

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
Board Of Commissioners' Liaison: Commissioner Janet Carlson

Guests: Chris Leslie, KBZY
Dave Martin, Market Auction
Cassie McFarland, Sweeney Promotions
Pamela Rose, 4H
Dean Sweeney, Sweeney Promotions
Scott Towery, FFA

I. Call to Order: 5:34 PM

II. Public Comments- Dave Martin said they are planning on having a market auction again at the fair this year.

III. Minutes – Approval of 1/6/10 meeting minutes- Phyllis made a motion to approve the minutes as presented, Shannon seconded; motion passes.

IV. 4-H/FFA- Pamela Rose

- Pamela said they held a superintendent's meeting last night. They went through the upcoming fair schedule. One change this year is the championship rounds from the various competitions will be held in the evening instead of during the day. They are scheduled for starting Thursday evening at 6:30 PM. This will be a joint effort with FFA. It should make the event a "bigger deal" and provide additional evening entertainment.
- Will continue holding the performing arts event in the evening.
- There will be a cakewalk again this year as it was a success last year.
- Special events will be included in the printed schedule this year.
- The auction committee will build in some costs that will help with obtaining good judges.
- She has given an open invitation for people to come to future meetings to give input on a new fair venue. She suggests there be opportunities for smaller group discussions around this. Kelly said there are currently no plans to move the fair to a new venue for the 2010 fair.

V. Treasurer's Report- Joel Conder

- The Board of Commissioners Office identified \$40,000 in community development block grant funds that can be directed to the fair.
- No change in the Revenues.
- Engineering Services (staff time) are the only costs incurred during the past month.
- He has projected expenditures from now until June 30 to be \$36,000.

2010-2011 Budget:

- At the January fair board meeting, the board approved four line item budgets for the 2010 fair: Entertainment (\$8,000), Events and Activities (\$10,000), Sound and Lights (\$5,000), and Talent Show (\$3,460). This was

done so that board members would have an approved budget when attending the fair convention where connections are made with entertainment and activities vendors.

- Also at the January board meeting, the board asked a workgroup to meet to determine how to fill a \$40,000 budget hole, based on estimates of future revenues and expenditures.
- The budget workgroup met and proposed the following strategies to fill the budget hole:
 - Revenues: Add \$600 in estimated revenues for food booths, based on a proposed adjustment to food vendor fees
 - Revenues: Add \$2000 in estimated revenues for commercial vendors based on a proposed adjustment to commercial vendor fees
 - Revenues: Add \$2500 in estimated revenues to gate receipts based on proposed policy to require wristbands for gate entry, if no ticket.
 - Revenues: Add \$1500 in estimated camping receipts based on prior fair experience and projected camping use
 - Revenues: Add \$40,000 in one-time Community Development Block Grant funds available from Marion County
 - Expenditures: Subtract \$13,600 in projected State Fair costs
 - Expenditures: Add a Sublimity Harvest Festival Grounds deposit of \$1,000
 - Expenditures: Add \$200 for wristbands for fair entry
 - Expenditures: Add \$1,000 for printing based on prior fair experience
 - Expenditures: Add \$1,000 to Contingency (was \$0 in budget presented in January)
 - Expenditures: Add \$12,000 for consultant services for transitioning to a new fair venue
- The board deferred voting on the full budget until later in the meeting so Janet and Joel could do some more work on it.
- We paid a total of \$43,000 for State fairgrounds rental in 2003. We are now paying double that. We can't afford to stay at the costs we are now paying. We will be discussing this at the upcoming February 25th meeting with Tim Woods, the head of State Parks.
- Janet asked that "contingency" be moved from Administration to Operations.

Kelly requested that the Treasurer's Report be sent out to fair board members ahead of the actual board meeting for review. In that way, any questions can be brought to the meeting and it won't take up as much time during the meeting to review the documents.

VI. Items of Special Interest

New Fair Venue:

Joel said last month's minutes indicated we would vote this month on moving to a new venue. Joel said we should delay the vote until we've met with State Fair. Kelly agreed and said that we are still moving forward on the concept.

Phyllis asked what impact the passing of Measures 66 and 67 would have on the fair? Janet said the legislature hasn't figured out any numbers yet.

