

Marion County Fair Board

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

Monthly Meeting

Commissioners' Board Room

January 4, 2017 5:30 PM

In Attendance

Board Members: Brandi Buxton, Shannon Gubbels, Dylan Wells, Pam Zielinski

Staff: Denise Clark, Tamra Goettsch

Guests: Jill and Scott Ingalls, Ingalls & Associates

I. Introductions

II. Public Comments- None

Denise indicated that David Beem had come into the office to give his apologies for not making tonight's board meeting as he had another meeting conflicting with it.

Tamra noted that David went before the Board of Commissioners (BOC) recently and asked to be an ambassador for the fair. Afterwards Tamra encouraged him to come before the fair board to make the request. A scope of work will be developed for him and brought back to the February meeting for approval. As far as him carrying a business card (as he requested) cards could be made with the new website address on it for all those associated with the fair to carry and hand out.

It was suggested purchasing hooded sweatshirts for advertising the fair. Jill said anyone can purchase (with their own funds) fair branded clothing through Jill's contacts; the artwork with the logo is already done. There is not a restriction on how many items need to be purchased per order.

III. Approval of the December 7, 2016 Meeting Summary Notes. Jill asked that the wording be changed on Page 3 in which it states "Oregon Fairs and Events Association"; it should say "Oregon Festivals and Events Association." Shannon made a motion to approve the notes as corrected; Pam seconded. Motion passed.

IV. 4H Report: Shannon relayed Melanie's information-

- The hiring of judges is almost complete
- In the process of revising the fair book
- Enrolling new members
- The beef weigh-in is scheduled for February 4

V. Financial Report

- The 2016 books are now closed and the 2017 budget has been adopted; so will be operating from that moving forward.
- Green highlights indicate the dollars that are being requested of the Fair Foundation. We are waiting for a written response from our funds requested of the Fair Foundation. The letter of request was sent to Bob Zielinski (representing the Fair Foundation) in October. Denise said that she has contacted Bob several times seeking a response. She said that she received a verbal response from him over the phone of "I think it will be ok," but nothing has been received in writing. Tamra said that it is important to have a response in writing in

order to be able to move forward, acting on the 2017 budget. The Fair Foundation will meet again in January; hopefully a decision will be made then. Shannon, who's signature is on the letter, said that she is willing to talk to Bob about any concerns he might have.

- Orange highlighted are those items requested from the member budget request forms.
- Yellow highlighted includes the \$5,000 for STEAM in the OSU extension budget. (They will be meeting in January to address this.)
- Those items in green text are changes that have occurred since last month. (Pig races, and tractor pedal pull figures changed.)
- Members asked that all of the colors now be removed from the budget document.

Shannon moved to approve the Financial Report as presented; Brandi seconded. Motion approved.

VI. Committee Reports

Big Name Entertainment Update- Brandi

An offer was put in to Night Ranger and Diamond Rio. (It was discovered that Roots and Boots provided only an acoustic program; which won't work with our venue. Diamond Rio cost around \$30,000. We haven't received any responses yet, probably due to the holidays.

Website Committee Update- Dylan

The "platform" and "site plan" are done. They hope to upload the new site by next week. They are "populating" the information now.

VII. Items of Special Interest

Updated Election of Officers Policy- Denise

Denise pointed out the changes can be found in red text on the document they reviewed. The changes involve the wording around those participating in abstention, doing so by conference call. Shannon made a motion to approve the election of officers' policy accepting the suggested changes in red; Brandi seconded. Motion passed.

Contracts Update- Tamra:

- Sarah will be sending a list of county contracts and their status out.
- The carnival and the security IRFPs have been sent out.
- We have another year on the rodeo events and on the Garten Zero Waste contract.
- The new booking agent contract is good through 2020.
- An Afton ticketing amendment is in the works. (Due to county rules, any money secured for Marion County has to be received within 24 hrs. We are requesting of the county to change the relationship with Afton to "contracting for services" like we do with the carnival.)

VIII. Strategic Plan Items:

1.2.2 *Review pricing structure for vendors.* We received no complaints from vendors last year. Jill feels are fees meet the "going rate." No changes on vendor applications.

