

Minutes by Denise Clark

In Attendance

Members: Diannah Dolby, Shannon Gubbels, Phyllis Johnson, Nathan Leao, Terry Sol,
Kelly Walther, Pam Zielinski

Staff: Denise Clark, Joel Conder, Alan Haley
Board Of Commissioners' Liaison: Commissioner Janet Carlson

Guests: Patty Sol, Guest
Dean Sweeney, Sweeney Promotions
Scott Towery, FFA

I. Call to Order: 5:34 PM

Diannah Dolby was welcomed and introduced as a new member of the fair board filling the position Cozette Cooper vacated. Diannah will be responsible for volunteer coordination, including the information booths and Salem Greeters responsibilities.

II. Public Comments- None

III. Minutes- Phyllis made a motion to approve the 11/04/09 meeting minutes (the December meeting was canceled); Shannon seconded. Motion passes.

IV. 4-H/FFA-

Shannon said she believes Pamela is currently lining up fair judges; Scott concurred; nothing else to report.

Dean asked whether the state livestock judging would be done every year at the fair. Shannon said not necessarily, but they are planning on doing it again this year.

V. Treasurer's Report- Joel Conder

The \$41,000 from the State will be reflected in next year's figures.

The carryover listed as \$9,700 on the documents is projected to be closer to \$1,700; the fiscal year budget is projected to be \$40,000 short for 2011.

Since 2008, the carryover has been going down hill. The board agreed to a supplemental budget appropriation of \$20,000 last year, which got the fair up to nearly \$100,000 from the General Fund. We are scheduled to get \$80,000 this year.

Dean asked what we'll get from the state next year. Alan said it's projected to be around \$35,000. That's taking 15% off of what we've previously received. (If Measures 66 and 67 fail.)

Pam made a motion to approve the Treasurer's Report; Shannon seconded. Motion passes.

Proposed 2010 Budget:

Joel and Alan put together a draft budget for the 2010-11 fiscal year.

Joel told Terry we can't raise the entertainment budget, per his request, unless the money can be taken from somewhere else.

Kelly said she wanted to put back the money that was in there before, and that she had sent him an email about this a while ago.

Dean asked why the consulting figure went from \$44,000 to \$52,000 actual? Answer-Some items were included under consulting after the budget was passed.

Pam asked why the advertising went up; no one could remember what caused it to go up.

Dean suggested the following addressing the budget deficit:

1. Negotiate the grounds-use fee with State Fair. We are not getting the sponsorship dollars we need. We can't charge more for admission. We do need to move to another venue, but not ready to do that yet.
2. A meeting will be held with the influential folks in the community, looking at the fair as a business model. The meeting will be held Wednesday, Feb. 24, 2010. All fair board members are encouraged to attend.
3. Perhaps make a timeline to make a decision by.

Alan said we have an approved budget through June 30, 2010.

Janet agrees we can no longer operate at the State Fairgrounds at this rate. Dean said it will change the look of the fair to move. Phyllis said that would be good; people will come to the fair out of curiosity at the new site. Janet says her sources say the gate receipts will go down for the first couple of years. Dean agreed, numbers will go down; there needs to be some educating of the attendees.

It was suggested another meeting be held outside of this meeting to continue the 2010 budget discussion.

Shannon asked what action can be taken at the OFA convention regarding lining up events and entertainers. (Terry said we are behind on booking people already.) It was decided to approve the events and activities line items in the budget; in that way no cuts could be made on those areas when future budget work is done.

Pam made a motion to accept the budgeted item lines- Fair Entertainers (\$8,000), Fair Events and Activities (\$10,000), Fair Sound and Lights (\$5,000) and Fair Talent Show (\$3,460). Terry seconded. Motion passes.

Denise will schedule a conference room at Public Works for a budget discussion meeting to be held January 15 at 9:00 AM. Discussion will also include negotiating the grounds-use fee with the State Fair.

VI. Items of Special Interest

New Fair Venue- Joel

He's talked with all the players, having met with the Harvest Festival folks, Chemeketa Community College, Anthony Hall representatives and the adjacent property owner, Steve Zuber. All are open to working with us. Only Power Chevrolet (Jeff Conkey) is not open to us using his property just during the fair.

