

**Roots N' Boots Rodeo  
Committee Meeting  
October 10, 2018**

**Financials**

- Focus to cut expenses and stay within our target bottom line and stay within our budget

**Surveys**

- 461 surveys represent 2000 people
- Rated 65% excellent
- Staying at an average rating of 4.61 each year.
- Favorite activities are family events

**Changes to 2019**

- Increase in ticket prices
- Vendor fee increase
- Carnival - vendor change
- Dance - reduce band cost
- Mounted shooters - no free arena
- Cashless System - Increase revenue
- Many More sheep - budget increase

**Calendar**

- Jan 5 - Coronation
- Oct 27 - Pageant
- Dec 1 - Holiday Party
- Block Party
- RnB - March 13-17
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**Meetings**

- Nov 14
- Dec 12
- Jan 9
- Feb 13
- Mar 13
- Jon please add to calendar online

**Dance - Kevin**

- \$4500 reduced \$3000
- Charge \$5.00 for Friday
- Charge \$10.00 for Saturday
- Still wants to use Harry Luge for Saturday.

**Sponsorships - Dru**

- Getting more sponsors earlier
- Wagon - Mike and Joni Vargas (Fri/Sat) doing the wagon - 4 horse
- Draft horse sessions (similar to Rodeo 101 or Parade of Breeds)
- Hay - Western Hay Sales - Need how much and when
- Grain - No update
- Petclub - Verbal wants to bring more people
- Banner Ironwood - signed
- Shoppers Supply - signed

**Vendors - Cheyenne**

- No update

**Tickets - Patti**

- Raise .50 each

**Rodeo 101**

- Need to discuss details
- Who is chair

**Family Events - Sandy McNatt**

- Have steers from Salt River
- Have goats
- Youth raising the pigs - we provide feed - they house
- Sheep - possibly using 2 vendors

**Royalty - Heather**

- \$1000 scholarship
- New chaps

**Marketing - Erica**

- Harkins - 6 theaters confirmed
- Getting proposals for bill boards
- Better involvement from social media
- Need better ways to market to older generation
- Booster is now the Heritage Program
- Reaching out to smaller businesses
- Creating a calendar
- Conference call with Erica and Cheyenne and CLN and eCash

**Merchandise - Melanie**

- New items adding
- Adding a scavenger hunt

- Adding a photo booth

### **Surveys**

- Hoping to use an electronic survey this year

### **Family Rodeo**

- Learning and doing good things this year

### **Outside Arenas - Erica**

- Saturday - need a few more ideas to fill the spots
- Sunday - need something under the tent
- Acting group (Dru) - gunfighting act
- Cornhole - need to enforce the "no brining in outside alcohol" stipulation
- Announce for all arenas

### **Liquor - Karen**

- No update

### **Photography - Tina**

- Melissa - Hospitality
- Myrna to give Tina list of names

### **SKR - Nicole**

- Kids waiting - is there something for them to do?
- Open time versus a time
- Bigger groups would need a time
- Chick Fil A - 80 sandwiches
- 250 giveaways

### **Security - Byron**

- Big budget line item this year that he is working on getting down.
- Reach out to Boy Scouts for parking - save maybe \$3000
- Proposal to Board for our own scanners - \$2400 to go off the bottom line if we purchase
- Deputies are not required.
- Changing the entrance/exit
- Contestants need to secure their own stall. Not our responsibility.

### **Arena - Robert**

- Good response on TV in hospitality area - getting 2 this year - taller stand - not hung
- List of names of contractors for Convention
- Dan Fowlie - Announcer
- Chuck - Sound
- Salt River - Stock
- Luke Krout - Bull Fighter

- Clifford Maxwell - Bull Fighter
- Mark Swingla - Barrelman
- ProWest Video
- Sound - park working on plug needed for video board

### **Social Media - Cheyenne**

- Secret

### **Gilbert Days**

- Nov 16-18
- 40th Year
- Bob Weirs - New speciality act added this yeare - "horse riding in car with him"
- Youth Committe helping out
- Nov 2-3 - Gilbert Offstreet Festival - Bands/Artwalk/Wine tasting
- Free to public
- Fundraiser

Meeting adjourn 8:20pm