

*To promote the diverse agricultural and cultural heritage of Marion County
through active participation of its citizens.*

Marion County Fair Board

Monthly Meeting

Board of Commissioners' Board Room (and by Zoom)

May 4, 2022 5:30 PM

In Attendance

Board Members: Mike Adams, Mark Banick, Joel Conder, Brandi Crandall, Shannon Gubbels, Ken Outfleet, Pam Zielinski

Key Volunteers: Colleen Busch, Rebecca Turner

Guests: Jill & Scott Ingalls, Ingalls & Associates

Staff: Denise Clark, Fair Program Coordinator; Tamra Goettsch, Community Services Department Director

Meeting Convened: 5:32 PM

I. Approval of April Meeting Summary Notes

Ken made a motion to approve the April 6 Meeting Summary Notes; Brandi seconded. Motion passed.

II. 4H/FFA Reports

4H- Melanie

Melanie indicated that Amy is at the meat goat and swine weigh-in right now and will not be present in the meeting. Amy is now a .49 program assistant working for OSU with Melanie. Melanie is excited about this and said that Amy won't need much training as she already has so much knowledge about the fair. Amy will be able to pick up Melanie's pre-fair tasks as Melanie is working on summer 4H camp preparation. Registration for fair opened May 1; registration closes May 16. They will have a good idea of the fair participation numbers after that. An all-leaders meeting regarding fair was recently held.

III. Financial Report- Brandi Crandall

Tamra just finished putting the report together prior to this meeting as the department's budget analyst position has not yet been filled. (Denise will send out the budget document post meeting.) The yellow highlighting indicates the year to date items; there are no adopted changes to the budget. Ken made a motion to approve the financial report as presented; Mark seconded. Motion passed.

IV. Items of Special Interest:

Big Name Entertainment Update- Joel Conder

Joel turned the update over to Tamra as he said she would know the status of the contracts. Tamra indicated that the contracts have gone to Legal Counsel. She knows of a couple edits that were made; she said "things are moving along."

2022 Swine & Wine Fair Benefit Event Update

Pam said that the event was a big success. They made more money than they have in the past; she does not know the dollar figure yet. Student speakers touched on how FFA and 4H has affected their lives. Three of the speakers were from 4H (sheep, beef, and swine champions) and one speaker was the FFA State Sentinel. They all did a great job.

Ag Fest Update- Brandi Crandall

This year's event was very successful; there was a "constant flow of people." There were 21,827 people attending the two-day event making it a record setting year. They have not been able to hold a live event for two years. The weather was great; there were lines at the food booths. They were required to use state fair food vendors. They are looking at some cooperative activities between Ag Fest and state fair. Having 4H kids bring in their animals, and talk about them, "really spoke" to community kids attending the event.

Jill said that they handed out more coloring contest pages this year and were able to sign up people for the fair newsletter. They had to work in the aisle ways because the photo booth was packed.

V. Ingalls Report:

Scott-

- Sponsors have pledge \$64,175 in cash since last Friday when the previous report was sent out; \$15,680.00 in trade. He said that things are moving fast.
- He has closed one 50-person picnic which will be held behind the floral building. Another one is pending.
- Will put the DSV Connections party in Columbia Hall because of the availability of handicap parking and the air conditioning. He expects some budget adjustments will be needed. There will be approximately 800 participants. He would like to see 4H/FFA put extra "posts" in the barn, spokespersons to talk about the animals.
- He is waiting on the final dollar figures from security for the upcoming fair.
- They are in the process of building the marketing plan; the social media has already started.
- He has arranged for three golf carts and three RTVs; a cargo golf cart for 4H. (4H will pay for this out of their budget.) Joel will get back to Scott as to whether he needs an RTV.

Jill-

- "Social has started"; retargeting will start in the next two days. The social posts are getting a really good response. Instagram focus is on Friday, younger voices messaging.
- Other media will start mid-June.
- The AC Gilbert block party is happening this year; Jill will be asking Sarah to look for volunteers to assist with that.
- Looking for something to put in the arena for Saturday AG Day. One possibility is a sheep dog trial with Oregon Association of Sheep Dogs organizing it. We would need to rent the sheep for their use at a cost of \$600.

Mark made a motion to move forward in pursuing the sheep dog trials with the \$600 coming out of contingency; Shannon seconded the motion. Motion passed.

- There are new highway banners on order for the Silverton, Liberty Street, and Jefferson locations.

Jill is questioning replacing the field signs. They cost \$200 each and 10 are needed. She said that there are currently political election signs in those spots. Placing these signs are labor intensive. She feels that the value is minimal as far as marketing goes.

It was suggested to utilize the electronic billboards that are on local highways.

Brandi said that they conduct exit surveys at Ag Fest; the results indicate people aren't coming to their event by noticing the signs. She said that the attendees say they already knew about it; the signs are just a reminder. She'd rather see the money put towards flyers going out to day care centers and schools. Response- the county would have to talk to the school district.