He has also spoken with other fairgrounds regarding sharing some of their materials; they are agreeable. There is a significant savings to move out to the Harvest Festival grounds. Kelly said when Joel comes back next month with more information, the board should be able to vote on it.

Janet asked about startup costs. Answer-Dean says there are none due to it all being a portable event. He said in the future we might consider putting up a pole barn developing profit sharing with the Harvest Festival. Dean said there's things that don't generate money that we'd have to put in out there. He also said rodeos are more feasible out there. Joel added that if we had a consultant to focus on the move, it could occur faster. It is difficult for Public Works staff to oversee all of the details in addition to their existing workloads. Janet suggested that we might be able to look for a grant that would help with start up costs and help with the budget in the short term.

There was consensus among the board to move towards utilizing the Harvest Festival grounds, with the latest date to shoot for being the 2011 fair.

The Harvest Festival is currently bringing in more attendance than we are, so the grounds can handle our fair crowds.

It was asked when the current rodeo is held out there in order that we might work around it. Diannah said there will be no Santiam Stampede this year.

Shannon asked will the horse people's needs be accommodated? Answer-Yes. Dean said it's going to be politically hard on some people to make the adjustment as change is hard.

Terry asked if the State Fair was aware of our considering moving. No one knows.

Nate wanted to know the Harvest Festival attendance numbers. Answer-Their numbers are 10-15% higher than our numbers.

Nate suggested that perhaps we could do a joint effort with the St. Paul rodeo. He was complimented for "thinking outside of the box".

- Addition of Business plan to the Strategic Plan- Kelly

Kelly explained we added a sentence to the Strategic Plan about reviewing the Business Plan every three years. Denise handed out copies of both the Strategic Plan entry change and minor changes in the wording to the Business Plan itself (which had been emailed to board members previously).

Denise handed out copies of the feedback we received from the Oregon Fairs Commission regarding the Annual Report we submitted. It indicated all was in and acceptable and acknowledged our unique situation renting the state fairgrounds.

Phyllis made a motion to accept the Business Plan changes; Pam seconded. Motion passes.

- OFA convention- In attendance will be Pam, Terry, Joel, Kelly, Dean, Cassie and Denise.

Pam brought a centerpiece to contribute. Phyllis has a Longerberger picnic basket and Dean a bottle of whisky to donate for the auction.

- Fair Theme- Denise brought a list of the previous fair themes and the unused theme suggestions. Due to the fair's limited budget, there will not be a theme contest this year. The 2010 chosen theme was developed by the fair board- **"Farm and Family Fun"**.

VII. Strategic Plan-

January Items:

1.2.2 *Review Pricing structure for vendors-* Vendor pricing increases will be discussed outside of this meeting and will be brought back to next meeting.

1.2.10 *Review special days' ticket pricing-* Will leave teen and senior days, and their entrance ticket prices, the same.

2.1.3 *Build on broad-based marketing approach-* Changing with social networking; selling tickets on line; (this made a difference in Dean's most recent events). Will do an email blast newsletter, which will share what is going on with the upcoming fair. Dean needs everyone to send him email addresses. (Need to get the volunteers' permission to use their emails.)

3.1.6 *Update flow chart of member's responsibilities.* Denise handed out updated bubble chart of responsibilities.

3.2.1 *Work with event coordinator to assign tasks; determine which tasks are assigned to coordinator, fair office staff and FB members-* These are covered in the Strategic Plan. Denise will check to see if anything is missing.

3.2.5 *Identify grounds crews to do set-up and take down-* Dean is on it.

3.2.6 *Further develop state fair/MC fair cooperation-* If we're going to be at the state fairgrounds another year, we'll continue working on this.

3.2.7 *Negotiate the use of state fairgrounds for the fair activities and events.* A plan of action will be discussed in the upcoming budget meeting.

3.3.3 *Increase communication around gates-* As long as we are at the state fairgrounds, we'll continue to do so.

