WASHINGTON COUNTY FAIR ADVISORY BOARD
MEETING MINUTES
OCTOBER 13, 2025

The Meeting of the Advisory Board for Washington County Fair was called to order by Susi Lafaele at 6:11pm on October 13, 2025 in the Shonesburg Conference Room of the Grafton Building at Washington County Legacy Park, 5500 W. 339 S., Hurricane, Utah. Those in attendance were Andrea Schmutz, Ben Scow, Roxie Lee, Chris Caldwell, Ali Foutz, Jill Hunt, Brandon Ipson, Payton Fisher, Lil Barron, Susi Lafaele, Salome Burgess, Alison Anderson, Steven Scott, Ron Wilhelm, Victor Iverson.

WELCOME:

Susi Lafaele welcomed all in attendance and began the meeting at 6:11pm.

AGENDA:

APPROVAL OF MINUTES: SEPTEMBER 8, 2025

DISCUSSION: No discussion of the notes of September 8, 2025.
MOTION: Motion by Brandon Ipson to Approve the Minutes to the notes of September 8, 2025. Motion seconded by Andrea Schmutz and carried by a unanimous vote.

OPEN AND PUBLIC MEETING TRAINING
Washington County attorney Steven Scott introduced an 8-minute video on open training. The video can be found here: https://www.youtube.com/watch?v=QNVBuXB7vkM.

MISSION STATEMENT
"The Washington County Fair celebrates the rich heritage, enduring culture, and vibrant community spirit of Southern Utah. For over 160 years, it has united the community while honoring tradition and showcasing local talent. Our mission is to provide a safe, family-friendly environment where fun, education, and entertainment meet innovation. Through agriculture, arts, music, food, and local talent, we aim to honor our past, showcase our present, and inspire future generations."
Mission statement is posted on the county fair website.

COMMITTEE UPDATES
Literary Arts—Roxie is going to start working with Utah Tech and the head of the English department to increase entries at the fair.
Treasurer's Office—Salome reminded all those who have premium lists that changes need to be made to her by December 1 so she can add those changes to Showorks. This includes 4-H, field and crops, horticulture, literary arts, and home and fine arts.
Admission and Beer Garden—wifi was discussed, and Susi showed all the internet access points on a map. IT promised Susi that the internet would work during the fair, but Susi mentioned backup plans, including hotspots and EOC Starlink access. Showslinger agreement passed commission meeting, and the contract was approved for 3 years.
Commissioner Iverson brought up premiums and wanting home arts to take a bigger spotlight at the fair. Iverson wants more county residents to enter items and have them broken up into more categories. He wants more art groups to enter as well. Iverson asked if premiums could be used to generate interest. Discussion of changing marketing premium v. cash and premium v. exhibits. Andrea was concerned about using cash/premiums to influence groups (professionals) and not the people of the county as a whole. Using the Danish system of judging, everyone gets judged on their ability. Iverson would like to see the quality and diversity of entries improve. Are there things we need to phase out? Are there things that are trending now that we need to add?
Ron Wilhlem, President of St. George Sunrise Rotary, commented that the County Fair is a special place and special event. Not resistant to the cost, resistant that our pricing wasn't as advertised (fees and taxes). When something is free, it

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attracts everyone, and we don't want to attract everyone, because some of those everyones aren't good people. People don't appreciate the experience if it's free. When you make it free, it's not special, and you become like everyone else. Ron also said that if it becomes free admission, he fears for the safety of Rotarians. Payton suggested giving free tickets to school kids. The discussion centered on offering a free afternoon of admission. Or a bounce pass back to the 4th graders when they come. Or use a free admission with the coloring page that we send out to the 17,000 WCSD children. It was learned that some 4-H horse people complained about having to pay admission when they were there to volunteer; however, that was not made clear to those at the gate.

Entertainment—paying the same amount to bands for the last 7 years. Ed asked if we had a concert headliner. Discussion on Flo Rida, tiering ticket prices, and other potential artists.

Royalty—2 events in October that Miss Washington County and Miss Red Mountain are hosting.

Parade—Jill asked since she doesn't have a Commissioner Breakfast anymore, if she could do the parade. Discussion. Brandon mentioned that Hurricane City offered to host the parade. Maybe have the commissioner breakfast at the parade?

Petting Zoo—Payton asked about doing other events on Wednesday and Thursday to get people in to the arena.

Community Outreach—Brandon would like to have a sit-down with Commissioner Iverson.

OTHER BUSINESS

Possibility of partnering with Utah Summer Games to host boxing on Friday night at the fair.

ADJOURN

Motion to adjourn by Amy Hughes at 7:41pm. Second by Ali Foutz.

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