1.2.10 *Review special days (Sr/Teen Day) ticket pricing.* Dylan remarked that Commissioner Cameron mentioned, at the recent fair work session, that State Fair had a \$1.50 entrance day. The commissioner was wondering if there were any marketing opportunities in that. Discussion included yes, there was a low entrance fee, but the state fair charged for parking. It was suggested that they made up for the low gate entry with high costs inside the fair. The state fair runs 10 days, we have only 4, they can afford to reduce one day's gate. Ingalls can put together a package for reduced hours or group discounts, etc. There are already reduced costs for veterans or by wearing an Awesome t-shirt or participating in the coloring contest or open class competitions, etc. There are many opportunities for a person to not have to pay full entrance fees. (Charging for parking has built in costs such as paying for parking attendants and in getting people parked quickly without long lines.) No change in ticket pricing.

2.1.3 *Build on broad-based and segmented marketing approach.* On-going

2.1.6a *Vote on fair theme in board meeting.* Done

3.2.5 *Identify ground crews to do set-up and take-down.* In process

4.1.2 *Work with event coordinator on potential entertainment as a draw for fair attendance.* In process

4.2.2 *Contract with sound and lights contractor.* Jill noted that last year's requirements were quite extensive so we stayed with Cascade Sound. There have been three sound companies so far this year asking to provide sound for the fair. Sound and Lights is under Ingall's contract responsibilities. Jill suggests going out for bids this year; she will consult with Joel. She'd like to get a decision made in the near future. She noted that it is important to document where the request for quotes was sent for tracking purposes; will do a send/receive request.

4.6.4 *Discuss continuing the beer garden, Pretty Baby contest, etc.* The Pretty Baby Contest is under discussion as it wasn't strong last year. KBZY has said that they will "step it up." It was suggested it be expanded to include other contests like a baby crawling contest. Other contests might be pet look-a-likes, or a "Parent and Me" painting activity. These type of activities will all happen on Sunday. Jill said that she is also talking to the Willamette Art Center (which is located on the grounds) about what they might offer.

Dylan relayed that Nathan hopes to have at least 7 teams participating in the grill-off this coming year; he would like to see 14. If there aren't at least 7, he suggests not holding the event.

4.7.1 (Teen Plan) *Work with youth organizations to build on teen day activities.* In process. Putting together a STEAM team with partners such as OSU Extension, the school district, Children & Families Commission, Boys and Girls Club, the Farm Bureau, etc. This helps in getting sponsors on board. Tamra will ask Mary Grim to search the internet for STEAMA ("A" added on the end for "agriculture") ideas. Perhaps include a scavenger hunt like AgFest does. It was suggested to check with the Farm Bureau or Ag in the Classroom as they have hands-on activities. This will all be tied into the "Farmville" event area.

4.7.1 (Family Plan) *Contact Boys & Girls Club and other family organizations re: the children's area.* In process.

4.7.2 (Family Plan) *Work with Marketing Coordinator to get sponsors for additional children's activities and pony rides.* In process.

IX. Other:

Ingalls Report- Jill

- Jill distributed the Ingall's & Associates monthly report as to what they have been doing.
- Starting to connect with dog clubs and breed associations. Linn County has a huge dog show in February, perhaps can get some of those organizers to do demos or contests at our fair.
- Social media is underway.
- AgFest is April 28-30, 2017; have reserved a booth.
 - Need to re-design picture board stand; kids loved it last year.
 - Hoping to have a flyer in Spanish.
 - Have public competitions information available; do on-line registration demos in the booth.

Newsworthy Items:

Think of items that can be promoted through news releases.

Tamra mentioned Gov Delivery, a government newsletter that goes out to government bodies and the public; citizens can sign up to receive it. Perhaps create a newsletter for the fair. It can include short announcements. *(Add Gov Delivery under Newsworthy items on the meeting agenda.)* Denise will be the point person. Jill will be meeting with Jolene Kelly to discuss her media plan.

Media Day and the Commissioners' Board Session will again be held the first day of fair. The Commissioners felt positive about the 2016 events. They'd like to see more animals shown at this year's event; will work with Melanie on that. The Commissioners have requested that the board session be held outside over near the barns. Perhaps it can be held in the FFA pavilion.

Meeting Adjourned: 6:36 PM