- 4.1.2 *Work with Event Coordinator on potential entertainment as a draw.* Approved this budgeted line item earlier in the meeting.
- 4.2.2 *Contract with sound and lights contractor-* Approved this budgeted line item earlier in the meeting.
- 4.6.5 *Discuss continuing the various events (Grill off, Pretty Baby, Grand Safety Station, Oregon's Best Contests, etc.)* Pam and Denise felt there was too much time and energy given to the Oregon's Best contests for the few participants it attracts. Kelly said the board will discuss it again when we receive the information packet. On the Grill off- Dean doesn't like handling the complaints it generates. Nathan said it was a "baby-sitting expedition".
- 4.7.1 *Work with Youth Impact and other youth groups to build on teen day activities-* Youth Impact is planning to participate again this year. Janet said we should invite them to a fair board meeting in April or May to make a presentation on what they are planning on doing.
- 4.7.2 *Contact Boys & Girls Club and other family organizations-* Kelly is willing to help Cassie with this.
- 4.7.3 *Work with marketing consultant to get sponsors for additional children's activities-*Dean says he has an interested party that wants to do Police ID.
- 5.1.2 *Schedule advisory board training-* Janet says a refresher course is being planned to be held in the fall.

February Items:

- 1.2.5 *Adopt financial controls to authorize expenditures and stay within the budget.-* Working on that currently.
- 1.2.7 *Negotiate agreements with State Fair on parking and fairgrounds rental-* Will be discussed at upcoming budget meeting.
- 2.1.6b *Pick fair theme-* Accomplished tonight.
- 2.2.1 *Schedule opportunities for members to make presentations to community groups-* Phyllis asked how soon should they start attending such meetings. Janet said in April or May, however it's good to get on their schedule now. Janet said Sara could help her with that.
- 2.2.2 *Increase public participation in Open Class events.* We made inroads last year and will continue to work on improvements. Phyllis said the exhibit hall layout improved things last year.
- 2.2.4 *Explore other venues-* Added Awesome 3,000 last year.
- 2.2.4b *Target Chamber newsletter articles-* Phyllis suggests putting an article in "Mom's of the Willamette Valley" again this year. Kelly said we can update the Chamber article which was done last year.
- 2.2.5 *Create activities that draw cross-cultural participants-* The salsa contest and mariachi band were great last year.
- 2.2.6 *Send press release seeking stage performer-* Janet said Nelsa Brodie (the Public Information Coordinator) is no longer working for the county and they will not be filling that position. Someone else will need to pick up writing press releases.
- 3.1.5 *Food vendors- %sales tracking-* Kelly said any changes will be minor. Joel will work with food vendors and their z-tapes during set-up.
- 3.2.1b *Schedule event coordination/role definition meeting-* This is already done via the updated strategic plan.
- 3.2.1c *Schedule contracts coordination meeting.-* Denise will be setting this meeting up with Dean and Tim Beaver.
- 3.2.10 *Coordinate grounds crews doing setup and takedown-* This was a January strategic plan item; will combine entries, placing the item in February.
- 3.2.11 *Present fair layout (including booths) to fair board-* Dean says it's mostly done (last year's was good). Will add Pamela's request for barns and 4H building in the layout.
- 4.3.4 *Develop MOU with agriculture groups (pygmy goats, llamas, etc.)-* Shannon has left the meeting at this point; someone said she was working on it.
- 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.-* Denise will be placing items on the web; Diannah will take the copies to the Chambers.

Other-

Janet presented a Community Roundtable dinner and discussion idea. A letter will be sent inviting community leaders interested in agriculture, family events, and other fair orientation. They will be presented with the budget problem, pointing out there has been a 50% increase in attendance since 2004. They will be approaching this as a business problem asking how to "bump it up to next level"? Pam's husband, Bob Zielinski, has agreed to be the Master of Ceremonies for the event. All board members are encouraged to attend. (*Agenda attached.*)

Denise handed out a copy of the updated Bylaws that recently went before the Board of Commissioners for signatures.

Next Regular Meeting: February 3, 2010 5:30 PM Public Works

Meeting adjourned: 7:50 PM