

**Weber County
Friends of the Fairgrounds Advisory Board Meeting
Thursday, July 18th, 2024
Golden Spike Event Center Conference Room**

Members Present: Teddy Anderson, Jon Beasley, Naomi Brower, Tiffany Christiansen, Susan Clontz, Lee Dickemore, Korry Green, , Sharlan Holmes, Lora Parker

Staff Present: Duncan Olsen, Jim Harvey, Gabby Spackman, Emily Scoville, Ashton Wilson, Kimberly Salas, Marty Smith, Todd Farrario

Excused Members: Shae Hill

Welcome:

Chair Connie Robinson opened the meeting and welcomed board members, the meeting came to order at 12:01 pm.

Approval of Minutes:

Connie Robinson motioned to approve the minutes from the June 20, 2024, Meeting. So moved. The motion carried.

Weber County Report & Welcome: (Commissioner Harvey)

Commissioner Harvey thanked the Board for their years of service.

Golden Spike Event Center Report: (Ashton Wilson)

Marty Smith began by noting that the facilities team at Golden Spike Event Center have been busy adding panels to improve stalls. Ashton added that there are several hundred cattle and horses currently staying at Golden Spike due to days of 47' events throughout the area, which has kept the facility very busy with stall and rv layovers.

Weber County Fair Report: (Ashton Wilson)

Ashton started by letting everyone know that the Weber County Fair is just 19 days away. She reviewed the punch list items that the team has been working on, such as Gabby has been working to get everyone what they need, marketing efforts are back on track, billboards ads are up, as well as radio ads and the social media team is working on some issues with facebook ads. Ashton asked everyone to not alter their fair shirts and let everyone know that their credentials are their tickets so do not lose them. She informed the group that they can use their comp tickets to purchase bull fight tickets and will just pay the difference. Ashton continued with updates such as the inflatables going in barn D area, dog show going in the adventure zone, as well as circus performance and the photo booth will be just West of the courtyard food booths. She noted that Golden Beverage will be the sponsor of the adventure zone and informed everyone that there will be a different hypnotist for one of the dates this year because regular performer is on a cruise that day. She asked everyone to please watch the new show and provide feedback. The new performer comes at a higher cost so feedback will help us know if they are worth hiring again. Ashton mentioned that there were some complaints last year in regards to lighting so there will be more lighting added this year. She happily informed everyone that the goal for sponsorship has almost been met and noted that last week a Korean clothing company contacted her about being a sponsor for the demolition derby. She added that the process of getting to contract with this group has been challenging, mostly due to language barriers

and she has learned from the experience. She noted that, with this new sponsorship, there is about \$92,000 in sponsorship revenue for this year. Ashton announced that there is just one derby ticket left and added that bull fight tickets sales are less than half of where they were at last year. Ashton informed the group that there will be a morning meeting and breakfast each day of the fair, except Saturday. She said this meeting is optional but asked that everyone rsvp so there is an accurate count for food service. Ashton informed everyone that Gabby will run fair meeting next week.

Committee Discussion: (Chair Connie Robinson)

Naomi Brower asked Ashton what big events are scheduled for Wednesday. Ashton replied to let her know that the rodeo will take place on Wednesday. Lora Parker informed everyone that for JR Livestock, hog entries stayed the same as last year, goats and sheep as well as steers are a little down and heifers are up.

Discussion/Action Items: (Chair Connie Robinson)

Ashton went around, asking everyone if they had anything to add. Monte Steward asked if bleachers were needed again this year. Ashton said yes. Monte said they will plan to bring one set. Mike Mathieu said they will need signs. Ashton said that this will be taken care of and added that she met the new incident commander for the fair. David Widdison let the group know that there will be a group of young entrepreneurs selling their wares at the fair and asked everyone to please support them. Ashton asked David if they can fit robotics in the Exhibit Hall, West end. He said yes and said that they will need two tables.

Adjourn:

The meeting concluded at 12:28pm. Connie Robinson Motioned. So moved. The motion carried.