

## Marion County Fair Board

*To promote the diverse agricultural and cultural heritage of Marion County through active participation of its citizens.*

### Monthly Meeting

Commissioners' Board Room

June 6, 2018 5:30 PM

#### In Attendance

**Board Members:** Brandi Crandall, Heidi DeCoster, Nathan Leao, Shannon Gubbels, Dylan Wells, Pam Zielinski

**Key Volunteers:** Amy Goulter-Allen, Bry Taylor-Campos

**Staff:** Denise Clark, Tamra Goettsch (by phone), Judy Christensen- County Fair Volunteer Coordination

**Guests:** Jill & Scott Ingalls, Ingalls & Associates; Melanie McCabe, 4H

#### I. **Introductions**

Judy Christensen was introduced as the fair volunteer coordinator taking over for Mary Grim who is currently out of the office. She has developed job descriptions and distributed them for board members' review.

#### II. **Public Comments-** None

III. **Approval of May 2, 2018 Meeting Summary Notes-** Brandi made a motion to approve the meeting summary notes, Heidi seconded. Motion passed.

#### IV. **4H/FFA Reports**

4H- Melanie:

- Finished fair registrations.
- Number of horses down; all other animals up in number for both 4H and FFA. It will be tight to fit all of the pens into the allotted space.
- A Mini Herefords location still needs to be added to the area.
- Discussion was held on the increase in animal numbers and preparing for the change to the open class animals' space.
- State fair has negotiated a rate with Mid-Valley excavation for handling bedding; all renters must use them. Jill is working with Wayne as to confirmation of the cost.
- 4H/FFA member t-shirts are now available.
- A student worker will be assisting Melanie at fair this year.
- 4H ticket sales are underway and can be purchased until June 22.
- Poultry cages and the swine show ring are ordered; will arrive the first of July.
- Melanie will be at a conference June 27-30.

FFA- Amy:

- FFA Buckles have arrived.
- Fair entries still to come in.

V. **Financial Report** - Brandi:

- The adopted budget changes were voted on in the May meeting. (The notes can be found at the end of the May 2 Meeting Summary Notes.)
- YTD changes are paid expenses and revenue that has come in.

Shannon made a motion to accept the financial report as presented; Heidi seconded. Motion passed.

VI. **Items of Special Interest:**

Big Name Entertainment- Jill

- Steve Augeri, the rock concert artist, is requiring carpet or plywood to walk on; he can't walk on the grass.
- Eric has been consulted with the little nuances that may, or may not, be in the "rider" of the contract.
- Items to note-
  - The Friday night rock band is arriving on Thursday. They may need to have a van transport to Salem to stay in the sponsoring Salem hotel.
  - Tamra is working with Public Works on finding a van; don't know costs associated yet. She is working on all transportation options.
  - Jill has reserved 2-eight passenger vans as a backup plan; cost \$360.
  - Joel has used the \$6,000 budgeted for local entertainment; there are still two open spots on the schedule.

Grill-off update – Jill:

- Mike Adams has been promoting the grill-off on his BBQ radio show; there are also Facebook shares.
- Mike thinks there are people interested, however we've only received one application thus far.
- The event will be held out in the oaks near Silverton Road. It will be a combined activity with the car show.
- Prize items have been donated and the meat has been sponsored.

June Strategic Plan Items:

2.2.6 *Create activities schedule to help with public awareness.* Working on it; if people have something specific, let Ingalls know. Real Heroes participants are still trickling in.

3.1.2 *Confirm garbage and clean-up is handled.* Don't need someone to monitor the garbage, just need to maintain the bathrooms. The ABC Janitorial contract will cover this year's increase in attendance. Right now we are "at quote" based on the extra help needed to be called in last year; if more are needed, will address that. Good communication is the key if more paper supplies are needed.

3.1.5 *Food Vendors % sales tracking (daily z-tape pick-up)*

- Brandi was asked if vendors are asking about point of service devices. Answer- she has only heard from Golden Grill on that. She expects more information at the vendor meeting on the Wednesday night before fair.

33.1 *Maintain two information booth notebooks.* In process.

3.3.2 *Improve signage throughout the fairgrounds.*

- Ground signage will point to the various areas of activity.
- Air dancers were stolen out of the blue barn; we'll look into purchasing more. *(They've since been re-ordered.)*
- There will be electronic boards with fair information.

3.3.3 *Increase communication around gates, parking, camping, and tickets*

The Emergency Planning review, and the final monthly meeting before fair, will be held with on Tuesday June 26 at 5:30 PM. *(It will be held in the Senator Hearing Room, 1st floor, Courthouse Square.)*

- Radio's- the repeaters are being added to help with communication; however, the barns and metal buildings inhibit transmission.
- Scott recommends having headsets so that people can hear without distraction and also for when the concert is going.

