



MEETING MINUTES
AUGUST 9, 2023

The meeting was called to order at 7:45 PM by Chairman, Nick Ladd. In addition to Ladd, those in attendance were:

Jim Dona – Vice Chairman via phone

Mitch Falkenberg - Treasurer

Stacey Etchemendy - Secretary

Kelsey Stephens – Fair Manager

Karmin Addleman – Board Member/ Youth Rodeo Superintendent

Reba Talbott – Guest / Sponsorship Contractor

- I. Minutes from last meeting Board Secretary: Stacey Etchemendy
 - a. Mitch made a motion to approve the minutes as presented, Karmin seconded, and motion carried.

- II. Treasurer update Treasurer: Mitch Falkenberg
 - a. As of July 31, 2023
 - i. Operating Account - \$142,106.15
 - ii. Clearing Account - \$171,950.45
 1. A/R \$272,274.61
 - b. Nick made a motion to approve the following transactions.
 1. Bills to approve –

a. Bear Creek Originals	\$2,870.00	-	Opp. Account
i. t-shirts for sponsored events			
b. Western Signs & Design	\$ 116.81		
c.	\$3770.72	-	Opp. Account
i. Award Banners			
d. 307 Signs and More	\$471.71	-	Opp. Account
i. Posters			
e. Wyoming Livestock Board	\$88.75	-	Opp. Account
i. Brand Inspections			
f. Douglas Business Center	\$234.00	-	Opp. Account

g. Atlas Reproduction	\$62.30	-	Opp. Account
h. R Squared Consulting	\$912.50	-	Opp. Account
i. Consulting/ Marketing/ Sponsorship Acquisition			

2. Karmin made a motion to file the treasurers report for audit, Stacey seconded, and motion carried.
3. Stacey made a motion to approve spending up to \$6,000 on award buckles to be ordered, as well as the purchase of (two) \$25 gift cards to Allure for timing the youth rodeo. One \$100 gift card to the Douglas Community Club for Cooper Gray as a thank you for his help with events. One \$100 gift card to Allure to thank Lindsey Falkenberg for her efforts above and beyond that of photography during fair. Karmin seconded the motion and motion carried.

4. Deposits – see attached.

- III. Fair Manager update – None
- IV. Update from 4-H Educator – none
- V. Update from Douglas FFA – none
- VI. Update from Glenrock FFA – None
- VII. Market Sale Committee Update Representative: Kenzie Mares
 - a. NONE
- VIII. Converse County Youth Rodeo Superintendent: Karmin Addleman
 - a. No report given at this time.
- IX. Ranch Rodeo – Superintendent: Alex Smith
 - a. No report given at this time.
- X. R Squared Consulting Update Contract Personal: Reba Talbott & Becky Podio
 - a. See fair follow up report attached to minutes.
 - b. The contract ends at the end of August.
 - c. Stacey made a motion to request a new operating agreement from R Squared to look toward contracting them for the upcoming fair year, Mitch 2nd and motion carried.
- XI. Superintendents
 - a. Will be having a meeting to prepare for the fair follow up meeting.

Old Business

- XII. New Office Lease Kelsey
 - a. Kelsey will follow up with the contacts Nick has made regarding signage
 - b. Mitch made a motion to hire cleaners for the office, Karmin seconded, and the motion passed.
- XIII. The board scheduled a post fair working session with all superintendents and committees to be held on September 6th, 2023.
- XIV. The meeting was adjourned at 8.49PM. Next meeting will be September 13, 2023, 7:00pm at the CC Fair Office.
- XV. Executive session - none

1:05 PM

08/04/23

Accrual Basis

Converse County Fair
Balance Sheet
As of August 4, 2023

	<u>Aug 4, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
Converse County Bank - 839	140,461.74
CCB-6036 - Market Sale Acct	171,950.48
Total Checking/Savings	312,412.22
Accounts Receivable	
Grants/Foundations	
Converse 2023/2024	198,500.00
Total Grants/Foundations	198,500.00
Market Sale A/R	272,274.61
Total Accounts Receivable	470,774.61
Total Current Assets	783,186.83
Fixed Assets	
Fair Equipment	
Sound System	1,610.00
Total Fair Equipment	1,610.00
Office Equipment	1,559.25
Total Fixed Assets	3,169.25
TOTAL ASSETS	786,356.08
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	1,702.55
Total Accounts Payable	1,702.55
Other Current Liabilities	
Payroll Liabilities	1,217.50
Total Other Current Liabilities	1,217.50
Total Current Liabilities	2,920.05
Total Liabilities	2,920.05
Equity	
Retained Earnings	168,333.86

1:05 PM

08/04/23

Accrual Basis

Converse County Fair
Balance Sheet
As of August 4, 2023

	<u>Aug 4, 23</u>
Net Income	<u>615,102.17</u>
Total Equity	<u>783,436.03</u>
TOTAL LIABILITIES & EQUITY	<u><u>786,356.08</u></u>



Social Media & Website Update

August 2023



Brand Kit

CCF Brand Kit has been developed and is available to be shared with templates for socials via Canva.



Quantity of Posts

100+ Posts have been created and published by RSquared throughout the contracted period.



New Platform

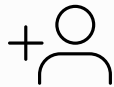
CCF now has an Instagram page that is directly linked to Facebook and can be used together to optimize reach on the Meta platforms.



Events

5 Facebook Events were created for the 2023 Converse County Fair.

Reach	5640
Respsnosese	235



Facebook Metrics

July 2023

Post Reach	15,071
Post Engagement	5,655
New Page Likes	86
New Page Followers	110
Reactions	1,313
Comments	123
Shares	177
Photo Views	1,669
Link Clicks	48



Website Links

ConverseCountyFair.com was fully updated for the 2023 Fair. All sponsors have had links attached to the website for increased value. Also, in 2023, entries for the Ranch Rodeo were taken through the website.



Sponsorship Update

August 2023



Sponsorship Program Branding

CCF Sponsorship Program has been developed along with a comprehensive list of inventory and assets. The creation of a new sponsorship sales brochure complete with activations, assets, and pricing is now available.



Comparative Data

2022 sponsorship revenue \$13,101.00
2023 sponsorship revenue \$39,100.00
Increase 198.45%

Uniqueness of Opportunities

7 Presenting
11 chute
4 In-Kind
2 Summit Level

2023 Sponsorship

Allure Boutique	\$1,500
Bedtick Ranch	\$2,500
Converse County Bank	\$2,500
Converse County 4 H Foundation	\$4,000
Converse County Farm Bureau Federation	\$2,000
EOG Resources	\$2,000
First Northern Bank	\$2,500
Netz Ranch	\$2,500
Points West Community Bank	\$ 500
RE/Max horizon	\$2,000
The Derby Club/307 Horse Racing	\$ 500
Wyoming Beverage/Teton Distributors	<u>\$5,500</u>

Total Cash \$28,000

Douglas Ace Hardware	\$ 600
Douglas Budget	\$5,000
Douglas Feed	\$ 500
Stotz Equipment	<u>\$5,000</u>

Total In-Kind \$ 11,100

Grand Total \$39,100