

Minutes by Denise Clark

In Attendance

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

Guests: Cassie McFarland, Sweeney Promotions  
Sue Pilcher, 4H  
Patty Sol  
Dean Sweeney, Sweeney Promotions

Staff: Denise Clark, Joel Conder

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

**II. Public Comments: None**

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

Diannah made a motion to approve the March 3, 2010 minutes; Pam seconded. Motion passes.

**IV. 4H/FFA-Sue Pilcher**

Sue said Abiqua (the fair supplier of livestock bedding) does not have a contract with the Oregon Exposition Center (OEC) anymore. Pam said she is getting a good price for sawdust from Highway Fuel for the upcoming AgFest. (It was noted that we aren't obligated to work with the OEC's contractor.) Sue is going to do some price comparisons.

Sue suggests that we start selling the 4H half-price tickets earlier in the season as that may increase the revenue by giving people a longer period to purchase them. She acknowledged that it would require Dean to get the tickets printed earlier in the season.

Sue asked if there would be any change in the 4H carnival discount. We don't think so. Dean will confirm that with Davis Shows.

Dean has spoken with Pamela Rose and is suggesting moving the 4H dog obedience show from the Forester Pavilion to the FFA pavilion on Thursday and Friday. This would accommodate the private horse show demonstrations in the Forester arena as they would like to expand their program.

Sue says she would like to ensure we have all three warm-up arenas available for the kid's use this year. Dean will discuss it with Brent at OEC. (In the past, there has been a problem with preparing the footing in the outdoor arena in time for our fair.) He will get an answer back to Pamela by next week.

**V. Items of Special Interest**

• Food Vendor Selection Committee Update- Kelly Walther

There are 16 booths identified to participate this year. She said there is a good mix of specialties and full service menu booths. Also we will have a booth that will be serving breakfast and we plan to place it next to the barns to serve the 4H and FFA kids and their families in the early morning hours. The \$50 increase in food vendor deposit will bring in around \$4,000 for startup.

Joel asked if we can encourage food vendors to start selling food earlier than 10:00 AM Thursday. Kelly said that is not a problem. Joel said we'll need a beginning z tape on Wednesday if someone starts that early. Kelly said we can discuss it with the breakfast vendor.

- Oregon Fairs Association open Vice President (VP) position- Kelly  
The person holding this position took a job out of state and had to resign. Each county fair has one vote for a VP. Rachel McIntosh is one contender; she lost by a couple of votes last elections. She's well respected. Lea Perkins is the other, a Washington (WA) county fair person. She's a representative for the WA fair conventions. Kelly recommends Rachel, as it will give her one final responsibility as she is going to retire in the near future. Rachel's experience includes being a member of the Deschutes County Fair board for 30 years and a past 4H leader. The board agreed to cast their vote for Rachel.
- Request for waiving the fee for a vendor booth- Kelly  
Two letters of request were received; Kelly paraphrased the information contained in the letters. The Marion County Dog Shelter (MCDS) is a non-profit with no funds. They are facing additional layoffs this year. They would like to participate in *Rescue Row* and continue to educate the community about their existence. Diannah made a motion to waive the fee for the MCDS. It was suggested we request they link to our web site, do email blasts and generally promote the fair as much as possible; Pam seconded the motion. Motion passes.

Dean said it would be good to have a standard process in place for responding to such requests. Denise said she is drafting a policy on this (along with many other policies) that she will be bringing to the board for review in the future.

Salem Area Garden Club was the second letter received requesting the waiving of the booth fee. Dean said he got them to participate last year. They answered 164 questions of fair goers last year. They don't have a product to sell. Sue said they are a great supporter of 4H. Diannah made a motion to waive the fee for the Salem Area Garden Club; Pam seconded. Motion passes.

Denise said she'd been asked if the fair board wanted the Dachshund races again this year. Cassie said they've already been talking to Jacquie McCormick about this and have invited them back. Kelly said she is comfortable with decisions like this being made by the Event Coordinator; it is not necessary to bring them before the board.

