

**Weber County
Friends of the Fairgrounds Advisory Board Meeting
Thursday, July 16th, 2026
Golden Spike Event Center Conference Room**

Members Present: Teddy Anderson, Susan Clontz, Shae Hill, Sharlan Holmes, Eli Johnson, Jeremy Dearden, Lora Parker, Rob Venderwood, Stephanie Solomon, Connie Robinson, Tiffany Christiansen

Staff Present: Todd Ferrario, Duncan Olsen, Gabby Spackman, Marty Smith, Ashton Wilson, Emily Scoville, Duane Kearsley

Welcome:

Chair Connie Robinson called the meeting to order at 12:25 p.m. and welcomed those in attendance.

Approval of Minutes:

Connie Robinson motioned to approve the minutes from the meeting held on June 18th, 2026. So moved. The motion carried.

Weber County Report & Welcome: (Chair Connie Robinson)

Chair Robinson welcomed attendees and turned time over to Duncan Olsen.

Golden Spike Event Center Report: (Duncan Olsen)

Duncan Olsen provided an update on upcoming and recent events at the Golden Spike Event Center. Several events are scheduled for July, including Moto Jam, Miss Rodeo Utah, and Team Penning.

Duncan highlighted Team Penning as an event that may be unfamiliar to some community members and presented a video to provide an overview of the competition and what attendees can expect.

The Union Moto Rally is also returning to the Golden Spike Event Center for its second year.

Duncan presented a video highlighting the event and its activities. The rally will be held in the Outdoor Stadium. Duncan also provided a recap of the Muddy Dash, which took place the previous weekend. This was the first year the event was held at the Golden Spike Event Center. The mud run, which included a variety of obstacles, utilized the Cross Country Course and Race Track. A video was presented showcasing the event and the large number of participants on the property.

Visit Ogden assisted with gathering economic impact data for the event. Stephanie from Visit Ogden explained the organization's data collection process, which uses credit card purchase information to determine where event attendees are traveling from and how they contribute to the local economy.

Todd Ferrario clarified that the new data collection process identifies attendees' geographic origins but does not collect personal information.

Duncan noted that events such as Muddy Dash attract visitors from throughout the country and can have a significant economic impact on the community. The data can demonstrate when an out-of-town visitor attends an event and subsequently makes purchases at local businesses, such as restaurants.

Duncan explained that he attended Connect Marketplace, a networking event designed to generate new event business, with Stephanie Solomon. Several months later, Event Lab, the organization that operates Muddy Dash, signed a contract to bring the event to the Golden Spike Event Center.

The event load-in was extensive but proceeded smoothly. Duane Kearley and his team constructed the course while incorporating existing features of the property. Due to extreme heat during the

event, significant efforts were made to keep attendees cool and comfortable. Parking presented some challenges because of the event's large attendance; however, the event was executed successfully. Duncan presented a video that highlighted both the event and the volume of attendees on the property.

Duncan provided an update on several improvement projects currently underway at the Event Center. Lighting throughout the facility is being upgraded, and additional lighting is being installed on the infield. The concession stands and kitchen in the Golden Spike Arena are also being renovated. Numerous areas throughout the property have been painted as part of ongoing facility improvements. Todd Ferrario secured additional state funding to assist with paving and asphalt improvements to roadways on the property. A significant cleanup project has also been completed near the rear of the property, including the removal of old equipment and debris.

Duncan encouraged Board members to attend the Weber County Fair and bring their friends and families so they can experience the event and its attractions. He also encouraged Board members to attend the morning meetings each day of the Fair and provide feedback. Board members were asked to explore the new attractions being introduced this year and share their observations with Duncan and Ashton. Duncan emphasized that feedback from the Board is taken seriously and is actively used to make improvements.

Weber County Fair Report: (Ashton Wilson)

Ashton Wilson reported that the Weber County Fair is approximately 20 days away. She reviewed the materials included in the Board member packets, including Fair T-shirts, admission tickets, and tickets for other events taking place during the Fair, including the Derby and Monster Truck Races. Ashton explained that JR Livestock traditionally holds an annual meeting. This year, the meeting has been replaced with a video. Ashton contributed a segment to the video and presented it to the Board. Her segment introduced herself and Gabby Spackman and provided an overview of the major events taking place during the Fair. The video also reviewed important rules and recommendations for JR Livestock participants during the Fair.

Ashton reviewed the Fair's marketing timeline and outlined the various advertising platforms being utilized, including electronic billboards, television advertising, Meta advertisements, YouTube, and radio. Paramount+ and Hulu have been added to the television advertising strategy this year.

Several new attractions will be featured at this year's Fair, including:

- Bumper Boats
- Foam Party
- Ice Age Encounters
- T-Rex Obstacle Course, which will be free this year rather than the \$20 admission charged last year
- Montana Action Paintball in Barn D, which will also be free
- Power House, a percussive dance group that will perform on the local performance stage and is expected to help draw additional visitors to that area
- Puppy Pals Dog Show
- 360 Photo Booth

Ashton provided an update on Fair sponsorships, noting that sponsorship revenue is approximately \$6,500 lower than last year. Derby ticket sales are currently ahead of last year's sales, and Monster Truck ticket sales are also performing well.

The pre-Fair meetings will be held at 11:00 a.m. on Wednesday, Thursday, and Friday during the Fair, rather than the previously scheduled 10:00 a.m. start time.

Committee Discussion: (Chair Connie Robinson)

Chair Robinson opened the floor for committee discussion. Stephanie from Visit Ogden reported that the organization recently held a staff meeting to discuss how Visit Ogden can best support the Weber County Fair. Stephanie also reported that 11,000 people viewed the Facebook marketing advertisements for the Fair posted by the Golden Spike Event Center's Marketing Team.

Duncan noted that the Event Center has two large outdoor televisions that will be displayed during the Fair and will feature advertising and promotional content.

David Widdison reported that the 40 4-H clubs participating in the Fair will each have a 2-by-2 display board highlighting their individual clubs and activities for the public.

Discussion/Action Items: (Chair Connie Robinson)

No further discussion. Ashton reminded everyone to attend the Fair next week.

Old Business/New Business: (Chair Connie Robinson)

No additional old or new business was presented.

Adjourn:

The meeting concluded at 1:06pm. Chair Connie Robinson Motioned. So moved. The motion carried.