- Approval of Minutes - 11/18/2024 Changes to Old Business “Market Sale Committee” section changing “Kirby Carpenter will help with marketing to marketing. Motion by Garrett Millet to approve Minutes approved with changes and seconded by Aaron Thieman.
- Guests: (any guest not listed below must stand, give name and address and may address the board in 5 minutes or less) \*guests not present at this time of the meeting and not listed below may not address the board. After this period of the meeting has ended guests may not address the board or comment on subject matter during the meeting.
  - Guests: Laci Zion- Elbert County Leaders Council- no comment
- A. Extension/4-H Report – Kali Benson
  - New agent has been hired- Melanie M. starts on January 13<sup>th</sup>, 2025
  - Encourage 4-H’ers to continue to complete 4-H enrollments
  - Volunteers must have 4-H enrollments done before the end of the month
  - (2) new master gardeners have started
  - Planning February 23<sup>rd</sup> afternoon beef weigh in with Monday 24<sup>th</sup> for those that need a religious exemption

- B. Facilities Report- Tammi Schneider submitted by Facilities
  - New Pavilion torn down and is scheduled to be completed by mid-February 2025
  - New Crows Nest to be put up May 2025
  - Bids for new Kitchen in the Ag Building
  - LED lights throughout the main arena will be installed

## Old Business

- Market Sale Committee update
  - Sheri Trehal representative to report from Market Sale Committee
  - Wants board to review Elbert County Junior Market Sale rules and get them approved by the board- hardcopy given to all present members to review
    - Suggestion by Tammi Schneider on #2 to add and/or to read “Only members in Good Standing with the Elbert County 4-H Program and/or their FFA Chapter and the Elbert County Fair Board.....”
    - #3, b- “Legal Guardians must pay Elbert County real estate taxes”- Vicki Whitman thinks that this is confusing. Kali Benson states that it clarifies if someone possibly lives with grandma and grandpa and live in Elbert County.
    - #8- Is an addition and suggestion by the Market Sale Committee. It reads- “Beef and Swine will be sold by the pound. Goats, Lambs, Turkeys and single Rabbits (not pens) will be sold by the head. Chicken and Rabbit pens will be sold by the pen.”
    - #18- “BBQ tickets turned in that were handed out by the 4her/FFA Member will be deducted from the sale check”
      - Tammi discusses that if the committee decides not to go with a BBQ at the sale or tickets this could cause issues. Suggests putting this one in general language.
      - Sheri suggests the possibility of combining with #13 however unsure about the year to year commission
    - #27”Add-Ons will only be allowed for exhibitors that sell in the Jr. Market Sale” – Garret wanted to know if add-ons were discussed at the Market Sale Committee meetings. Sheri states that this is the only discussion that had been had.
      - Tammi would like to know if the market sale is charging a commission for add ons?
        - No further discussion

Tammi Schneider suggests to table for approval from the Elbert County Fair Board regarding these Market Sale Committee rule suggestions for the next 90 days. Sheri Trehal okay with this and will relay to the Market Sale Committee

- Budget for Sale discussed and voted on with the Market Sale Committee
  - \$60,000 budget- items below they are looking to purchase
    - A \$25,000 reserve
      - This would be used for example if an animal dies then Market Sale can purchase or if a buyers check bounces

for there is money in the budget to compensate

- The committee wants to look at a new software program
- Office supplies
- VIP Tent
- Photographer
- Looking to take out an insurance policy
- Accounting and legal
- Possibly and auction company which would have their own internet and software to use
  - Stock Show Auctions out of Texas
    - They specialize in Jr livestock sales
    - Have worked with El Paso County
    - There is an al-a-carte option where you can pick and piece what you would like them to provide
    - They do take a commission rate on gross sales
      - Lowest package just to manage the sales
        - 2.25%
      - Middle package- manage the sale, do the auction, main clerking including process payments, provide 2-3 office staff, payments from the sale would be written to the foundation and then the foundation writes it back to the seller
        - 3.65% of gross sales
      - Highest package- The complete sale from start to finish would be provided by the company with pay out of checks to the 4-Hers from the company
        - Sale committee concerned about this one as they will not pay out the 4-H'ers until all funds are received
        - 4.85% of gross sales
      - The company does over a mix and match as well
      - All packages include live online streaming of the sale
        - We could advertise our sponsors through the online streaming
    - Discussion continues regarding fees and how long pay out could take for 4-Hers
      - Per Sheri they could take a couple of months for payouts

