

Minutes by Denise Clark

In Attendance

Members: Diannah Dolby  
Shannon Gubbels  
Kelly Walther  
Pam Zielinski

Guests: Amy Goulter-Allen  
Dave Martin, Market Auction  
Sara McDonald, Board of Commissioners Office  
Cassie McFarland, Sweeney Promotions  
Judy Richards (Garten Foundation)  
Dean Sweeney, Sweeney Promotions  
Scott Towery, FFA

Staff: Denise Clark, Joel Conder

**I. Call to Order: 5:30 PM**

**II. Public Comments:**

Judy Richards (Garten Foundation) gave a presentation on further developing our green fair. She said there is a difference between having a green fair and having a recycle fair. The green fair is shooting for zero waste. For a recycle fair you can have an organization such as the Boy Scouts sort cans and other recyclable materials.

Some of her suggestions included open class superintendents educating the departments. For example, Foods should talk to those bringing cakes/cupcakes encouraging them to bring them in paper products, not foil containers. Textile participants should not exhibit anything that contains sewing needles or pins. In the barns, no syringes, needles, or other pharmaceuticals should be thrown in the garbage.

A big problem is the Pepsi/Coke paper or Styrofoam cups. Plastic Bottles are best; they aren't compostable but they are recyclable. She suggests our food vendors use Cedar Grove, a Woodburn paper company that makes compostable products. (Joel pointed out county rules dictate we can't use one company as a sole source. However, we could give Garten's number to vendors and Garten could provide information on where resources are available and the vendor can chose.) This company is developing Pepsi and Coke cups that will be available by our fair. There are also plastic compostable products. (She left us with many samples.)

Using the proper products will require less Garten staff to do the sorting.

Buying these products will cost the food vendor 25-30% more.

It was asked why we should take on these processes. Judy said the purpose for going green is to leave less of a carbon footprint. They are receiving pressure from the governor and other lawmakers to make this happen. Judy said if we don't do it this year, we will eventually be required to in years to come.

If the fair doesn't have the money to do the whole process this year, we can at least eliminate the Pepsi and Coke cups and use plastic recyclable bottles. It was mentioned that we will still need to use cups for the lemonade, shaved ice, and the other specialty drink vendors.

Dean asked that Judy send him the cost breakdown (prices on products and staffing needs) to have Garten participate this year.

Denise said Alan Pennington of Public Works Environmental Services told her they are willing to offer some financial assistance to help with this venture and that this could possibly be used to assist the food vendors. Judy said she understood that money was to be used for staffing. (*Denise has since checked with Alan Pennington and was told it could be used for whatever green efforts the fair chooses.*)

Judy was asked what other fairs are going this route. She said she knew of Puyallup (*in Washington State*) and Lane County. Also, they are very close to putting together an agreement with the State Fair.

She doesn't want food vendors to purchase materials at Wal-Mart or Cash and Carry type store as some of their products meet the standards and some don't. She is willing to provide Cash and Carry an approved product line that they can give the food vendors. She likened it to a back to school supplies list that the school districts give to the stores.

Judy said they won't do the barns garbage this year because 30% of the bad stuff comes from there. The barns people aren't using the appropriate containers. It needs to be sorted in the barns, not at the Garten sorting sites. Last year she put three recycled containers at the doors. Everything was put in the general garbage cans and the containers weren't used. Barns representatives present in this meeting said they were unaware of the processes and therefore did not relay this information to the animal exhibitors; this needs to be communicated so they can educate others. Judy said she would be glad to get together with the barns folks to talk about what was needed at a future date.

### **III. Approval of 2/3/10 Meeting Minutes**

Shannon made a motion to approve the February 3, 2010 meeting minutes. Pam seconded; motion passes.

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

Amy said they are working on some schedule changes. FFA is working on their handbook for Denise to post on the web.