Joel would like to meet with Shannon and Pamela to determine the 4H/FFA animal needs. Shannon said it would be beneficial to walk the grounds together.

Joel indicated start-up costs would be higher, but he said he can't imagine it going over \$80,000 which is the cost of the rental of our current venue for one year.

At this year's fair convention, Joel talked with some people about perimeter fencing and was able to get some figures on the potential costs. He felt they were very reasonable.

Santiam Stampede is interested in sharing costs with us should they hold their event the week before ours.

Kelly encouraged anyone with questions or ideas about a new venue to email Joel (jconder@co.marion.or.us).

Ticket Pricing:

Joel asked for discussion on whether to continue the Family Pass. He said we've sold so few in the last few years (11 in 2009) that the printing and tracking of them isn't worth it. Also, the gate people don't indicate the demographics that came in on it such as 2 adults and 4 children, or 1 adult and 5 children, etc. Kelly said that with the many other specially priced days, we have other price saving options. Diannah made a motion to eliminate the Family Pass, Phyllis seconded; motion passes.

Joel asked for discussion on the youth ticket pricing. He'd like to see some consistency in the pricing for accounting purposes and calculating attendance numbers. Currently there are three youth ticket prices- \$3.50 (everyday), \$3.75 (half price 4H tickets) and \$2.00 on Teen Day. (On teen day anyone under 19 gets in for \$2, with children 5 and under, free.) Shannon made a motion to make all youth price tickets \$3.75 with the exception of Teen Day's \$2.00 entrance fee, Pam seconded; motion passes.

Security Request for Proposals (RFP):

Joel said the RFP was sent out to 5 different companies; he made follow-up phone calls to make sure the companies had received them. Three companies submitted proposals by the deadline. Those companies were Triple A/Prostar, Advanced Security, and Bravo. (Creative Security did not submit a bid.) Joel followed up with some references and found that Columbia County has been pleased with Bravo's performance the past 4 years. Joel said he would write up a synopsis and give the review committee's recommendation and then send it out to all. This will be voted on at the March meeting.

Herdsmanship Scholarship:

Discussion was held on whether to continue the Herdsmanship Scholarships which gives \$200 to two different clubs to keep the aisle ways clean in the two show barns. Shannon said prior to this scholarship program, there have been volunteers who did this or perhaps a paid work crew; she wasn't sure which. Denise said we've had limited responses (applications submitted) to this scholarship in the past few years. Pamela said there isn't always a club available that has the time or energy to take on the extra work. After further discussion, it was decided to keep the scholarship adding the \$400 back into the budget. Shannon made a motion to continue the Herdsmanship Scholarship program, Pam seconded; motion passes.

Vendor Fee Increases:

The vendor fee has been increased for both commercial vendors and food vendors. This was prompted by our need to find additional revenue sources to meet our budget. These fees have not been increased in years. The commercial vendor fees are going up approximately \$50 per booth. The food vendor non-refundable deposit has gone up \$50, from \$200-\$250. Diannah made a motion to approve the increased fees, Phyllis seconded; motion passes.

Sponsorship Guidelines:

- Kelly brought up the subject of potential sponsors wanting to target their sponsorship dollars. Our current process does not allow this. All sponsorship dollars go into one pool in order for the board to determine the best use of those dollars. Dean said identifying a certain activity and then getting a sponsor for it does not help us reach our sponsorship dollar goals because not everything will get money targeted for it. For example, no one will sponsor porta potties. You don't want special interest groups to affect your fair. In addition, you must keep expenditures as they are identified in the budget. He said once you raise the sponsorship, then you can add the money to a specific event. Dean said we do have "exclusives" on some things such as a beer or soda provider. We don't want to have two competing products. Board members are encouraged to talk to Dean about sponsorship because he knows when something is already being sponsored.

Dean said we also need to be conscious of Market Auction sponsors who are giving money to our fair via the 4H participant's sale of their animals; that money isn't reflected in our sponsorship dollars, intentionally so. We will never tap into that money and affect the kids' sales.

Terry said the State Fair is modifying the Talent Contest adding a young children's category. That means for us to have our contest roll-up to the state level, our Talent Show prize money will need to be increased to accommodate this new category.

