



ARAPAHOE COUNTY
COLORADO'S FIRST

BOARD SUMMARY REPORT

Date: September 24, 2020

To: Board of County Commissioners

Through: Shannon Carter, Intergovernmental Relations and Open Spaces Director
Michelle Halstead, Communications and Administrative Services Director

From: Matt Bixenman, Fairgrounds Site Manager
Glen Poole, Open Space Operations Manager

Subject: **Fairgrounds and Park Steering Committee Update**

Direction/Information

Fairgrounds management staff will seek Board approval of the Fairgrounds and Park Steering Committee By-Law revisions. Fairgrounds staff will also provide an update on the engagement of former and current member(s) of the Fairgrounds and Park Steering Committee (Committee) with revisions to the By-Law and their future involvement in the education of new Committee members. If supported, the revision of the Committee's original resolution and By-Laws will need to be formally approved and adopted by the Board of County Commissioners.

Background

On September 15, 2020, Fairgrounds staff and members of the Committee met with the Board of County Commissioners. The Study Session was focused on the future of the Committee as well as its governing By-Laws. Fairground's management staff presented recommendations on several revisions to the Committee By-Laws, which were discussed in the Study Session. The Board of County Commissioners provided initial support of the recommended By-Law revisions. Based on input from Committee members in attendance, the Board also requested Fairgrounds staff provide outgoing members and the current Committee member had an opportunity to provide comments on the By-Law revisions and an opportunity to assist in the initial transition and education of future Committee members. After the September 15th Study Session, Fairgrounds staff provided both former and current member(s) of the Committee a copy of the proposed By-Laws revisions. Staff requested their review and comments through an email communication process. Staff received responses and comments from two former Committee Chairs, a former Committee member and the current Committee member.

Links to Align Arapahoe

Quality of Life

Operate a quality Fairgrounds and Event Center that meets the evolving needs of the County's diverse residents, business clients and event producers.

Service First

The Fairgrounds Event Center focuses on providing diverse, well maintained event spaces / amenities and strong customer services while adapting to changing industry trends and evolving County demographics.

Fiscal Responsibility

Maintain a diverse client and event base who utilize the facility, arenas, and park amenities. Support an annual business and cost recovery plan that is sustainable while addressing impacts of the current pandemic and shifting industry trends.

Discussion

Fairgrounds staff recognizes the role and contributions made by former Committee Chairs and members in the operational and financial success of the Arapahoe County Fairgrounds and Park. The initial creation of the Committee in 2006, focused the advisory group’s efforts on the development and sustainability of the then new Fairgrounds. The advisory Committee has achieved its initial mission; refocusing the Committee’s effort will help advise the BOCC and staff in supporting the facilities evolving business need, in alignment with the Fairgrounds Master Plan and agricultural heritage.

The modified ACFP Steering Committee can play a role in assisting Fairgrounds staff with post-pandemic recovery and long-term community use of the facility, consistent with County demographics. Staff believes the proposed By-Law revisions will support improved Committee member recruitment, meeting engagement and attendance. Fairgrounds staff have compiled the By-Law revision comments provided by former and current Committee members in Table 1 below:

Table 1 (Steering Committee By-Law Revisions)

By-Law Article	Original Proposed Revision	Committee Member Comments	Final Recommended Revision
Name (Article I)	Shift from ACFP Steering Committee to Arapahoe County Fairgrounds and Park Advisory Committee.	<ul style="list-style-type: none"> No reason to change but don’t oppose the change. 	Shift from ACFP Steering Committee to Arapahoe County Fairgrounds and Park Advisory Committee.
Mission (Article II)	Focus on utilization of the Arapahoe County Fairgrounds and Park in support of the 2009 Fairgrounds Master Plan vs. development of the facility / site and capital fundraising.	<ul style="list-style-type: none"> Ensure Committee mission is broad and allows for changing needs over time. Disagree with deleting “identify sources of funding” 	Focus on utilization of the Arapahoe County Fairgrounds and Park in support of the Fairgrounds Master Plan vs. development of the facility / site.
Purpose (Article III)	Update the purpose of the Committee to focus on increasing community awareness and involvement, providing input on the facility’s business plan, including event market expansion and meeting annual cost recovery goals, providing	<ul style="list-style-type: none"> Strongly disagree with removal of “input on site design and usage of entire site.” No problem with eliminating “provide contact information for fundraisers.” 	Update the purpose of the Committee to focus on increasing community awareness and involvement, providing recommendations on the facility’s business plan, including event market expansion and meeting annual cost recovery