### **V. Treasurer's Report- Joel Conder**

Joel said he's added a new column to the far right of the document; it is the revenue starting to come in from commercial vendors. No other changes. Denise said she just submitted an invoice for payment of \$500 for the Strategy Dinner catering. Pam made a motion to accept the Treasurer's Report. Shannon seconded; motion passes.

Kelly said she talked with Terry Sol about having Bamboozle return this year using the \$2,000 added to the Entertainment budget line item. Bamboozle is willing to come for \$2500. She said we need to come up with another \$500. Joel said it can come out of the security contract line item as that proposal is coming in lower than anticipated.

In the budget it was suggested that the \$2,000 and the Bamboozle entry be moved to *Events and Activities* instead of *Entertainment*. This will change *Entertainment* from \$10,000 to \$8,000. Dean said we don't have to have Bamboozle per say, but we need a similar act that does the entertainer/emcee, the stage, the karaoke machine, etc. He said he knows of other family stage acts that do the same thing. Kelly said those he is referring to cost more than \$2500. Diannah made a motion to change the approved budget to reflect the Bamboozle and \$2000 line item changes. Shannon seconded; motion passes.

### **VI. Items of Special Interest**

#### **Security Contract Approval- Joel**

Joel sent the security company recommendations out to the fair board previously. Bravo Security is the one the committee recommended. Also, he said Umpqua Bank is willing to provide some volunteer tellers to help with the cash handling on Thursday and Friday. This would help cut some labor costs. Diannah made a motion to accept the Bravo Security recommendation. Shannon seconded; motion passes.

#### **Strategy Dinner- Sara McDonald**

- Sara said there was good discussion at the Fair Strategy dinner held February 24. She gave thanks to the Zielinski's for co-hosting the event. There was a lot of interest, mostly in creating a "Friends of the Fair" foundation. She'd like to see some board members participate. She said they are thinking it might be a 5-member board and maybe have Dennis Coho start the non-profit piece. There will need to be a meeting to set the parameters, discuss fundraising, and find volunteers.
- Kelly said she thought about it and determined that she wouldn't be on the board because she'd like to see a clear separation from the existing fair board and the "Friends of the Fair" foundation.

- About 40 people attended the event and provided constructive input. It was very positive with no negativity.
- Research needs to be done on other county's with similar foundations. Kelly will send an email to her fair contacts to determine what's out there. She will bring the information back to the next fair board meeting.
- Dean said one of the points brought up is to target fundraising to specific items, not just to operate the fair.
- Fund raising ideas were discussed, one example being to have a golf tournament.
- If the foundation is established as a 501c3 (non-profit) organization, contributions will be tax deductible.

#### **Update on the State Parks Meeting- Kelly**

- Representatives of the fair met with Tim Wood, director of State Parks and Brian Silcott, director of the Expo Center. (The Expo center is the grounds we rent; the State Fair is just one of the events held at the Expo center.) This was a one-hour conversation. Kelly said Brian seemed real knowledgeable. Janet made a nice presentation of our financial predicament. The next step is for Brian to do some research including meeting with State Fair personnel, he'll then come back to Joel and Alan Haley with a proposal.
- They talked about short-term and long-term goals in order for us to turn a profit.
- They said they have had significant staff turnover and asked us to not judge them on past relationships.
- They've just put together their strategic plan and are making some positive changes.
- Joel said he has since sent a copy of the budget to Brian and has had a follow-up conversation with him. Next step is Brian, Alan, and Joel will meet. Following that, Joel will come back to the board with the State Fair's proposal.

#### **Rescue Row- Denise**

Denise distributed a handout that had a flyer, introduction letter, and application for a new concept- Rescue Row. She said we'd like to encourage lots of rescue organizations to participate in the fair. We're targeting all animals, from dogs to llamas. This row of booths would be located near the commercial booths in the Americraft building. Denise said she's putting an organization list together now. Shannon asked that she send the materials to her to distribute to some people she works with that rescue animals. It was suggested the raptor rescue group (up in the canyon) also be included.