3.3.8 *Identify date and provide post fair gate numbers and revenue to Management Update.*

- Commissioner Carlson said the purpose is to give the media access to each day's attendance; it provides a "pulse" on how the fair is doing.
- Dylan indicated that it is easy to obtain each day's paid gate numbers from Afton.
- Brandi said she could have something ready for the Board of Commissioners (BOC) office by the next afternoon following fair (July 16.)
- Commissioner Carlson indicated that the final Oregon Fair's Association comprehensive report isn't as important to the BOC as it comes "after the fact."

VII. **Other:**

**Ingall's Reports:**

**Sponsorship- Scott**

- Sponsorship- there may be another couple of sponsors coming in.
- Santiam Tractor upgraded their sponsorship from \$1500 to \$2500 to be able to sponsor Ag Day.
- Melanie indicated that she would contact Coastal farms about donated buckets.
- The June/July media calendar submitted does not include social media information.
- Adding a Salem radio station.
- Discontinuing the Statesman Journal insert; they will still be promoting on-line however.
- The "Woods" name for the Natural Resources area will remain.

## Event Coordination

- Activity list- adding the Lego build contest to Sunday.
- No herdsmanhip applications have been received as of this time.
- Jill is working on last minute confirmations.
- Work orders are underway; still a couple of details to nail down.
- Three corporate picnics to be held in the floral garden area:
  - Friday- Public Works
  - Saturday- Diana Foods
  - Sunday- Santiam Hospital
- State fair no longer has wooden benches; they have blue/yellow plastic and aluminum left.
- We are “bumping up against” state fair inventory restrictions.
- To accommodate the picnics we might have to bring in more rentals.
- There are a lot of moving parts, the more information given to the Ingalls, the better.
- 4H will need more tables and chairs on Sunday (Clover Buds show) and for the sheep breeding show.
- Sunday stretches the inventory available.
- There is a possibility of a budget over-run on rental items.

Melanie was encouraged to contact the BOC office regarding having an animal available to show at the board session on Thursday morning.

### Greeters:

- Commissioner Carlson gave the history of the Salem Chamber Greeters participating in the fair.
- To save costs in catering the event, Lisa Trauernicht (BOC office) will use Costco and also purchase donuts.
- There will be no major changes to the process this year.
- She suggests that next year a fair board key volunteer be solely in charge of Greeters.

### 175<sup>th</sup> Anniversary Event (Pioneer Party):

- This will be held outside in the Greeters’ tent at the main stage area. It will tie in with the veterans’ military event.

### Veteran’s Military Event:-

- Jill is working with Sarah Web on this event. It will be held from 5:30-6:30 on the main stage.
  - There has been some communication challenges
  - She has drafted and printed flyers for them; they have not been picked up yet.
  - Meeting with Jolene Kelly to get the word out; missed a Legions newspaper deadline for posting.
  - The army band is not available now; they have a conflict.
  - Having trouble getting the word out to their participants.
  - Bag pipe parade is not coming as they wanted payment to participate.
- Commissioner Carlson suggested there be a post fair meeting to ensure this goes smoother next year.

Miscellaneous:

- The bean bag baseball space will be clearly defined (marked out) before fair opens; there will be no encroaching upon vendor booth space.
- Jill indicated that the 4H bake sale will go from 10-1 on Thursday in Columbia Hall. (Gina, Golden Grill, will be providing coffee.)

Volunteer Shirts -

- We have a sponsor for the volunteer shirts.
- The budget line item needs to be increased to list the actual cost. (Ingalls will pay for the shirts up front and will seek reimbursement, so need to have it in the budget.)
  - Needs to go from \$600-\$1050; a \$450 increase.
  - Extreme Graphics out of Albany will be doing the shirts.
- Heidi made a motion to add \$450 to the volunteer t-shirts budget; money will come from contingency. Nathan seconded. Motion passed.

Other:

- There will be a walk-through with security on June 14 at 10:00 AM at the fairgrounds.
- Melanie asked if she needs to be out at the gold gate at 5:30 AM each morning of fair. Answer- if expectations are clearly defined with security, there shouldn't be a problem. Jill feels the new security group is pretty strong; she doubts Melanie will need to be out there.
- Denise announced that the 2018 fair highlights presentation with the BOC will be held during their regular board session Wednesday, June 27 at 9:00 AM in the Senator Hearing Room in Courthouse Square.
- Jill reminded everyone if they have any new ideas to bring it up to Jill as she is working with Jolene Kelly to market the fair and get the word out.
  - Story Ideas:
    - Veeman's Dairy out of St. Paul allows kids to lease an animal. The program gives kids an opportunity to learn how to show a dairy animal. (They do have to be a member of a certain club.)
    - There is now another dairy in south county doing the same thing.
    - There is also a goat farmer that is making soap.
- NW Farm Services Grant application deadlines are October 1, June 1, and February 1. It was decided to put this on the November work session agenda as the February 1 deadline is good for the fair.