

## 2018 Lessons Learned

### Board/Committee:

- Make calendar fillable by everyone

### Rodeo

- Add BBQ Cook Off
- Add Battle of the Bands
- Mounted Shooting - was parking an issue? They should pay, not come for free.
- Draft Horses - shut down early ...supposed to be 10-4. They were gone by noon-1

### Site

- Purchase extension cords
- Power in Arena 1 roof

### Parking

- Pay for parking help, maybe Boy Scouts?
- What time cut off parking after perfs?

### SKR

- Order bigger size shirts for participants
- Better communication with Nancy on her volunteers
- More face painters
- Estimate for additional walk-ins....maybe 50?
- Organize Bausch Clinic better. Maybe have him go to tent? Some complaints that they couldn't participate in other stations because all their time was at the clinic.
- Visiting Queens not helpful - did not follow directions. Hand pick next year or do not use any visiting royalty.
- Backdrop for SKR needs to be bigger.

### Social Media

- Chey to organize all sponsorship video schedules - work directly with sponsors and queens
- Chey and Erica to coordinate FB postings & FB live

### Merchandise

- Get merchandise to sell earlier at all our events.
- Did we make money? Do we care?
- Shirts ran small - get a different style?

### Sponsors

- Swag Bag - Add to budget for one nice give away item(s).

### Committee

- Handout/Bullet Point items of:
  - Hospitality - time they can eat
  - Hospitality pictures
  - Committee picture
  - Committee Announcement
  - 20% coupon to merchandise booth?
  - Give with lanyard and vouchers

#### Volunteers

- Budget for snacks
- Budget for Pro Em for parking (at least 4)
- Use only adults in VIP
- Order same # of shirts - great giveaways on Sunday to key volunteers and at perf.
- Gloves for clean up crew

#### Online Ticket Sales

- Use QCPAC?

#### Security

- We had a problem with people moving the gate under the west bleachers
- Catwalk spectators. Some say they are more equal than others, including some in redshirts who claim to be on board and say they get to watch from there.
- Catwalk rules
  - Lost another security person
  - Fire & MCSO staff off
  - Signage
  - No exceptions

#### Family Rodeo

- Sheep & critters - start early. Maybe purchase?
- Mutton bustin lines need to be fixed.
- Need to advertise next year how we plan to do better
- Much improvement over last year - single honcho for Sat family activities worked well.
- Mutton Busting - more sheep, another pen, firm hours, written contract.
- Other animals - make sure we aren't abusing.
- We need to plan for an animal abuse protest for Kids & Kritters

#### Website

- Simplify. More use of photos.

#### Carnival

- Re-evaluate vendor.
- Any way to expand its footprint and/or incorporate it better into traffic flow?

## Vendors

- Add narrative to vendor contracts about being required to anchor pop ups with weights or stakes. This is a fire marshal requirement.

## VIP

- Maybe have its own extinguisher? We are relying on one mounted to arena.
- TV worked well in hospitality, how about in dance area & sell tickets there?

## Fowlie suggests

- Added money for rough stock horse riders and permit holders to encourage local participation ?
- The hospitality for cowboys is huge - lots of comments.
- Ground rules for breakaway, including dress codes and not hitting horses.
- Promote breakaway competition locally?
- Junior NFR Rodeo perf maybe on Thursday? (Scottsdale does bulls)
- Acts: Justin Rumfort, etc He offered to put together a list.
- How can we utilize the video board more to accommodate sponsors? We have to be careful about too many "commercials."
- Put a big screen in the big tent for drinkers?? Make it a viewing party?

## Miscellaneous

- Community Service
  - What can we do as a committee for our community? Lasting impression
- Anthem singer auditions - Must have auditions
- Give bag to all "workers/volunteers" - not on committee as a "Thank You"
- ATMs failed again?
- Too many people in Brook's office, especially during rodeo
- 
- How to create more revenue from rodeo?
- Need a schedule from Molly
- Sunday carriage did not follow rules - replace
- Passes -
  - All Access or Staff - Board and key volunteers with cell #'s
  - Media
  - Council
  - All Access - No Dinner.
  - CLN is the example
  - Catwalk details
  - News Media credentials. Clearly designated
- Safety
  - Fire Marshal requests/suggests signs in the stands "Keep Aisle Clear by Order of Fire Marshal." Will help us enforce it. We can point to the signs.
- Better lights in west alley (bought two reflector-types)?

- More Porta Johns on the south end.
- Other Rodeo Committees
  - Partnership more
  - How can we help them?
  - How can they help us?
  - Guidelines for our rodeo - Invites, what do they get, etc