

Utah State Fairpark Authority Board Meeting

November 21, 2024

<u>Via Teams</u>	<u>In Person</u>	<u>Staff</u>	<u>Excused</u>
Paul Morris	Lillian Bayles	Larry Mullenax	Kip Paul
Jennifer Seelig	Jim Webb	Allan Kitterman	
Benn Buys (UFAIR)	Comm'r Craig Buttars	Becky Knight	<u>Absent</u>
Wade Garrett	Dave Lewis	Holli Buxton	Ted Lewis
Senator Sandall	Paula Martin		
	Andrew Marr		

Dave called the meeting to order roll call as stated above November 2024, 8:35am

Welcome New Board Member

Andrew Marr (DFCM Interim Director), Jim Webb (Farm Bureau) was welcomed as the newest Board Members and introduced themselves. Board Members introduced themselves. Jim was asked to sit on the Livestock committee.

Approval of October Board Meeting Minutes

Lillain made a motion to approve the minutes, Comm'r Buttars 2nd seeing no discussion. The minutes passed unanimously.

September/October Financial Review:

Holli was thanked for her efforts working on the financials. Fair Revenue was up overall, the Jaripeo was a large portion of that. Expenses were up as well particularly due to the Jaripeo because of the type of event the Jaripeo is. Ordinary income for the Fair was down from last year. Overall, it was still a successful Fair. Last year's Fair was record breaking. But this year the spending per person was down over last year. Attendance this year was about the same as last year. But the customers spent less while here. Senator Sandal mentioned the sticker shock in food prices as well across the Fair industry. Revenues for October was up. It was a very strong month. The Red West Fest was the main contributor to that additional income. The Fairpark has been identified as one of the premier festival locations in the country right now because of all the infrastructure work that has been done here. Ordinary income is up. Year to date revenue is up compared to last year. Cash is strong. Our financial position remains incredibly strong.

Commissioner Buttars asked how the homeless impacted the Fair? Larry responded that it impacts our visitation, but it also impacts your security costs and rental costs (fencing etc.). Dave commented that if we did not have the help from the agencies that helped it would have had a much bigger impact. Homelessness was the worst it has ever been. Larry commented that working with the State and the City the area has improved dramatically since the Fair. If we can maintain this, we will be in a better position next year. Temporary fencing was installed to cut off the walkway down the river.

2024 Fair Discussion:

Year 2 Remote parking: (State Tax Commission parking lot) we must bring in fencing, security, and a shuttle system to make this work. This year we decided to move the livestock trailers to this remote lot which then required 24 hr. security. We worked hard to push people to that lot. We parked 603 cars over the course of the 11 days in comparison we parked over 30K in the main lot and WBP. Shuttles ran every 15 min, so it was very convenient. Customers were interviewed that parked in the remote lot they told us it was their last choice for parking after driving around for 20 min. looking for parking on the streets. We are still struggling to get the guests to see how efficient it would be to park at the remote lot. We push our employees to park in the remote lot and these 603 numbers do not include the employees. There is a discounted rate to park in the remote lot. It cost us \$89 a car to park at the remote lot, everything we touch is very expensive. We are doing what we can to get people to use the remote. Mass transit is not being readily used. Senator Sandall commented that our whole parking structure will change with the UFAIR development.

Demo Derby: We run one of the more successful Derby's in the nation. Our contract is up with our promoter who informed us that he and his partner may not continue hosting the derby. We are doing what is necessary to continue our partnership with this promoter with a multiyear contract, it looks like that will be moving forward.

Livestock Receivables: Jacee has done a really good job of collecting the monies from the auction. We are currently at an outstanding balance of 59K at the same time last year it was at 70K, a significant improvement over last year. The kids are not paid until we receive payment from the buyers. We feel like by the end of the year we have a responsibility to pay the kids whether we have received payment or not.

Days Of '47 Contract Review:

New contract discussion is under way the original contract was done in 2017 it's a different world now from a cost perspective. The utility bill for example is just under 34K for the duration they are here. Allan brings up our overhead is 125K and they only pay us 100K, so we are upside down 25K before the event even starts. We are working on the new contract negotiations.

UFAIR/LHM Power District Update:

The last meeting was good we are starting to understand each other's needs and wants of each organization. Design concepts were discussed their master plan and the Fairpark's as well. Some of the challenges with the changes that they want to make, and they understand those challenges better now. A UFAIR Fair committee was assigned Dave Lewis, Paul Morris, Jennifer Seelig, Larry Mullenax and our attorney Brooke McCarrick from the Attorney General's office and one person from the Fair design team who has not yet been named. This committee will bring back information to the Fairpark Board for their approval of any decisions that need to be made with this project. Dave Lewis mentioned that we identified two main areas of focus which are White Ball Park and the Historic Barns. Parking is probably the biggest issue that we are concerned about.

Committee Updates:

It was proposed that we give Larry up to 50K additional funds for incentive bonuses for the Fairpark team with Larry to disperse how he sees fit. Wade made the motion Paul Morris seconded. No further discussion Motions passes. Motions passed.

Dave asked that the performance review committee get together and discuss Larry's bonus and increase wages and report in January.

Legislative: Jennifer & Wade:

Wade reports nothing currently. Senator Sandal mentioned that there is a cleanup bill around UFAIR. Dave commented that there are a few items that we wanted included in that cleanup bill Paul Morris is connected with Wade Budge, so we feel we are properly represented there.

Fair: Paula:

Dave and Larry recognized Paula for her service on the Fair Board as her term has come to an end it has been a great 12 years of service. Nicki and Sakura were able to attend RMAF and Nicki entered our Logo/theme into the Fair Logo/theme contest, and we won **1st place**. The Fair book is a work in progress and Sakura will be working on making it even better.

Rodeo: Wade:

Will be attending NFR in a few weeks. Dave brought up the change this past year in the Rodeo schedule Wade felt that it was a good change and will be building on that moving forward.

Livestock: Lillian:

Waiting to fill the spot left by Jared. Lillian will be heading that committee for the time being. Jim was asked to serve on that committee moving forward. A meeting will be scheduled shortly once the committee is full. The fundraising component for the auction is something that needs to be addressed. Jared is willing to still help with this aspect. All drug tests came back clean this year. The extra money allocated last year, \$24K for extra awards, we would like to continue that for the 2025 year seeing no opposition, the money will be allocated \$24K for the year 2025 year.

Additional Business:

We have some tickets available tickets for the NFR if any board members are interested. IAFE convention would be a good convention for board members to attend in the 2025 year.

Meeting Adjourned:

Jim made a motion to adjourn Comm'r Butter 2nd meeting adjourned at 10:20am.