


Mar 9, 2026

Middle Park Fair and Rodeo Board meeting

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Attachments  Middle Park Fair and Rodeo Board meeting

Summary

Sponsorship updates and financial accounts were discussed with approval for a High Country Stampede upgrade.

Sponsorships and Financial Health

The operating account balance increased significantly to \$65,583.69, and the board secured the Grand County Commissioners as Grand Champion sponsors. The board approved an additional \$100 to upgrade the High Country Stampede sponsorship to a \$300 banner.

Performer and Arena Updates

Issues with a main performer contract led to discussions about potentially only sending an offer to Red Shahan and inviting Justin as an opener. Outdoor arena construction is on hold pending successful water testing

and confirmation of the planned location.

Exhibit Hall Integration Debated

The resignation of the Exhibit Hall Superintendent sparked a debate about fully integrating and funding the Exhibit Hall within the fair and rodeo budget. Miscommunication occurred when the former superintendent used an old file to send out unapproved contracts with incorrect information.

Details

- **Meeting Called to Order and Minutes Approval:** The meeting was officially called to order at 6:32 PM. The board approved the meeting minutes from February 9th after a motion and second, with no discussion. There were no public comments or officer reports at the start of the meeting.
- **Welcome to New Fair Coordinator and Event Reminders:** Karrah was officially welcomed to her new position as Fair Coordinator, having officially started the previous Monday. A reminder was given to the fair board that they will be meeting on March 23rd, which is two weeks from the current meeting date, to discuss the Kentucky Derby event, with this likely being the only planning meeting. This planning session will take place on the 23rd at 6:30 PM at the extension office.
- **Sponsorship Updates and Outreach:** The board conducted commissioner meetings and confirmed that the Grand County Commissioners are once again serving as Grand Champion sponsors. The board met with Summit Commissioners two weeks prior and is hopeful for their sponsorship soon. Karrah and a representative will meet with the Kremmling Board of Trustees on March 18th at 6:00 PM at the chamber building to discuss a presentation, parade kickoff, and potential sponsorship.
- **Financial Accounts and Balances:** As of the meeting date, the operating account balance is \$65,583.69, having increased from \$41,635.19 since February 9th due to calendar sales and ad/sponsor deposits totaling \$24,620. The livestock account balance remains unchanged at \$24,688.69, with no deposits or expenses. The scholarship account balance also remains the same at \$6,360, as no interest was earned in February.

- **High Country Stampede Sponsorship Upgrade:** The board discussed that the previously intended \$200 barrel wrap sponsorship for the High Country Stampede was full, and a representative proposed upgrading to the \$300 banner sponsorship, which the fair had done the previous year. The board approved the motion to send an additional \$100 to upgrade the sponsorship, with all those in favor saying "I". Creyten shearer Motion, Koby Miller second.
- **Performer Contract and Availability Issues:** There are issues with one of the performer contracts due to incomplete agreements on the vendor's side, meaning the county may not sign off on it. Due to these issues, they might only be looking at sending an offer to Red Shahan. The possibility of inviting Justin, the individual singer, to be an opener without their full band was discussed, as the board is looking for someone to start things off.
- **Extension Office and 4-H Updates:** The board received updates on upcoming 4-H dates, including the District Retreat (April 10th-12th), Citizen Washington Focus (March 24th-29th), and Youth Fest (March 27th-29th). Small animal tag-in will be held only in Kremmling this year on May 8th, as they are encouraging kids to use the scale and take an initial weight, and Flying Hills does not have a scale. Josie Wheatley has been hired as the office administrative assistant and starts on March 23rd.
- **4-H Sponsorship and Fair Book Ads:** To assist Karrah with sponsorships, 4-H kids can participate in two days of door-knocking on businesses, scheduled for Friday the 13th and the last Friday of the month (the 27th). Fair book ads are due on April 1st, and the Grand Animals club is currently leading the 4-H clubs in securing sponsors with two total.
- **Community Garden and Arena Grant Updates:** The extension office is planning to renovate the rest of the garden beds on the east side of the arena and create a demonstration area with native plants in the center. The board is still planning to apply for Henderson and Grand Foundation grants for the outdoor arena setup this year. The grant for an indoor arena is dependent on the Roaden Bridge shop moving locations to free up the needed space.
- **Outdoor Arena Construction Timeline:** The plan for the outdoor arena is stagnant as the board awaits confirmation on a planned location and successful water testing. Once the water testing is complete and successful, construction plans will begin. The grant application for the outdoor arena will be reviewed by Micah, and the board will review the grant before it is submitted by May 1st.

