



**MARION COUNTY FAIR**  
**Wednesday January 6, 2010 5:30 PM**  
Marion County Public Works

**AGENDA**

- I. Call to Order/Introductions-** Kelly Walther
- II. Public Comments**
- III. Approval of 11/4/09 meeting minutes** *[Action]*
- IV. 4H/FFA Reports**
- V. Treasurer's Report** *[Action]*
- VI. Items of Special Interest** *[Information/Possible Action]*

- Addition of Business Plan to Strategic Plan- Kelly
- 2010 OFA Convention Contributions- Kelly
- Fair Theme Suggestions- Denise
- New fair venue update- Joel

**VII. Strategic Plan- January Items**

(**FB-** Fair Board **EC-** Event Coordinator)

- 1.2.2. Review pricing structure for vendors- *Zielinski, Walther, Staff*
- 1.2.10 Review special days ticket pricing (Senior Day, Teen Day)- *FB*
- 2.1.3 Build on broad-based marketing approach (TV, radio, social networking, etc.)- *FB, Marketing Consult.*
- 3.1.6. Update flow chart of board members responsibilities including back-ups- *FB*
- 3.2.1 Work with event coordinator to assign tasks; determine which tasks are assigned to coordinator, fair office staff and FB members- *FB, EC, Staff*
- 3.2.5. Identify grounds crews to do set-up and take down- *EC*
- 3.2.6. Further develop state fair/MC fair cooperation- more effective layout; communication of needs; fencing; better signage.- *FB, EC Staff*
- 3.2.7. Negotiate the use of state fairgrounds for the fair activities and events.- *EC*
- 3.3.3 Increase communication around gates, parking, camping, and tickets.- *FB*
- 4.1.2. Work with Event Coordinator on potential entertainment as a draw for fair attendance- *T. Sol, EC*
- 4.2.2. Contract with Sound and Lights contractor.- *T. Sol*
- 4.6.5. Discuss continuing the beer garden, Pretty Baby contest, Grand Safety Station, Oregon's Best Contests, State Grill-Off, etc.- *FB*
- 4.7.1 Work with Youth Impact and other youth groups to build on teen day activities.- *EC*
- 4.7.2 Contact Boys & Girls Club, and other family organizations regarding the children's area- *K. Walther, EC*
- 4.7.3 Work with marketing consultant to get sponsors for additional children's activities and pony rides.- *FB, EC*
- 5.1.2 Schedule county advisory board annual training- *G. Chapin, Staff*

## **February Items:**

- 1.2.5 Adopt financial controls to authorize expenditures and stay within the budget.- *Treasurer*
- 1.2.7 Negotiate agreements with State Fair on parking and fairgrounds rental.- *Board Chair, Staff*
- 2.1.6b Pick Fair Theme in board meeting- *FB, Staff*
- 2.2.1 Schedule opportunities for Fair Board members to increase public awareness through presentations, promotions at service clubs, chambers and other public meetings.- *FB*
- 2.2.2 Increase public participation in Open Class events. – *FB, Staff*
- 2.2.4. Explore other venues (library displays, mall displays, chamber press outlets, Saturday Market, First Wednesday, Iris Festival, etc.)- *FB*
- 2.2.4b Target chamber newsletter articles.- *FB*
- 2.2.5 Create activities that draw cross-cultural participants.- *K. Walther*
- 2.2.6 Send press release seeking stage performers- *Public Inf. Coord., EC, Entertainment Coord.*
- 3.1.5 Food vendors- % sales tracking (daily z-tape pickup)- *K. Walther, Treasurer*
- 3.2.1b Schedule event coordination/role definition meeting.- *Staff*
- 3.2.1c Schedule contracts coordination meeting.- *Staff*
- 3.2.10 Coordinate grounds crews doing set-up and take-down- *EC*
- 3.2.11 Present fair layout (including booths) to fair board- *EC, Staff*
- 4.3.4. Develop MOU with open class agriculture groups (pygmy goats, llamas)- *S. Gubbels*
- 4.4.5 Place open class application and information on web site; send out press release; leave master copy of application at Chambers of Commerce- *Public Inf. Coord.; P. Johnson, Staff*

## **VIII. Other-**

**Next meeting: February 3, 2010 5:30 PM**