

Sanders County Fair Board
Meeting Minutes
December 10, 2025
Fair Pavilion, 30 River Rd, Plains MT

Called to order at 6:00 pm by Randy Woods

Present: Randy Woods, Brian Crain, Jim Newman, Rick Sanders, Michelle McGuigan, Kristy Sheehan

Also Present: John Holland, Tracy Scott, Ed Moreth, Wendy Carr

Approval of Minutes from the November 12, 2025 Meeting: Motion to approve minutes made by Brian Crain, 2nd by Michelle McGuigan – Motion Passed

NON-AGENDA:

Randy Woods called for public comments on Non-agenda items: There was none

OLD BUSINESS:

None

NEW BUSINESS:

Kristy gave the board her report to the board on the PRCA Convention. There are a couple of new programs out that help you manage all aspects of your rodeo, they are called Sponsor CX and Placer AI. Once you set up your rodeo in them with your sponsors, they track invoices, proposals, and emails. It also links with the quick books to track payments. The price for the software ranges from \$7,500 up to \$100,000. Kristy stated that she is not planning to purchase the software, she just wanted the board to know that it was something new and out there.

Kristy met with CINCH and they are on board with a 2026 sponsorship. They would also like to sponsor our committee shirts this next year and send us t-shirts and caps to be thrown out to the crowd during the rodeo performances. Kristy also met with COORS, their Montana rep is leaving at the end of the year, and they cannot sponsor a Montana rodeo without a rep in the state. They did let Kristy know that as soon as they get a new rep, they would be calling to set up getting our rodeo sponsored.

The Awards ceremony was a huge deal to be at. They presented all of the small, medium, and large rodeo awards to the committees, along with 1st, 2nd, and 3rd place footing awards. The ceremony was also for the top 15-barrel racers introduction and accepting their saddles. For the 1st place-footing award you had to go up on stage and answer questions asked by Joe Beaver and then you got your picture taken with the head of the WPRA, your state WPRA rep, and Sheri Cervi.

Kristy also attended a get together with all of the other rodeo committees around the US to learn what they do in certain situations at their rodeos. One of the round table discussions was a sponsor before and after. Kristy learned that you should make contact with your sponsor at least 4 times per year. It is also good to thank the sponsor with a recap on the year's events. A great idea was to give each of your sponsors an annual report of the year's events. You will want to have the event pictures in the report with their sponsorship banner or sign in the action picture. The report includes the number of tickets sold, the total payouts per event, the winners of each event, etc. Either this report can be emailed out or they can be given a physical copy of it. There was a round table for ticketing platforms as well. The platform "Rodeo Ticket" that we use is a popular one that many of the rodeos are using. It was stated that you should put the name of your ticketing platform in your advertising so people know where to go and what to look for when purchasing their tickets. One of the committees said to put the tickets on a secondary market so people can see the price difference if a third party puts them on for a higher amount. This will make them question the price and call for details. Another round table was for security and parking. Kristy took a little bit from each committee on different things that they do in this situation. Many of them have deputies at each entry gate of the grounds to monitor who and

what comes onto the grounds. Several have a no firearms on the grounds rule. There needs to be a police presence on the grounds along with regular security to avoid anything happening. Most of them have a designated camping area set to only one area of the grounds away from the regular parking areas. Other ideas that Kristy got from the committees were things such as, Find a local restaurant that would like to sponsor the hospitality tent to cook and serve the food to free up the committee for other things. Another thing to find a sponsor for is the hay. You can find a sponsor for it or see if the ranch where you are getting it from would like to donate some as a sponsorship. The committees said that the new bigger sponsors to ask are Big R and Tractor Supply. For extra parking, you can talk to your local school about parking and using a school bus to shuttle people back and forth to the grounds. For different services needed around the grounds, ask your local service clubs such as the Lions club to help. To get more volunteers, try to have an appreciation day for them and maybe give a gift to the volunteer of the year.

Kristy submitted a quote to the board from Fencing Unlimited in the amount of \$3,790.42 for the installation of two 4' walk thru gates and one 6' walk thru gate. Kristy is planning on putting the 4' gates at the drive thru gates by the caretakers house and out back where the Demo Derby cars drive into the grounds. The 6' gate is going to go next to the drive thru gate next to the beer garden and the horse arena. There was a motion made to approve the gate estimate from Fencing Unlimited made by Brian Crain, 2nd by Rick Sanders – Motion Passed.