Denise handed out an updated Neighborhood Associations Meeting schedule list that was given to her by the Board of Commissioners (BOC) office. She encouraged members to review their calendars and identify any dates they might attend to promote the fair. She asked that members get back to her as to which they could attend and she'll then notify the BOC as to who's going where. Phyllis said many of the meetings are on a Thursday night. She has a conflict on that night. Phyllis asked if there was any printed information they could take with them to the meetings. Denise said in the past the BOC office has put together a flyer and some other information to take. Perhaps they can provide a packet and maybe include a FAQ document for members to take.

Denise distributed an updated directory to board members.

## **VI. Strategic Plan Items**

2.1.8 Interface with other State Fairgrounds events- Kelly said she has spoken with Harold White an organizer of a brew fest that may occur on the grounds during our fair.

2.3.4 Increase clarity of process with security personnel- Joel has the security contract in hand. He spoke with Bravo personnel at the Zach Brown Band concert he attended recently. He was impressed with their operation.

- 2.3.6 Provide event listings for program publication to Event Coordinator- Kelly encouraged everyone to give their information to Dean as soon as they can. Cassie said the earlier the better. Any web updates go to Denise.
- 4.3.1 Create detailed work orders. The first are due to Denise in May. She will provide everyone with a date.
- 4.3.2 Hold logistics meeting with State Fair. This happens in May. Denise will identify a meeting date.
- 4.3.3 Discuss any needed changes for 4H/FFA- Ongoing.

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

The revenue thus far is from commercial space rental and is currently up to \$2750.

Purchases thus far are for open class costs and mailings.

Pam made a motion to accept the Treasurer's Report as presented; Phyllis seconded. Motion passes.

### **State Fair Negotiations:**

Joel distributed the proposal Brian Silcott of OEC sent. Joel explained that they understood we were serious about moving to a new location because we couldn't keep paying \$80,000 each year. They are willing to take this money to secure a big name act instead of for the rental of their grounds. There have been several meetings with OEC to work this out. He reviewed the various points of their proposal.

- There are details to work out such as who pays for what. He said we need to consider the entertainment schedule Terry has already established.
- Kelly asked how "overtime" was defined. Joel explained they are union employees who can work up to 10 hours a day; after 40 hours are worked, it goes into overtime. Sunday is not automatically considered overtime.
- Dean said he will be working with Troy Clawson (Sheriff's Office) to see about obtaining the work crews for free. We don't have enough money allocated for work crews at this point.
- The money to cover extra security for the concert shouldn't be a problem because the security bid came in \$2,000 under budget.
- Terry asked what Eric Marcuse's concert fees will be. It is unknown at this time; we'll get the details in the future.
- Joel said the OEC's sponsors will be approached with a "3 legged stool" for promotion- a "Springfest", the State Fair and Marion County Fair.
- Dean said he's concerned that no "cannibalizing" of MCF's efforts occur regarding our sponsors. He hopes they won't be competing with our efforts. Instead he hopes they get regional sponsors that we wouldn't be approaching anyway. Dean said OEC's expectation is a building process. The big name act is a piece we've been needing. Here is an opportunity in which we have limited risk. Dean said the type of act is very important in approaching his sponsors. A country act will cost us less money than a teen act. The VIP piece is important to discuss because that is what people (sponsors) will buy.
- Pam asked if a concert on Saturday night would conflict with the entertainment we've already lined up. Joel said we've told the representative that Friday night is the best night for us. He said however, that we've got to be flexible.
- Will the concert be free to fair goers? A smaller act would be free, but a big name act will probably require charging a ticket fee.
- Regarding the VIP parking- OEC gets premium dollars for that. Dean said the OEC's request for 100 tickets is very reasonable. He himself wants to build the VIP concert component so they both can sell it. A better package would include more than tickets.
- All costs associated with the act come out of the \$68,000 we've identified we have available this year. Stage light sound, catering, hotel, travel, etc. are all coming out of this figure.

