

Utah State Fairpark Authority Board Meeting

November 13, 2025

Teams

Ted Lewis
Paul Morris
Senator Sandall
Kelly Pehrson (Dept of AG)
Darrell Hunting (DFCM)

In Person

Lillian Bayles
Dave Lewis
Jim Webb
Wade Garrett
Steve Lund

Staff

Larry Mullenax
Aly Garcia
Allan Kitterman

Absent

Kip Paul

Excused

Jennifer Seelig

Public

Benn Buys

Meeting was called to order roll call was taken as stated above November 13, 2025, 9:05am

Approval October 16, 2025 Board Meeting Minutes:

Jim made a motion to approve, Ted seconded seeing no discussion all are in favor motion passes.

September & October Financial Review:

Fair Financials: Revenues were down over last year that is due to one less concert this year as well as the Jaripeo did not do as well as it did last year. We are also down on our budget as well. Expenses were also down, and we are down over budget. Ordinary income is up. Overall performance did very well bottom line. Concessions were down a bit, but rides set record numbers almost every single day. We ran a promotion on rides and Fair Entrance and that was one of our best days and had the concessionaires had similar specials on that day they also would have enjoyed the success of the day. Fred has been tasked to work with the concessionaires to bring their pricing down for this next year. People are becoming more frugal and this Fair in 2026 we need to do a really good job of making sure that we have partners that understand that so we can still have a good enjoyable reasonably priced Fair.

September revenues were down this also includes the fair. Down against the budget. Expenses are down significantly also, as well as the budget is down. Net ordinary income was down on last year for the month of September and we are down on the budget. September is a difficult month because we can't hold a ton of events but our expenses to run this place remain the same.

Year to date revenues are down, that is due to the Fair. We are down on budget, but our expenses are also down. Our ordinary income year to date through September is up. We are having a strong year.

October update, we don't have the October financials ready just yet, but our October revenue is already up over last year and we still have one event that hasn't been recorded. We are expecting a phenomenal month.

The Board was given a breakdown of all the arena events during the Fair and how they each individually did financially those documents are included in the Board Packet.

This next year we are going with a different talent buyer Romeo Talent Agency. They understand Fairs and routing quite a bit better and we hope this helps us secure talent for a more reasonable price.

Also included in the packet is a study that was put out by IAFE on the economic impact nationwide on how Fairs impact the cities and towns they are in. We are working with Johnson Consulting to do our economic impact study on our Fair.

Staff Incentive 2nd installment:

Wade Garrett made a motion to give a second incentive bonus to staff at \$60K Steve Lund seconded the motion. After some discussion the motions passed unanimously.

The Board passes along their gratitude and thanks to the staff.

Closed Session:

It was decided not to go into closed session at this time

Committee "Fair" Reports

- **Legislative-Steve Lund:** Nothing to report from the Legislative side.
- **Education-Steve Lund:** Working with Dave Secrist from Utah State University he is working on ideas on how they can support this education component and how we can make it even better than this year.
- **Fair-Lillian Bayles:** Lillian will be attending IAFE at the end of November with some of the staff. The staff is working on things for the 2026 fair even before the 2025 Fair was over, they are looking into how to make changed and make things ever better.
- **Rodeo- Wade Garrett:** The NFR is coming up. Some of the staff will be attending that. We will be looking to talent there
- **Livestock-Jim Webb:** There is still some outstanding auction payment that has not yet been paid Jim will follow up with Jacee to see where we are at with those payments. Looking at adding an Auction Committee Chair for next year. Larry and Jacee attended the Junior Livestock Association meeting nothing new was discussed. They did ask the Utah State Fair if we could publish a list of all the drugs that the labs are looking for when they test and the issue is difficult for us because the labs rotate. Several years ago the Livestock Association made the decision to discontinue the requirement for the drug testing. We felt like if they're going to want us to give more information about how we do our drug testing they should probably adopt a policy and make that a part of their association. Jim also said that our committee wants to make a couple of proposals, one on muzzle and one on drenching we are waiting for the committee to get those proposals back to us.
- **Safety & Security-Ted Lewis:** Nothing to report currently. Aly commented on how the Fairpark has come a long way on improving our security procedures.
- Larry complemented the staff on how they worked through the sound problem for the Get Freaky event usually we get the most noise complaints during this event but the staff and the Get Freaky team worked together to put things in place to mitigate the sound, so it wasn't a problem. We received only one call.
- **Additional Business:** There will be a December Board meeting date TBD

Jim made a motion to adjourn the meeting Lillian seconded meeting adjourned at 10:21am