Kristy presented a copy of an email from the county attorney about the demo derby proposal from Hit Hard or Go Home motorsports. The email states that per the county purchasing policy, we have to have at least three bids before we can sign a contract with a vendor because of the dollar amount is between \$10,000 and \$100,000. Kristy has an email and a phone call into the county attorney to ask questions on what exactly we have to do, but she has not heard back from her. Kristy asked John Holland since we were not purchasing anything from them, if we still fall under the purchasing policy, and John said that we do fall under it. Randy Woods asked Kristy to open up the bid and get them to the papers so it could be advertised for the required two weeks and we can decide on a proposal at the January meeting. Kristy said that she will have the bids due to the fair office on January 9th so we can vote on a proposal at the January 14th meeting. Rick Sanders asked if the board would like Hit Hard or Go Home to submit another bid. The board said to have them submit a new one with the correct dates on it to reflect the open for bid dates. Randy asked Kristy to contact the county attorney to see if she can write up a contract ahead of time so it is ready for the next meeting and the board can fill it out and have it signed off on right away.

4-H REPORT: Wendy Carr submitted the invoices for the cost of the paint for the hog and sheep barn that was requested at the October meeting. Wendy asked if the fair would be willing to cover half of the cost, the total amount was \$2,521.29 and half that would be \$1,260.00. There was a motion made to pay half of the cost of the paint by Brian Crain, 2nd by Rick Sanders – Motion Passed.

Wendy reported that there were more dairy goats signed up than normal and that there will need to be a separate judge for them to save on the judging times. She said that the judge is waiving her judge's fee and asked if the fair would pay for the parking and mileage for the judge. Michelle asked if the livestock board had found a judge already for the other animals and if they had experience in judging dairy goats. Wendy stated that they did find a judge and they are experienced in dairy goats, but it would save time if there were two judges. Kristy asked Wendy if the fair was to cover the mileage, would the 4-H be willing to pay for the parking fee. Wendy said that the 4-H would cover the parking fee. Motion made to pay the mileage for a dairy goat judge to and from Sandpoint made by Brian Crain, 2nd by Jim Newman – Motion Passed.

Wendy let the board know that the amount of campers in the 4-H camping with generators during the fair has increased and the exhaust fumes from the generators are causing people to get headaches and get sick. She asked if there was a different place for the campers to park during the fair. Kristy asked her why the horse trailers could not be moved across the road and have the camper's park where the trailers currently park. Wendy said that it is a safety issue for the kids with horses during the fair to have them crossing the road with the traffic and that is why the horse trailers park

where they do. Kristy asked if there would be enough room for both the demo and the 4-H in the same field. Rick Sanders said that there would not be a problem to have them both camp in the same area. Kristy let Wendy know that she plans to have the old fence taken out and it will not be a problem for the campers to walk across the road into the small walk thru gate at the end of the horse arena.

Wendy asked Kristy if there was a way to put that there were no dogs allowed on the fairgrounds during fair on the website. Kristy said that that was a great idea and she will put it on the main page when she updates the website with the new fair information.

FAIR MANAGERS REPORT:

Kristy reported that the south bleachers and the walk from the grandstands to the north bleachers projects have been fully funded from the tourism grant. She has called the contractor on the south bleachers and he will be in touch with her on a start date in the next couple of weeks. Kristy asked Rick if he has heard back from the contractor that he brought down on his bid for the walk between the grandstands and the bleachers. Rick said that the contractor is going to pass on the job so Kristy can go ahead and contact the contractor for the bid that she already has.

The county treasure called and said that there is \$7,274 left over in the fund that funded the electrical work done for the food and commercial vendor areas. They would like it to go towards more electrical work at the fairgrounds. Kristy has been in contact with Smith Electric and asked if he can come by and go over the projects that need to be done. Those projects are repairing the breaker issues in the Ag building and the Long Concession building, Put another 50-amp plug in the back by the rodeo secretary booth, and put some regular plugins where the hospitality area will be. If there is any left over, Kristy will look at other areas to repair or install electrical.

Kristy reported that so far she has only received one application for the caretaker position. Jim Newman asked if the applicant was a good one and Kristy said, yet he was. Kristy said that she was not sure if he would want the house or not, but she will ask those questions in the interview process. Kristy let the board know that if we could not find someone who could stay in the house, we may have to open up the position to a full time position to see if that helps get more applications in for full the position.

Kristy gave the deposit report since the last meeting and the fairgrounds collected \$1,546. It was from the airfare reimbursement from Jolene bringing her cousin to Las Vegas with her during the PRCA convention. In addition, there was a check from the WPRA for part of the award for the Justin Best Footing Award.

CLAIMS:

Motion to approve the claims made by Jim Newman, 2nd by Brian Crain – Motion Passed

FINANCIALS:

Motion to approve financials made by Brian Crain, 2nd by Rick Sanders – Motion Passed

ADJOURNMENT: Motion to adjourn made by Brian Crain, 2nd by Jim Newman – Motion Passed
Adjournment at 7:08 p.m.