



WAR BONNET ROUNDUP RODEO ADVISORY COMMITTEE
Wednesday, August 25, 2021
Maeck Education Center
12:00 p.m.

Members in Attendance: K. Jones, K. Staten, D. Marshall, J. Newgard, K. Searle, B. Skinner, P. Holm, P. Andrae, B. Cranor, C. Horsley, T. Kraupp, R. Buchan, H. Pettingill, T. Smith, R. Campbell

Members not in Attendance: T. Shay, J. Stephens

Call to Order

J. Newgard called the meeting to order at 12:08

Approval of Minutes

B. Skinner motioned to approve the July 29th minutes. D. Marshall seconded.

Director Report – P. Holm

Need to work on:

- Spray for wasps before the rodeo.
- Our radios don't work well. No one could hear anything.
- We need to get WI-FI in all locations at the rodeo grounds.

Chair Report – J. Newgard

Positives:

- K. Staten put in a lot of effort and took great care with hospitality.
- The Governor was extremely happy.

Committee Reports

Military Affairs/American Legion – B. Skinner

Positives:

- Facilities

- Ice Trailer
- Production scripts
- Stock/stock contractor
- Sound system and operation
- Veteran appreciation night
- Wednesday night kick off
- Behind the scenes tours
- Complimentary tickets for those who could not otherwise attend.
- Tribe's involvement

Need to work on:

- Empty seats especially on the east side. We should have an incentive for people to fill those seats.
- Tokens and process to sell them using cell phone card swipes.
- Kid's access to arena for calf/lamb scramble.
- EMT's being late.
- Confusion w/cowboy food service.
- We need to use new meal tickets for the next rodeo.

Hospitality/Sponsorships – K. Staten

Positives:

- Contestant tent location was great, but we need to move it further East.
- Breakfast was a hit. Many compliments.
- Dutch brothers was a hit.
- Stock was out of this world.
- Swag Bags were well received.
- Production changes went so smooth!
- Pyro was awesome.
- Only having contractors behind the fence was great.
- Lunch was provided for judges and secretaries after slack.
- Barrels outside Coors tent were used all the time.
- Derick and IT Mark were fabulous for Rick.
- Finance helping with Tokens and cash was fabulous.
- Hollie's site plan was so nice, and she is so flexible.
- Stickers - Cowboys loved them!

Need to work on:

- Complaining by some board members/staff.
- Slack – This is an important as performance – need more board members to attend.

- Trash cans in grandstands smelled terrible and need rinsed the week before.
- Someone stole a Coors barrel cover.
- QR code on VIP tickets did not work at front gate.
- Motorcross was lame.
- Security issues.
- Behind the chutes promises and rules.
- Sound – East side too loud, muffled under the grand stands.
- Hotel rooms, we need to confirm who needs them sooner.
- Interdepartmental conflicts should not affect the rodeo.
- Sponsor logos on tickets were outdated.
- Webpage was messed up on the mobile app.
- Empty seats -tokens – Bob. CC fees.
- Kid's ability to enter during events.
- Veterans tickets – need better communication.
- Issue with tribal member.
- Stolen feed bags.
- Coors tent needs to be a 20x20 going forward and needs bussing.
- No Friday after party.
- P&R help – assigned tasks for swag bags and other tasks.
- No more football truck kick.
- Add \$10K VIP experience.
- Update sponsor packages to cash vs “in kind”.
- Sign to access the full service bar, and build out the bar on the public side.
- Sign at hospitality specifying “guests only”.
- IT needs to come a day in advance to set up TV's.
- VIP table cost will increase, no more snacks, dinner & 2 drinks included.
- Advertising frame around TV's in hospitality.
- Commemorative posters for ticket outlet locations.
- Mutton Bustin' qualifier at Teton Toyota.
- Better signage and Coors Tent plus a full bar.
- Tour rodeo??

T. Kraupp – Bank of Idaho

Need to work on:

- Improvements to the hospitality tent – could we reserve tables?
- Smoother ticket process.
- Make it easier for VIP ticket holders to locate the area where they are to be seated.
- Have Bank of Idaho proof logos before publication.
- Have announcers better prepared for proper pronunciation of sponsors and locations.

Livestock Welfare – K. Searle

Positives:

- Slack was a success.
- The cowboys loved the tent and chicken.
- The stock was great.
- Friday night crowd electric.

Need to Work On:

- Gates were left open by the track on Thursday.
- We need to close the gates back by the rodeo secretary and have it manned.
- We need to have conversations on ground money going forward.
- Don't sign more than a one year contract with stock contractors.

Special Event Coordinator – R. Buchan

Need to work on:

- We need a War Bonnet logo on the tent at front gate.
- More War Bonnet branding needed at entrance.
- We need better signage regarding alcohol being taken out of the rodeo.
- We need to do a better job at instructing the security company on where to go and what to do.

Facilities/Grounds & Security – R. Campbell

Positives:

- Arena conditions were good.
- The contestant tent was great.
- The cowboys loved the coffee and burritos for slack.
- Positive comments from TJ Korkow on our staff, directors, etc.

Need to work on:

- Ambulance was late on Wednesday.
- Back panels weren't on and people were getting their hands into the bull chutes.
- Water truck broke down on Saturday. We should find a sponsor to have a backup truck.

Parking – T. Smith

Need to work on:

- We need better and more signage for parking.

Media/Emergency Action Plan – B. Cranor

Positives:

- We had great stories on animal welfare, Hall of Fame induction and great pre rodeo interviews.
- It was good having the Wi-Fi back by the stage and he was able to live stream interviews.
- The barrel racers loved our grounds.

Need to work on:

- Post Register coverage was disappointing. Media Day needs set up better.

Youth Rodeo/Family Night – C. Horsley

Positives:

- The pony rides given by the posse.

Need to work on:

- We need to revamp some of our volunteers especially the penguin volunteer.
- We need a better way to get the kids to their events.

Shoshone Bannock Tribes – T. Shay (absent)

Production/Royalty – K. Jones

Positives:

- Arena, banners, tents, and the facilities in general looked great.
- The garbage cans were emptied continuously.
- Livestock was outstanding and a vast improvement over past years.
- Tribal participation was great.
- Wednesday Kickoff much better at Sandy Downs than downtown.
- Positive comments on the trick riders.
- The announcers were great.
- The Belgian team was amazing.
- Smooth performance despite the weather on Thursday.
- Flag opening was awesome.
- Frostview was great.

Need to work on:

- Clown act was disappointing and he didn't interact with the audience enough. Sound problems and difficulty hearing him.
- Starting out with steer wrestling wasn't as strong as going right to rough stock.
- Egress traffic due to heavy attendance. We need uniformed deputies at intersection.
- We need a porta potty closer to the stage.
- There was some confusion with the award presentation.
- We need to do an animal welfare practice.
- The budget for K. Jones and K. Staten need clarified.
- Sponsor recognition during Legends of the War Bonnet. It didn't quite work.

Financial Report – D. Sorensen

- Still gathering final numbers. It looks like we will be approximately 30k up from last year.

Adjournment

B. Skinner moved to adjourn the meeting at 2:17 pm. K. Jones seconded. Meeting adjourned.

Next meeting will be TBA

*Recorded by
T. Sessions
Department of Parks and Recreation*