- **Tourism Grant Application for Marketing:** The board discussed applying for grant funds through the Tourism Board for marketing materials, potentially covering the cost of the fair book, the buyer packet, the volunteer handbook, and buyer gifts. A representative will move forward with applying for the marketing funds, with the application due on June 1st.
- **Performer Contracts and Fair Kickoff Event:** A representative will look into the fee charged by the Kremmling Chamber to place a sign across the road, which may be included in the tourism grant. Performer contracts are expected to be finished soon, and the information will be sent to the board via email for a vote before the next meeting. The Chamber has agreed to serve beverages for the night of the kickoff, which will feature performances by Caitlyn and the cowboy poetry guy.
- **Barn Maintenance and Arena Water Management:** The installation of misting lines in the beef barn is complete, and misting fans have been purchased for the other barns to provide high-output cooling. Due to concerns about potential summer dryness, the board is looking into products like 'dust' for the arena to minimize the historical amount of water needed, potentially reducing watering by up to 50%.
- **Sale Committee Meeting and Location Survey:** The Sale Committee has not yet determined the location for the sale and will send a survey to buyers and 4-H leaders to determine preference for an indoor or outdoor location. Feedback is expected by the end of the month, and a recommendation will be brought to the next fair board meeting.
- **Sale Dinner and Photographer Updates:** The Sale Committee is exploring vendors to cater the sale dinner, so board members will not have to serve, due to the potential need to set up a sale ring. Brittany Randall (Brit Images) has been secured as the sale photographer and will bring a second photographer, with the quoted cost being \$2,800.
- **Buyer Gifts and Vendor Coordination:** The committee is considering giving buyers baseball caps with the Middle Park Rodeo logo and reusable hard plastic cups as gifts, estimated to cost just under \$7,000 for a quantity of 300. Trace Lewis will transport the animals to the processing plant, replacing the previous trucker, and 307 will coordinate shipping the products back. A representative from 307 will be at the post-sale checkout to review cut sheets with buyers.

- **Sale Committee Collaboration and Meeting Schedule:** The Sale Committee's next meeting is scheduled for April 13th at 5:30 PM, one hour before the board meeting. A board member offered to collaborate with the Sale Committee to review the list of buyers, which has become convoluted over the last 10 years.
- **Royalty Superintendent Transition:** There is a transition in the Royalty Superintendent role, with a current representative resigning and Maddie stepping up to share the responsibilities, planning to finish the year together. The resigning superintendent was publicly acknowledged and thanked for their service and support over the last several years.
- **Exhibit Hall Superintendent Resignation:** A letter was read from Amber, who resigned as the Exhibit Hall Superintendent, citing difficulties with fundraising and confusion regarding the role's integration with the fair. Amber noted that outreach to over 65 businesses only raised \$520, and they experienced a disconnect about the Exhibit Hall being a separate entity from the fair.
- **Exhibit Hall Integration Discussion:** Amber argued that the Exhibit Hall would thrive if it was fully incorporated into and funded by the fair and rodeo, citing that the budget for the previous year was about \$5,000–\$6,000. A representative stated they appreciate Amber's efforts but that they would not be putting \$2,000 into the Exhibit Hall "yet" and that the Commissioners view their \$20,000 contribution as all-encompassing for the entire fair, including the Exhibit Hall.
- **Exhibit Hall Administrative Miscommunication:** Confusion arose because Amber was using an extremely old file from the previous superintendent and sent out materials, including contracts with the fair board's logo, without proper approval from the fair coordinator or board. The wrong mileage information was used in one contract, causing budgeting confusion regarding the \$500 approved for the event and the judges' pay.
- **Moving Forward on Exhibit Hall Position:** The board thanked Amber for their service and confirmed that the Exhibit Hall Superintendent position remains open. A community member introduced themselves and expressed interest in contributing to the community and the fair's efforts.
- **Buffalo Soldiers Reenactment Discussion:** A representative gave a follow-up on the Buffalo Soldiers of the American West, a cavalry reenactment group they are attempting to lock into a time slot during the fair. The discussion focused on scheduling their short demonstration during the fair kickoff on Tuesday, before the team roping event, to maximize attendance. It was determined that the

performance could be scheduled for Tuesday, which was one of the largest attendance events the previous year.