- Terry asked if there is enough money for extra security around the concert. Joel said we do have some extra security money. Also our agreement is that all costs of the concert will fall under the \$68,000 parameter. Dean said any additional marketing should also come out of that \$68,000.
- Kelly said Dean, Alan and Joel are working on this agreement with OEC. The board just needs to agree to this in principle with the understanding there are more details to be worked out.
- Phyllis made a motion to accept the proposal in concept; Diannah seconded. Motion passes.
- It was suggested a motion be made that gave formal approval to Dean Sweeney to act on behalf of the fair board in finding an artist at the right price for the 2010 MCF. Kelly wants a board member such as Terry to be the liaison between Dean and the fair board to assist Dean in confirming the act the OEC proposes. There may be very short notice in which a decision needs to be made with no time to come back to the fair board for a decision. Diannah made the motion; Nathan seconded. Motion passes.
- It was also suggested that the Board Treasurer, Joel Conder, be given authority for negotiating the details of the contract with OEC. Phyllis made the motion; Pam seconded. Motion passes.
- Joel asked if there needs to be a separate contract for Eric Marcuse for finding the big name act. This will be determined.
- Dean said a country act fits better with our fair family. It's an opportunity to launch the fair, not just put a concert on at the fair.
- Kelly is proud of the board for taking this big step. OEC is now a partner for the next 5 years. She said this opportunity to have a big name act is a first. Joel concurred; he said it's amazing the OEC is willing to take this big risk.

## VIII. Other

Cassie

- Sweeney Promotions is meeting with the open class superintendents next week to build enthusiasm and promote developing sponsors. She'd like to see significant growth in Open Class participation..
- Talked with Easy Orchards about sponsorship.
- She has the AgFest tickets for board members.
- The Celebrity Readers are coming back.
- She is working on booking the community stage with Terry.
- The antique tractor folks have committed to participating all 4 days.
- Home Depot kids projects will be going all 4 days.
- Gypsy horses- Linda Dennison is participating again.

She presented the new fair logo. Everyone liked it. Dean said it will be available in black and white for a coloring project for the kids at AgFest.

Nathan asked if Home Depot wants child volunteers (a 4H group) to help with their fair projects. Dean said it would be good to have the club's participants perhaps do a separate project from the Home Depot's.

Cassie said they have been visiting local high schools asking what would draw them to improve Teen Day. They will solidify the plan in the coming month.

Phyllis is "chasing people down". She said she's trying to increase Marion Estates's participation. Capital Manor is willing to help. The Senior Center 50+ has some activities to offer.

Terry is excited about the agreement with OEC. His concerns include the dates of the concert(s). He says he understands the routing issue. A Saturday night event would be a conflict with the main stage. He'd prefer it to be on Friday night. If it's a paid concert then that's not an issue.

Dean asked if two stages were feasible in addition to the use of the LB Day amphitheatre. Terry said yes and that he doesn't want an amphitheatre act to take away from the other stage acts.

Terry asked whether we will have our own VIP tickets. Dean said that we would. He doesn't know if there will be a separate fee for the big name act. Terry really wants to be involved with the decision making on this.

Terry needs Oldie-wed game participants. The game will be held Thursday at 11 AM for 1 hour. The prizes are a dinner on the Willamette Queen and a weekend at the Oregon Coast.

Talent show update- Terry said they will go to the various schools in the area and post the talent show application. Denise confirmed the application is posted on the fair web site. He said they have a new stipulation this year- no multiple bands. He clarified by saying one group is to leave their drum set for following groups to use as it is very difficult (time consuming) for the stage crew to trade out drum sets for each group. He suggested perhaps they could get a rental drum set from one of the music stores to donate a set. He needs a table and a tent to allow people to sell their CD's and other material. Dean reminded Terry that Terry had provided his own tent for use last year.

**Adjourned:** 7:00 PM.

**Next Meeting:** May 5, 2010 5:30 PM.