

Three Forks Rodeo Arena Board of Directors

Minutes of Meeting held Monday, February 5, 2024

Our regular meeting was held on this date at the City Hall, 206 Main Street, Three Forks, MT at 5:30pm.

Present were Adam Miller, Casey Elmore, Mike Lane, Ryan Pestel, Ryan Hamilton, Ann Price, and Gene Townsend; Secretary Crystal Turner and Christina Kamps were also in attendance. Marty Lyon was present via Zoom.

Financials & Approval of Minutes

Gene Townsend moved to approve the minutes of the January meeting, Ann Price seconded the motion. Motion passed unanimously.

Crystal reviewed the claims to be paid at the Council meeting tomorrow night.

Mike Lane moved to pay the bills. Gene Townsend seconded the motion. Motion Passed Unanimously.

Casey Elmore introduced Marty Lyon on the TV screen. Marty profusely apologized to the Board for 2023's issues. "We still have your rodeo playing on the Cowboy Channel via the app and that is the same plan for the screens this year. I deeply apologize for last year again and that's why we offered our services at no charge. We just finished the Big Sky Ski-jouring event and it went really well. Our only hiccup in 2023 was your event," Marty said. Adam Miller said he attended the Big Sky event and commended Marty on a job well done. Casey asked if Marty would be present personally for 2024 rodeo if the Board agreed to extend another contract. Marty said yes. Christina and Ann both agreed that would ease their concerns. Christina added, "I lost a little confidence last year. We were kind of in a scramble there. Could we do a test run Friday morning during slack?" she asked. Marty said yes. Mike Lane asked if the extreme high temps affected the screens since they went black. Christina said no, it was a wireless issue. Marty said the screens are built for the outdoors, "We have learned it must be programmed correctly and the connection must be solid." Mike Lane asked about the size of the screens - after some discussion between Marty, Christina and Crystal it was determined there are roughly 13' feet. One screen would be present for the full week leading up to the event for advertisements, two screens for Friday & Saturday are 20x12 feet in the arena. Mike said he had to build a stand for the cameraman last year, and wondered if there was something more permanent they could

bring. Marty said not, they typically build it on site everywhere they go because the areas are all different. There was discussion regarding a Pepsi and Montana Tobacco Use Prevention (MTUP) with Marty stating these are sponsors he brings with him to reduce the overall expense. Christina and Marty will sort that out as the event gets closer.

We will need to order a 100 amp generator and gradeall for hanging the screens. Crystal will work with H&E Equipment again on this.

Ryan Hamilton moved to approve recommending the contract to the Council. Gene Townsend seconded the motion. Motion Passed Unanimously.

Return to Financial Report

Adam Miller explained the loan is due in 10 days, there is \$268,000 left on it. He also said there was about \$2,000 in interest from the CD with Opportunity Bank and said he can still renew it for 4 months at 4.57%. The Board agreed to renew.

Committee Reports

Christina said she Casey and Adam met with her for a committee meeting to discuss advertising/sponsorship packages. Christina would like to move interest in higher bracket packages and work on combining VIPs with this. The committee noted there has been more interest in high sponsorship levels and discussed combining VIP packages with these sponsorships.

Rodeo & Events

Casey brought up the video he emailed last week about the chuck wagon races. "These are 6 little wagons for \$4,000/race which could be the half-time show. I think we could easily sell 5 ads for \$500/each to cover the cost." Ryan Hamilton asked where they would be staged or setup because there is really not a lot of room for them. The Gene said he is not opposed but he's in the cook shack the whole time and does not want to add more duties to any other board member if it's too much. Casey will continued communicating.

New Business

Clean up day to have the PA system and other chores done will occur before High School Rodeo (4/27 & 4/28).

Casey is still working on getting with the Northwestern Energy contractor.

Crystal explained that Terrie and Dick Lyman did send a 3-year contract for 2023-2025 but only a 2023 version was signed. They resent it at the same price of \$23,500/year. Gene Townsend moved to accept the Lyman bid for the full three years. Ryan Hamilton seconded the motion. Motion Passed Unanimously.

Gene announced that Mel Obrigewitch passed away. He said, "Mel was associated with the rodeo for a really long time. It would be nice to mention him during the half time and say something about how he contributed over the years." Adam agreed the Board should put something together in the program as well with a picture.

Last, there was discussion regarding capping the attendance. Adam would like to know numbers of tickets sold online vs the ones actually scanned at the gate so the Board can come up with a realistic number to cap online and still have tickets available for sale at the gates. This will be on next month's agenda for discussion/decision. There was discussion on a ticket price increase. This will also be on next month's agenda. Adam also suggested a time allowing refunds, less fees online - perhaps 2 weeks prior to the event. Christina and Crystal will find out from Event Groove if they can do this automatically so she does not have to manually issue refunds. Also discussed a "not re-sellable" seal on the tickets.

Next meeting will be 3/4/2024 at 5:30pm at City Hall.

Gene Townsend moved to adjourn. Ryan Hamilton seconded. Motion Passed Unanimously.