This is not the year to place field signs because it's an election year. We didn't see a decrease in attendance when we didn't put out field signs. The social media campaign seems to be more effective; need to be as digital as possible.

Mark made a motion to not place field signs this year but to leave the item in the budget for possible subsequent years; Brandi seconded the motion. Motion passed.

- Jill is finishing the booking for Sunday, Family Day. There aren't as many walk-a-round mascots available as before, she hopes to get some of them back.
- Jill asked folks to consider if they know of any local talent- dance, singers, storytelling, etc. to fill the local stage; if so, to let her know. She is looking for free acts even magicians or balloon guys. She has reached out to Willamette Valley Story Tellers.
- The main stage scheduling is done and the Woods are "dialed in."
- The Legislation Reception (Opening Day BBQ) will be held in the grassy area between the poultry building and the Woods.
- Marion County Health Department is excited about bringing their mental health van to the fair.
- There will be a training for the high school parking crew; one of Jill's staff will be assigned to them. We will be using all of the parking lots at this year's fair.
- There will still be camping in the oak grove; however, there is some concern over the dead branches coming down.
- There is a broken water main on the west side of the livestock building; the state fair is addressing this. Jill will also remind them that the drains in the wash racks need to be cleared of debris.
- Jill is seeking activity and event schedules; if you are coordinating something- special contests, dog contests, etc., please let her know.

Scott, Melanie, and Amy will be meeting at the fairgrounds Wednesday, May 11 at 5:00 PM. Anyone is welcome to join them.

The Fair Volunteer Appreciation event will be held at Mike Adams' venue August 17. There will be good food, volunteer acknowledgments, and outdoor games.

Tamra indicated that they had met with state fair personnel regarding the \$10 million in state funds that has been allotted to county fairs. Originally, Marion County was not to receive any of the funds due to not having our own fairgrounds. Now the money will be granted with the understanding that improvements will be made to the state fairgrounds for Marion County's purposes as we rent their grounds. The money (approximately \$277,000 per county) will be used to provide a new roof for the 4H office area.

Denise reminded folks of the fair office building history. In 2006, the then presiding state fair director, had the fair office modular unit removed from the grounds. The building had been there for years and was the home of the Marion County Fair office. (They also removed our storage shed; they did eventually replace that for us.) The director said that they would be responsible for providing another office area for the fair for future use. The state fair never followed through on that promise. We now must annually rent, by contractual agreement, the log cabin from the Oregon State Grange at fair time. Perhaps money could be used to provide the county fair an office.

VI. Strategic Plan Items:

2.1.6 Interface with other state fairgrounds events occurring at the same time as county fair. Concern was expressed that Toby Keith is coming to do a benefit concert at the state fairgrounds the week following our fair on Sunday, July 17. Jill would like to see the community work together to not have competing events held in the area at the same time. Tamra is going to have a conversation with director of the benefitting organization.

2.2.11 Pay for renewal of MCFair.net domain name every 5 years (next 5/24/24.) Jill expressed that she doesn't know the value of having this domain as we are using marioncountyfair.net now. Tamra asked Denise to check with Morgan LaFrance, in IT, to check the activity level.

3.2.6 Identify the type of tickets for free entry in Afton's device- Public Competitions, Participant, FV, CV, etc.- The tickets have been identified and are currently available on-line for \$5 a person.

2.2.2 Increase public participation in Public Competition events. Jill said that she brought promotional flyers for folks to distribute around the community.

3.2.8 Develop grange log cabin agreement. In process.

3.3.3 Increase clarity of process with security personnel- who does what; informational (print, signs, etc.) Scott is working with TCB in determining the cost for this year's fair; currently they don't appear to have any staffing issues.

4.3.1 Create detailed work orders. Work Orders are due May 31; but they can be submitted earlier if ready.

4.3.2 *Hold meeting with state fair to address logistics, parking, work orders, barns, and other issues.*

Negotiate horse stadium arena grooming. Ongoing; we meet with state fair and address things as they come up. Discussion about the annual contract was held earlier in the year.

4.7.3 *Coordinate veteran's uniform display.* Jill has reached out to them and confirmed that they are attending. Mike said that there is a person at Salem Heating that has one of the largest military uniform displays in the country. He may be interested in bringing items to the fair. Jill believes that this person is on the Real Heroes outreach list.

VII. Other:

Jill noted that she had brought coloring contest pages for folks; they are available for distribution.

Zoom Text:

01:02:11 Rebecca's iPhone XR: Could the library be a partner for that?

01:03:30 Colleen: SKITTheatre.org is just finishing up "Hello, Dolly!" They also have summer camps.

01:18:40 Rebecca's iPhone XR: I have to board a flight now. Glad to hear the updates!