- Tammi would like to thank the committee for their work and have Sheri take the questions back to the committee. Please bring back to the board to vote on when ready
- Update on 501c3- Elbert County Fair Foundation
  - Tammi reports on progression on the 501c3 EC Fair Foundation
    - There will be three bank accounts under the Fair Foundation
      - #1- Market Sale
      - #2 Elbert County Farms & Ranches
      - #3 General Account
    - Hoping that the foundation can take over the concert
      - This would help for integrating such things like “Ticket Spice” for concert ticket sales
      - Sheri Hewlett will be assisting with this
    - Melissa Christine will also be hired for the foundation bookkeeping
      - She would also be writing market sale checks

## • New Business

- **Ticketing and pricing for 2025 concert**
  - Revealed Blackhawk as the concert
  - Tammi feels that \$10/ticket is low for the headliner that we have. Tammi would like some guidance and feedback from the board tonight
    - All inclusive it is about \$30,000 for the headliner, opening performer, lights and sounds
    - We estimated that this past year estimated attendance was 2,000. Estimated about \$18,000 in revenue
    - If we were planning to charge for stands
      - We would need to clear the grounds, extra security etc.
        - Tammi thinks this would be difficult to do
      - Possibly a pre-sale ticket price and then a day of ticket price
    - Garrett concerned regarding not needing a ticket and possibility of people not buying a ticket
    - Amanda thinks that possibility of adding more to the arena- more food, pop up bars in the arena- make it more enticing to purchase a ticket
    - Per Sheriff Norton and Fire Chief of Kiowa, max of 2600 in the arena
  - Tammi states that the goal would be to pay for the headliner with the profits from ticket sales

- if we could get 2,000 tickets sold at \$10 we could pay for the concert headliner.
  - Sheri Trehal makes a motion that concert ticket prices remain at \$10/ticket this year for 2025 concert with Blackhawk, Aaron Thieman  
2nds- motion passed
- **Poultry awards**
  - Last month John Baker came to discuss Poultry awards and would like to look at changing this
  - Kali Benson states that the program has grown and currently the grands of turkeys and chickens go head to head and it creates a lot of competition
    - John Baker would like to look at a Grand Champion for both Turkey's and Chickens
      - Mr. Baker liked that lambs and hogs had division champions. Would like to look at doing that in poultry as well and presenting with a rosette
        - Not sure how those would be split out
          - Would like to have those division recognized
      - All of this would reduce the grand drive down from 22 down to 3-5
    - Kali thinks this would be a fair solution to keep it consistent with other species
      - John does not think we would need an award for these 4H'ers
    - This is what John is requesting at this time, Kali let him know we would have to parse these out
  - Garrett Smith motions to have a Grand Champion and Reserve Champion added for both Turkey and Chicken (meat pen) Vicki Whitman- seconds- motion passed
- **Confirmation of livestock show dates and times for 2025**
  - Kali would like to start to solidify times for shows so judges can start to be booked for the Fair
    - Hog superintendents would like to change the schedule of the hog show asking for showmanship to not be on the same night as the market show
    - Goat time table- Wednesday afternoon evening- superintendent requests later in the afternoon 1pm- 2pm
      - Tammi thinks 3 pm for goats start time would work well
    - Thursday morning- Ranch Raised
      - Garrett would like to look at doing it this day
      - Okay with other current scheduling of shows
    - Poultry show generally starts at 8/9 on Thursday
    - Discussion of possibility of placing ranch raised on Friday morning

- Possibility of hog showmanship on Thursday morning
    - Start with Senior, Junior and then work back to pee wee show
  - Pee Wee show with hogs- when to do this
    - Tammi suggests making a Pee Wee show extravaganza-
      - Bring more of a draw for people to watch
      - Tammi thinks
    - Sheri Trehal makes a motion to adjust the schedule for the 2025 Fair with the goat show to be Wednesday at 3 pm, market hogs on Wednesday at 6 pm, hog showmanship Thursday morning, Beef- Thursday 4 pm- second by Troy Kelty, motion passes
  - Parade Marshall for 2025
    - Suggestions from Tammi
      - Mary Louise Jacobsen- she is being honored at NWSS this year for her work with the Royalty work
        - Came on with Elbert County Royalty in 2010 and has continued to help
      - Jeff Aleman- early 2000's swine superintendent- continues to be involved
      - Sheila Kelly- previous extension agent
      - Douglas/Elbert Livestock association
      - Friends of Fair group suggested by Sheri Trehal
      - Scott Maranville
    - This discussion will be tabled until next meeting per Tammi so that Fair Board members have time to consider Parade Marshall suggestions.
  - Delivery of the Annual Fair Board Report 2024 – delivered to BOCC last Wednesday
    - Tammi and Kali spoke with commissioners
    - Paper to review
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- Adjournment – motion to adjourn at 8:20 pm, seconded by Aaron Thieman

NEXT MEETING February 17<sup>th</sup>, 2025