

**Weber County
Friends of the Fairgrounds Advisory Board Meeting
Thursday, April 24th, 2025
Golden Spike Event Center Conference Room**

Members Present: Teddy Anderson, Tiffany Christiansen, Susan Clontz, Tom Close, Lee Dickemore, Korry Green, Sharlan Holmes, Mike Mathieu, Lora Parker, Stephanie Solomon, Michelle Taite, Ryan Cortney, Jeremy Dearden

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

Welcome:

Chair Connie Robinson opened the meeting and welcomed new board members, Ryan Cortney and Lt. Butler; the meeting came to order at 12:27 pm.

Approval of Minutes:

Connie Robinson motioned to approve the minutes from the February 20, 2025 meeting. So moved. The motion carried.

Weber County Report & Welcome: (Commissioner Harvey)

Commissioner Harvey began by letting the group know about discussions that are taking place regarding the next Olympics and social events that are being planned in Weber County. He went on to discuss some of the capital improvements happening at Golden Spike Event Center due to budget money that has been allocated.

Golden Spike Event Center Report: (Duncan Olsen)

Duncan elaborated on Commissioner Harvey's budget comment, adding that Golden Spike Event Center and Visit Ogden have been working together to capture the impact data for the facility. Golden Spike Event Center brought \$14,000,000 in revenue to the community last year, which in turn allowed for added funds for capital improvements. These improvements include new concrete on the main plaza, new asphalt being added in the North lot as well as the resurfacing of asphalt on the road to Barn D and loping area, which will also gain new panels and fencing. Duncan added that it was presented and approved at the last Commission meeting for the purchase of a new temporary floor for the Golden Spike Arena. This adds huge value and allows for new groups to utilize the facility, especially sporting groups. He noted that some athletic groups are deterred by the dirt floor and how Duane will prep the ground to provide the right base for the temporary floor to be installed. Duncan drew everyone's focus to the event calendar and the packed schedule during Spring. Lastly, Duncan informed everyone that Amy King, the Senior Event Manager at Golden Spike Event Center is retiring after almost 29 years. He said that he is both excited for her and nervous about the near future, as Amy brings a great deal of historical knowledge about the events at Golden Spike Event Center.

Weber County Fair Report: (Ashton Wilson)

Ashton informed everyone that RV site sales for the Fair will be handled through the Golden Spike Event Center ticketing system this year, as opposed to being done through Parks and Recreation. She hopes that this will streamline the process. Ashton added that there will be a new Ticket Sales system

being added this year. Sapphire will still be in place to process orders for specific events that were already planned to be in their system and the new system, E Tickets, will begin to integrate starting in May. She noted that the full transition may take place around the time of the Fair, which is not ideal but should not be an issue. Marty Smith added that the transition should be seamless for the customer. Ashton informed everyone that the Tagging events, in preparation for the Fair, will take place on April 30th, May 10th and May 13th. She added that the Premium Book for the fair is undergoing final edits and will be wrapped up soon. She asked the group to get the word out that a Food Arts person is still needed for the Fair, as well as someone for Rabbits and for Crops. Ashton was excited to share how pleased she is with the progress the new marketing company (Fuel Marketing) is making in regard to Fair preparations. They are way ahead of where they were this time in past years and have solidified some new advertising options that should draw greater crowds and a more diverse demographic. There will be ads this year on Fox TV, Comcast, Hulu, Disney+, YouTube and 4 radio stations, to include the two we have used in the past (KSOP and KBUL) as well as two new Hispanic radio stations. There will be 6-7 digital billboards going up, which are more cost effective than print billboards. Ashton went on to inform everyone that the Fair hours are being updated this year and that the deadline for food vendor applications will be tomorrow. Ashton then passed around a sign-up sheet for Parades in Weber County. As part of the effort to promote the Fair, there is an opportunity to participate in several parades throughout the county. Some cities have their parades on the same day. Because it is difficult to cover all of them, Ashton asked everyone to sign up if they can and added that banners and candy will be provided. Ashton gave thanks to Tom Close for helping to solidify a new dealership sponsor. She then went on to inform everyone of the possibility of a carnival company being included in the Fair this year. She noted that, though she expects to see a contract today, there is no guarantee yet and does not want to get anyone's hopes up. She went on to discuss the potential changes to the Fair layout, if the Carnival is added. This would possibly mean moving dino encounters to be half inside, half outside the Recreation Hall and, depending on their square footage requirements, put the carnival in the lot South of the Golden Spike Arena.

Committee Discussion: (Chair Connie Robinson)

Connie asked the group about any new happenings. Shae Hill informed everyone that there is money in the Friends of the Fairground fund that can be used this year, as it has been untouched for a couple of years. She then added that there is possible opportunity through MarketStar to get sponsored video conferencing equipment. Monte Stewart mentioned that he is working with Todd Ferrario in partnership to do some trail paving. Mike Mathieu mentioned that the Ogden sign needs to be updated and River Print will be including some smaller ad banner space for reoccurring events like Pioneer Days and the Weber County Fair. David Widdison mentioned that there will be a location change for one of the 4H award gatherings. Ashton added that this is a bigger deal than it sounds because it has been an issue for participants to know where to keep their horses during awards and this year they will have it at the outdoor stadium to solve this problem. Stephanie Solomon mentioned that she recently attended a sports conference and has received great feedback regarding the new temporary floor option for the Golden Spike Event Center.

Discussion/Action Items: (Chair Connie Robinson)

Ashton Wilson will follow up next month to let everyone know if the Carnival will be coming to the Fair or not. Please sign up for Parades.

Old Business/New Business: (Chair Connie Robinson)

Nothing to report.

Adjourn:

The meeting concluded at 1:01pm. Chair Connie Robinson Motioned. So moved. The motion carried.