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	input on implementation of the Fairground’s 2009 Master Plan, and identifying community needs and desires. Remove references to capital fundraising and site design.	<ul style="list-style-type: none"> OK with adding providing recommendations on facility’s business plan and event market expansion. Cautioned on potential to cross into operations. 	goals, providing input on implementation of the Fairground’s 2009 Master Plan, and identifying community needs and desires. <ul style="list-style-type: none"> Adjust Article III to call out fundraising vs. fundraisers. Modify Article III to “provide recommendations on design and usage.”
Responsibilities (Article IV)	Adjust responsibilities to remove references to fundraising, attending other County Committee meetings, writing/presenting annual reports, similar too other County advisory committees’ structures.	<ul style="list-style-type: none"> Strongly disagree with eliminating references to attending other committee meetings (C.), annual reports (D.), and writing reports to BOCC (E.) 	Adjust responsibilities to: <ul style="list-style-type: none"> Modify C. in Article IV to attending Other Committee meetings is optional Combine D. and E. within Article IV to “writing and distributing reports to the BOCC or staff when necessary or requested”
Membership (Article VI)	Retain a seven-member Steering Committee, one from member for each district with two at-large members. Members should be Arapahoe County residents and/or business owners that represent both urban and rural interests, have experience in event planning, customer service, marketing, or conference management, or have a 4-H or agricultural background. Add two ex-officio members to represent local convention, visitor, chamber, and/or economic development groups.	<ul style="list-style-type: none"> Strongly disagree with requiring County residency or business ownership with the County as a requirement. Ownership of property should also be included. List background in recreation, open space and or trails also. Do ex-officio members have to live in the County as well? Or will they have conflicts of interest? 	Retain a seven-member Steering Committee, one for each district with two at-large members. Preference given to residents that represent both urban and rural interests, have experience in event planning, customer service, marketing, parks/recreation, or have a 4-H or agricultural background. Add two ex-officio members (preference given to County residents or business associations) who represent local convention, visitor, chamber, and/or economic development groups. <ul style="list-style-type: none"> Update Article VI to Committee members shall serve a three-year term of office; members may be re-appointed to no more than two successive terms. (Matches OSTAB By-Laws)
Election of Officers and Voting (Article VII and XI)	Revise the election of officer’s process to ensure it supports the designation, service, and timing of the Committee Chair’s membership on the Arapahoe	<ul style="list-style-type: none"> Allow a member selected by the Committee to serve on the AC Foundation, for multiple years. 	Revise the election of officer’s process to conduct election of during the first meeting of the first quarter, terms of members can be staggered, allow members

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	County Foundation. Allow for members to serve out their voting capacities via virtual platforms.	<ul style="list-style-type: none"> • No need to adjust election date / timing. • Support members being allowed to vote remotely via video or phone. • Add “and may be reappointed to serve additional terms. There is no maximum for the number of terms that a member can serve” to B.) • Add an additional bullet to say “When a Committee member is appointed to fill the vacancy of a former Committee member, upon filling vacancy, the Committee member may be reappointed to serve his/her own term(s). • Staggered terms are important. 	to vote remotely via video / phone, by majority vote the Committee will select a member to sit on the AC Foundation for duration of members term.
Duties of Officers and Scribe (Article VIII)	Establish a member of the Committee as the Scribe, remove reference for staff serving as a Committee Scribe.	<ul style="list-style-type: none"> • Ok with Committee member as Scribe but feel it will create logistical and accountability problems for both staff and Committee members. Staff can play this role better. 	Establish a member of the Committee as the Scribe, remove reference for staff serving as a Committee Scribe. Delete requirement of Chair to serve on AC Foundation. C. Reference joint process between a staff member and Committee member for meeting documentation and scribe roles.
Meetings (Article IX)	Align the regular meeting requirements and frequency with business need and the needs of the Committee members. Allow for less frequent meetings and alternate flexible meeting times as this will improve member recruitment, retention, and meeting engagement.	<ul style="list-style-type: none"> • Supports changing meeting dates and times. • Recommends a specific meeting date and that it is critical that meetings are monthly. 	Committee meetings will be conducted at least quarterly at the AC Fairgrounds but may be conducted more frequently as determined by majority of Committee membership.

Once the Board provides approval of the final recommended By-Law revisions, Fairgrounds staff will work with the County Attorney’s Office to complete a final review and update of the Committee By-laws. The recruitment of new Committee members will take place during the last quarter of 2020 to fill vacant seats with the goal of a full Committee by the first quarter of 2021. Fairgrounds staff will keep former members of the Committee updated on the By-Law revisions and new Committee member selection process. When Committee vacancies are filled

Fairgrounds staff will develop an onboarding process for the new Committee members. The onboarding process will include engagement of long time Committee members in the education of new members to support the transition and continuity of the Committee's historical knowledge, legacy, and momentum.

Alternatives

1. Approve the implementation of the final recommended Committee By-Law revisions as outlined in Table 1. These recommendations take into consideration Fairgrounds staff and Committee Chair / member comments and suggestions.
2. Approve the implementation of the final recommended Committee By-Law revisions as outlined in Table 1. These recommendations take into consideration Fairgrounds staff and Committee Chair / member comments and suggestions with the addition of revisions provided by the Board of County Commissioners at the Study Session.

Fiscal Impact

The Fairgrounds and Event Center relies on an adaptable business plan that is built on current market knowledge / trends, citizen engagement, local partnerships, and a focus on customer service. The Fairground's staff allocate County resources and staff time to facilitating the ACFP Steering Committee. Updating the ACFP Steering Committee By-Laws and associate resolution language while supporting the diversity of the Committee will provide additional support to the financial sustainability of the Fairgrounds and Event Center.

Concurrence

Arapahoe County Fairgrounds event and business development staff concur with the proposed revisions.

Attorney Comments

County Attorney staff will provide a final review of suggested changes to the ACFP Steering Committee By-Laws and associated resolution language.

Reviewed By

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Michelle Halstead, Communications and Administrative Services Director
Tiffanie Bleau, Sr. Assistant County Attorney