Janet talked about the upcoming fair strategy dinner. She said she has not heard back from all the invitees. She's identified which fair personnel should call which people to confirm their participation.

Authors' Table:

- Kelly said we need to identify an Authors' Table point person. Denise described the coordination responsibilities and suggested Pam Zielinski would be good as it would go along with her commercial vendor responsibilities. Pam said she was willing to do it.

Dean said the authors all want their own table and some have independently taken one from the stacked tables identified for others. Denise said the material she sends out indicates the authors will share a table. However, she suggests if they want their own table, then we should provide them one and charge them our cost of the table (\$10). Shannon made a motion to add the cost of a table to the Authors' Table application; that will bring the cost of participating in the Authors' Table to \$60. Phyllis seconded the motion; motion passes.

Jurisdiction Responsibilities:

- Denise distributed the updated Jurisdiction Responsibilities Chart that she had sent out previously for review. It had been discussed and agreed upon previously.
- Denise said we have received the information packet for the State Fair Grill-off competition roll-ups. She pointed out this year's changes include our taking over the coordination of the event. She said there is a deadline March 1 to notify the state if we will be participating. Denise said Joel is willing to help with this. Nathan will look over the material and let Denise know if he thinks we should participate or not.

VII. March Strategic Plan Items

4.4.1 Inventory ribbons/roll tickets (order items needed), order exhibit tags, update dept. classes per superintendents' requests. Phyllis held a superintendents meeting last night, two people showed up. She said she has relayed to the superintendents the open class information Denise needs. She said Dee Rynerson will give Dean some sponsor lead information. Denise said she has already inventoried the ribbons and roll tickets. The roll tickets are on order.

6.5.4 Vendor issues complaints; handholding; sales (sell booth), etc. Kelly said this is in process. (We discussed the fee increases earlier in the meeting.) Denise distributed the 2010 fairground's layout maps.

Cassie spoke of the social networking devices (Twitter and Facebook) she has set up for the fair. She says there are over 100 fans that have responded to the fair page in just the past two days since it was established. She said everyone should encourage their friends to add the fair as a friend. Kelly said she has told all her friends to do so.

Members reviewed the "On-going Tasks" from the Strategic Plan.

VIII. Other

Member Updates:

Terry said he's considering having the impersonators that we had last year do an afternoon (matinee show) on Saturday in addition to the evening show. He said he's received a lot of talent participant requests including those that Denise is forwarding to him. He said we won't be having Bamboozle and his stage because his prices have gone up and he isn't affordable; besides Terry has already targeted the money for other musical groups/bands. He is trying to keep the cost for bands down around \$500.

Denise asked if the stage in which Bamboozle was on should be removed from the grounds layout map. Dean said he is very concerned about not having a family stage in that area. He says it draws a crowd and will leave quite a hole if we don't have it. He said both Cassie and Denise have names of other stage owners/entertainers like Bamboozle that could be contacted to determine their cost and availability.

Janet discussed the additional budget changes that she and Joel made. (They had stepped out during the meeting.) This included adding \$2,000 to meet the entertainment needs such as having Bamboozle, and increasing the talent show prize money by \$600. Other budget adjustments included adding \$150 to pay for dry cleaning military uniforms, adding \$400 for Herdsmanship Scholarships, and adding \$1,024 in grant funds remaining for the 150 Miles for 150 Years Relay event.

Phyllis made a motion to approve the new budget, Terry seconded; motion passes.

Nathan said he met with Sweeney Promotions to talk about ways to make the Grand Safety Station more “grand” and increase the participants. His ideas included adding other participants such as the Red Cross blood mobile, the Forest Service (Smokey the Bear), Boy Scouts, and others. He’s also thinking about changing the name. One name that came up is “Real Heroes”. He asked the board members to offer up any ideas they might have.

Cassie reminds everyone that we will have a Marion County Fair booth at AgFest (April 24-25) again this year. She’ll be sending out a sign-up sheet for participants to “man” the booth. The Awesome 3000 is the following weekend; Sweeney Promotions plans to participate to showcase the fair. She encouraged everyone to get the word out as that helped last year.

Meeting adjourned: 7:34PM

Next Meeting: March 3, 2010 5:30 PM