#### **OFA Spring Conference- Denise**

Denise distributed information on the spring conference that will be held April 30- May 1 in Madras. She said anyone wanting to attend needs to inform her so she can get them registered. The registration deadline is April 15. Kelly said she would be attending.

#### **Stutzman request for ticket donation- Denise**

Denise reminded the board of Adam & Amber Stutzman's request for ticket donation for the fundraiser for them to adopt an Ethiopian child. She said needs to respond back to them. (Denise had forwarded the request to board members previously.) The board discussed the request and decided it did not meet their criteria for donations as it was a personal request versus a community (non-profit) type event fundraiser. Diannah made a motion to reject the request for tickets, as it did not meet the board's requirements. Pam seconded; motion passes.

#### **Food Vendor Update- Denise**

Denise said she's received about 25 applications so far from food vendors wanting to participate in the upcoming fair. She said all applications are due March 19 and that food vendors are to be notified of the outcome by April 2. She asked who was interested in being on the selection committee this year. Participants will be Kelly, Joel, Pam, Diannah, Shannon, and Denise. The meeting is set for Tuesday March 23 at 4:00 PM at Public Works.

## **VII. Strategic Plan Items**

- 3.2.8 Develop grange log cabin agreement- Denise is working on it.
- 3.3.1 Maintain two information booth notebooks- Denise and Diannah will be putting that together.
- 4.1.1 Send press release seeking entertainers; respond to requests to participate. Denise is forwarding entertainment requests to Terry. Denise asked who would doing press release now that the county's Public Information Coordinator position has been eliminated. Dean said his office and the Board of Commissioners' office will work together on this.

4.4.2 Open Class- get sponsors; work with marketing consultant- Dean said they are working with Phyllis. Cassie said they have found some sponsors- Whitlock's Vacuum and Sewing and Willamette Fruit Company. They also are talking to Easy Orchards. It was suggested she talk to Bauman Farms as they have kids in FFA. Amy said she will provide Cassie with a contact name. Cassie said they'd like to have a mini Saturday market and there is some interest in that.

4.4.3 Organize activities for the exhibit hall. Cassie said she is organizing a drum circle- a multi-cultural interactive event. They have been at World Beat.

4.4.4 Hold an open class superintendent's meeting. Phyllis has held one already.

4.6.1 Coordinate dog related activities- Dean said they are working on it.

4.6.2 Incorporate petting zoo- Shannon said she has confirmed Muriel will participate. Denise will inform Tim Beaver to put the contract together.

4.6.3 Organize and develop other activities- Dean said they are working on it.

4.6.4 Organize farm equipment displays- Dean doesn't know if the tractor guys are coming back as it was a lot of work for them. He is trying to organize a tractor pedal-pushing event.

4.7.1 Build on senior activities- Kelly said Terry will probably be doing the "not so newlywed" game again. Phyllis is also working on this.

4.7.2 Coordinate veteran's uniforms display. Denise said she has made contact with Mac MacDonald and he has confirmed they will be coming. Cassie said she has been speaking with a representative of the Paralyzed Veteran's organization and they are interested in participating placing their booth next to the uniform display.

### **VIII. Other:**

Cassie is talking to lots of groups, one is the Indigo Wellness Center about a Yoga demonstration. She is working on creating more draw with new activities.

Diannah said she has had limited response to her email about everyone's volunteer needs. Kelly asked Denise to forward that email again to everyone to give them another chance to respond.

Joel said if anyone has any concerns about the use of the State Fairgrounds to give him that feedback before next week's meeting.

Dean asked if we decided whether we were participating in the State Fair Grill-Off roll-ups this year. Denise said that yes, Nathan had responded to them telling them we were participating.

Dean thanked the FFA folks for attending and participating in the Fair Board meetings. Denise agreed and emphasized how much it keeps everyone in the loop to have them present.

Shannon said she has some concerns about the Garten requirements but will wait on upcoming meetings before expressing them.

Adjourned 6:50 PM.