

**Wasatch County Parks & Recreation SSD #21
Board Meeting
August 10, 2021
Minutes**

Attendance Live & Zoom:

Marilyn Crittenden, Vice-Chair
Kendall Crittenden, Member
Danny Goode, Member (Zoom)
Mark Nelson, Member
Spencer Park, Member

Heath Coleman, Asst. Director
Laurie Duke, Admin. Assistant
Amaria Scovil, Rec. Center Director
Erik Lappe, Rec. Center Programs Director
Dustin, Grabau, Interim County Manager
Ben Marvin, IT Specialist

Absent:

Jeff Wade, Chairman
Steve Farrell, Member
Tom Bonner, Director

Vice-Chair, Marilyn Crittenden called the meeting to order at 3:10 p.m.

Minutes:

Heath Coleman presented the minutes for June 8, 2021.

Again this month, there were not enough board members present that had been in attendance at the June 8, 2021 meeting to ratify the minutes. The June 8, 2021 minutes will need to be approved at our next meeting on September 14, 2021.

Heath Coleman presented the minutes for July 13, 2021.

Board Member, Mark Nelson made a motion to approve the July 13, 2021 minutes.

Board Member, Kendall Crittenden seconded the motion. Motion carries with the following vote:

AYE:	Board Vice-Chair, Marilyn Crittenden
AYE:	Board Member, Kendall Crittenden
AYE:	Board Member, Danny Goode
AYE:	Board Member, Mark Nelson
AYE:	Board Member, Spencer Park
NAY:	None
ABSENT:	Board Chairman, Jeff Wade
	Board Member, Steve Farrell

Marilyn asked if there were any Public Issues for Future Meetings. There were none.

Marilyn asked if there were any Governing Board Issues for Future Meetings. There were none.

Marilyn asked if there was any Public Comment. No comments.

Warrants:

Heath Coleman presented the warrants for July 8, 2021 through August 4, 2021 in the amount of \$259,352.87. Heath commented that the majority of that is contracted services for Stirrin' Dirt for the Derby and Powder River Rodeo for our stock contract.

Mark asked if the Rodeo contract includes everything and Heath answered that it depends on the company. Powder River brings their own announcer, but we have to find the clown and specialty acts. He directed their attention to the last item listed on the warrants for the Rodeo Clown/Barrel Man.

Board Member, Spencer Park made a motion to approve the warrants for July 8, 2021 through August 4, 2021 in the amount of \$259,352.87.

Board Member, Kendall Crittenden seconded the motion. Motion carries with the following vote:

AYE:	Board Vice-Chair, Marilyn Crittenden
AYE:	Board Member, Kendall Crittenden
AYE:	Board Member, Danny Goode
AYE:	Board Member, Mark Nelson
AYE:	Board Member, Spencer Park

NAY:	None
ABSENT:	Board Chairman, Jeff Wade
	Board Member, Steve Farrell

County Fair Recap:

Heath stated that he will have financial information to report on the fair after everything comes in which will be in about a month. Marilyn asked how much is budgeted and Heath replied it is around \$100,000. mostly from fund 46.

Heath reported that the staff has not even had a chance to sit down and analyze the whole fair yet, as they are still busy with clean up. In general, all the feedback he has received has been positive and that people really enjoyed the fair this year. He reported that both nights of the Derby sold out. The Rodeo is different. In 2019, the last time we held our Rodeo, we had about 1,000 seats left for Friday's Rodeo. Heath stated that this became our focus to try to sell out Friday & Saturday's rodeo.

Heath reminded everyone that we lost Adair Willoughby, our advertising & marketing specialist, and so we integrated that as a department. He felt that the employees did a brilliant job of coming up with a game plan and hit social media hard, as well as local radio, paper, etc. Heath

stated that they took away expenditures for a KJZZ package and Wasatch Front Billboards. Heath commented that we did really well because we only ended up with 200 to 300 tickets left for Friday night's rodeo and sold out Saturday's rodeo a couple of days before. Rodeo tickets are not as much of a panic buy as the Derby. Heath said they were very happy with the sales and think next year we will sell out both nights of rodeo. Kendall commented that it was great to save money and sell more tickets than before. Heath agreed and said that he believes we saved upwards of \$10,000. He said that he still needs to get with everyone and see what the final numbers were, but he said that he put most of the social media boosts on his card and he had only spent about \$300. and that one of the PRCA Boosts reached over 11,000 people. He stated that they plan to use the same strategy next year with a few minor adjustments.