- **Discussion of Potential Fair Events and Sponsorship Updates:** Middle Park Fair & Rodeo discussed an aim to work on sponsorships and potentially include the queen barrel race on Wednesday as a second event, suggesting they might plan for it to occur right before the Middle Park event, starting by 6:00. Regarding sponsorships, the current number is low, but the fair is ahead compared to the previous year in getting the sponsorship packet out. An email with the sponsorship packet and updates was sent out on Friday evening, which led to inquiries about available buckles, which are generally all available for sponsorship at \$250 or \$125 per buckle.
- **Sponsorship Strategy and Return on Investment (ROI):** A key strategy being employed is to quantify the return on investment for sponsors, moving beyond just asking for money by providing data on responsible fiscal management, youth participation, attendance, and sale numbers. Middle Park Fair & Rodeo shared a document with bullet points detailing this information via email on Friday to aid in sponsor recruitment and stressed the importance of communicating that sponsorship helps the community. They advised that this strategy should be continued by the board and the extension office as they move forward, and they are sharing the document with chamber partners to broaden the recruitment effort.
- **Live Music Stage Placement and Constraints:** Discussion of live music included an update on stage logistics, noting that both contracts sent to legal stipulate the stage cannot be on a flatbed trailer and the stage company requires the stage to be on level, flat pavement rather than dirt. They talked about the possibility of placing the stage along the privacy fence near the extension hall so the whole midway could be the audience. Middle Park Fair & Rodeo suggested they will continue to work on getting stage quotes, since the current \$5,000 quote, which includes setup, tear down, and lighting production, is strictly for use on concrete level ground only.
- **Concerns Regarding Stage Use on the Racetrack:** They reviewed past issues with setting up a stage on the racetrack, noting that they were told by Micah that they would not be putting a stage on the track again because it was "a terrible idea". Prior concerts resulted in difficulty due to the stage being less than ideal and required more work to get in and out, especially since the track needed immediate repair for events the next day. They are trying to schedule the concert

on Saturday to avoid the issue of having events immediately following the concert, which was the headache last time.

- **Vendor Recruitment and Strategy:** Recruitment for food, beverage, and other business vendors is underway, with multiple applications already sent out to various local folks, including the High Peak Hat Company. It was noted that food vendors previously complained about having too many options, suggesting that increasing traffic could be achieved by ensuring a variety of food types rather than having many similar food vendors.
- **Fair Barbecue and Chamber of Commerce Memberships:** The R&M barbecue (Robert and Mark, formerly the cowboy barbecue) on Sunday is still planned, and they are working on covering the costs and getting power to the area. The Granby Chamber of Commerce is rebranding and asked the fair board to become members, which they recommend considering, as the Chamber will hold their summer mixer at the fair kickoff on Tuesday. Middle Park Fair & Rodeo will clarify the cost, which is estimated to be \$200 or \$250, and will bring back more information next month.

Suggested next steps

- The group will move forward with applying for tourism marketing funds by the June 1st due date, which could potentially cover the fair book, buyer packet, volunteer handbook, and buyer gifts.
- Middle Park Fair & Rodeo will circle back with the people interested in the queen barrel race on Wednesday.
- Middle Park Fair & Rodeo will get clarity on the membership cost for joining the Granby Chamber of Commerce (estimated to be \$200-\$250) and bring the information back to the board.

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**MIDDLE PARK
FAIR & RODEO**

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Treasurer Report


March 9, 2026

Bills that need board approval:

Operating Account	
Additional \$100 Sponsorship for High Country Stampede to upgrade from a barrel wrap sponsor to a banner sponsor. (We already sent and approved \$200.)	\$100.00

Total **\$100.00**

Approval of expenditures and

Motion to process payments Creyten Shearer 

Second Koby Miller 