Heath reported there are some aspects of the fair that are dwindling, such as exhibits. Amaria commented that we had about one-third of the exhibitors as previous years and about half of the number of entries. Heath said that he briefly discussed this issue with Tom and they feel like they would still like to try and have exhibits because it is a long-standing tradition of our county fair. Kendall commented that it works out great to have the exhibits in the warm up arena and Heath agreed, but said that we do get some complaints on the location. Some exhibitors would like it at the Rec. Center, but we have worked hard to get everything in one location.

Heath stated that the Charley Jenkins concert that we added this year was very successful. We would like him to come again next year because he puts on a fun, interactive show. We will move him to Thursday night.

Heath commented that the Carnival went well. There was a short power bump on Friday night, but it was their equipment failure and they got it corrected quickly. We moved the carnival to the parking lot due to concerns over the grass being so wet. It is a good plan B and it did not seem to affect our country market vendors.

Mark asked about the Livestock Auction and Heath answered that he doesn't have a gross number yet, but that we were up 40 to 50 animals from 2019. The Livestock Committee did make some adjustments this year in that you could only bring one of each species. They added goats this year. He said everything went great. Amy DeFay and the committee handled it, and considering Alan Sulser had been in charge for the past 35 years, it went very well.

Mark stated that he thought it was the best fair we have ever had. Heath said that was the feedback he had received also.

Heath stated that we are out of contract with Stirrin'Dirt, so he will be meeting with Tom and Jon to draft an RFP for the Derby. He said they have been in contact with some people that want to produce the Derby, along with Stirrin' Dirt. He commented that we have to do a two-night Derby to accommodate all the people. Stirrin' Dirt has the car count and can do a two-night show and they bring their own timers, arena officials, and judges. We take care of the announcer and entertainment between heats. Kendall asked if it was a three-year contract with Stirrin' Dirt

and Heath answered that it was. Marilyn asked about the cost of the Derby and Heath said that it is basically a wash. He estimated that the county makes about \$20,000.

Mark commented that it would make the Derby more attractive if the cars were from the Intermountain West and Heath agreed. Heath said that the #1 comment they hear is that people want to see more local drivers. Heath explained that the days are gone of getting an old car and spending about \$300. to drive it in the Derby. However, we did offer a "Wire Class" for those type of cars. Heath explained that those who bring the Iron cars are into them about \$20,000. He said that Demolition Derby is a dying sport but that we will keep trying to make it happen because it is a fan favorite.

Marilyn asked about the cost of the Rodeo and Heath answered that it, also, is basically a wash. He stated that Powder River would like to do a three-night show, but Heath said he wouldn't feel comfortable with that unless we were sure we could sell at least 4,000 tickets for Thursday night. Marilyn commented that she thought it was a great rodeo and Heath said that the credit for that goes to the stock contractor and the past and present council for increasing the prize money.

Kendall inquired about the cowboy who got hurt and Heath responded that he is doing fine. Heath summed up that the Parks & Recreation staff of 18 full-time employees, and numerous part-time employees, work all year to put on the fair and he thought they did a great job. Marilyn agreed and said that the Parks & Recreation Staff are very much appreciated.

Marilyn asked if there were any other questions or comments. There were none.

Board Member, Kendall Crittenden made a motion to adjourn. Board Member, Spencer Park seconded the motion. Motion carries with the following vote:

AYE:	Board Vice-Chair, Marilyn Crittenden
AYE:	Board Member, Kendall Crittenden
AYE:	Board Member, Danny Goode
AYE:	Board Member, Mark Nelson
AYE:	Board Member, Spencer Park

NAY:	None
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ABSENT:	Board Chairman, Jeff Wade
	Board Member, Steve Farrell

Meeting was adjourned at 3:32 p.m.

Minutes prepared by Laurie Duke