

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

**Marion County Fair Board**  
**Monthly Meeting- By Zoom**  
May 5, 2021 5:30 PM

In Attendance

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

**Key Volunteers:** Colleen Busch, Heidi DeCoster, Amy Goulter-Allen, Lesley Johnson, Rebecca Turner

**Guests:** Jill & Scott Ingalls, Ingalls & Associates; Melanie McCabe, 4H; Margie Tipton, 4H

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

Meeting Convened: 5:39 PM

**I. Call to Order/Introductions**

**II. Approval of April 7 and April 21, 2021 Meeting Summary Notes.** Mark made a motion to accept the meeting summary notes; Ken seconded. Motion passed.

**III. 4H/FFA Reports**

**4H-** Melanie McCabe

Melanie noted that Amy Goulter-Allen is unable to attend this meeting as she is at the fair animal weigh-in this evening. Melanie said that she doesn't have any information to give at this time; she will wait for the Ingalls' report.

**IV. Financial Report-** Tamra Goettsch.

- Year to date have total expenditures of \$12,301 this includes payouts to the Ingalls, Administrative Charges, long distance calls, and conference fees.
- Interest earnings of \$170.55

Shannon made a motion to accept the financial report as presented; Ken seconded the motion. Motion passed.

**V. Items of Special Interest**

**COVID Restrictions Update and Fair Plan-** Ingalls

Scott reported that he, Tamra, and Jill had a Zoom meeting with the director of Salem Health this morning. That organization wants us to have a successful fair. The number of vaccinations they are distributing out of the fairgrounds has decreased significantly. They hope to be done vaccinating folks by the end of May. That means that we no longer have to use only the east side of the fairgrounds and can go back to our usual fair footprint. If Salem Hospital is still present during our fair in July, they will accommodate us by moving their traffic through the Aqua gate (off of 17<sup>th</sup> St.) and looping them around the amphitheater. Traffic will exit out the orange gate off of Sunnyview. Salem Hospital is willing to help us with putting up barriers to separate their operations from ours.

Melanie said that they will still not be allowing member camping as they can't regulate whether pandemic procedures are practiced. They will implement single day animal shows with horses coming in prior to fair

starting. Since there are many unknowns as to what the status of the pandemic will be at fair time, she doesn't want to have all participants at the fair at the same time. Melanie wants to implement the in/out traffic patterns and keep the back end of the fairgrounds closed off to fair goers. Pigs will come in on Friday and stay overnight. Saturday's auction might be moved into the horse stadium in order to control the crowding, spreading people out. Sunday will be showmanship for the "Cloverbuds," young exhibitors and their small animals.

Scott wants to see some of the 4H/FFA organizers staying overnight to keep an eye on things.

Ingalls are working to identify where they will locate carnival personnel camping, as we can't have them on the south end as we've done previously.

Jill indicated that with today's new information, Plan B is the closest to the new plan; this will require budget changes from what was previously approved.

Fair entrance will be through the red gate. Columbia Hall will hold 4H displays, public competitions, and a few commercial vendors. The Veteran's uniforms display participation is still under discussion. Columbia Hall can hold 15% occupancy with the current pandemic standards. This will be the strongest COVID monitored building. We will be using the usual buildings and the log cabin for the office and the floral building for volunteers. The carnival will be located behind Jackman Long (JL). At this point in time, Flyball is not planning on participating this year, we may reach back out to them and see if they are interested now that our footprint has changed back.

Food vendors will be in the food court; we reduced the number of vendors in order to spread them out more. The stage will be in the same place but reduced in size to accommodate smaller, local groups and that will save money. To meet COVID regulations, the stage acts cannot be such that they "pause movement" with people congregating to listen. We need to spread attractions out to keep people moving through the grounds. There may be a couple of small seating tents.

We will keep the mercantile (commercial row) outside, operating like a farmer's market does. The inflateables (Madjek) will not be returning to this year's fair; we will put something else in that location. Barnyard adventures will be coming and held under the metal roof area near the Dairy Women's red barn and the livestock pavilion.

We will monitor the number of the people going through the barns; the 4H barn and livestock pavilion should be okay with numbers as they are large facilities.

For musical entertainment we will have two local bands on the stage Friday and Saturday nights. We will implement crowd control and have "pods" of food area seating. The concert area seating will be reduced by 50%.

Byron, the Home Depot, organizer, has passed away. Home Depot will no longer be providing the "build it" hands-on activity. We'd like to find someone else to do a "maker space" where families can go to build something. This is an easy activity to get sponsored. We can purchase simple camp-type craft kits in bulk at a reasonable price. We will need volunteers to "man" that; perhaps we can find an organization that will do it. Jill put \$2000 into the proposed budget for this.

Ken noted that he is impressed with the Ingalls' ability to be flexible in their planning during these unknown times.

Jill showed a summary of a proposed budget; components include:

- Expect a conservative 5,000 people attending the fair with a \$5 entry fee
- Doubling the food booth fees from the previous budget
- An increase in revenue from commercial vendor fees

Jill coordinates getting the ATV rentals; 4H pays for the use of theirs out of their budget.

ABC Janitorial resigned as they don't have enough staff to manage our fair. The janitorial line item has been increased as another provider may be costing us more and they will be asked to include garbage pickup in their responsibilities. (ABC Janitorial did not do garbage pick-up with their contract.) Tamra said maybe we can negotiate the man power as we may have enough janitorial supplies to offset some costs as we purchased many items for the fair last December. Denise said our inventory includes hand sanitation kinds of supplies, not cleaning products for bathroom facilities. Jill said we will be looking for products to wipe down surfaces.

Tamra asked Denise to check with Garten to see if they might be interested in providing janitorial services at the fair this year. Jill said that Wayne, of state fair, is going to give her a contact name of state fair's provider.

Electrical and plumbing costs should be going down as we won't have as many people camping or animals staying on the grounds overnight. This equates to fewer electrical drops for indoor booths, the barns, and food concessions. Showers not being in use means less plumbing costs.

We will need parking attendants after all so there will be a cost there. Jill is reaching out to them.

Scott said that Falk has confirmed that they will provide EMT services for three days at no charge to us; that is a \$4500 savings.

Reducing the number of gates, hours, and dates helps keep our security costs down.

We'll still need security fencing for the back-end barns.

All of the "Printing" costs will be moved to "Promotions and Advertising." This includes new signs and banners and website maintenance.

Brad's World Reptiles gave a quote of \$3800 for three days plus a hotel room.

Pirate's Parrots Show will not be coming.

Steam Quest, the app that people will download, will cost \$3800. There are STEAM hotspots on the grounds where people go to complete a task. There are interested sponsors for this.

### Santiam Strong Recognition

Jill put \$2,000 in the budget for Santiam Strong. Tamra indicated that the county board of commissioners (BOC) is still discussing how to recognize the Santiam Canyon folks, perhaps with a ceremony at the fair. They are interested in acknowledging the "Real Heroes" of that event. How do we identify who we recognize? Jill suggested giving complimentary admission tickets to honor folks.

Tamra said that the county's CAO is considering purchasing tickets to give complimentary admission tickets out to employees (an employee appreciation type event) to help the fair with its budget. This would help with our gate numbers.

Perhaps have a recognition of those who worked at the wildfire evacuation center (county employees, fire, law enforcement, city PIO's etc.). The anniversary date of that event is during the first of September. The commissioners may be interested in doing something like this in lieu of the opening day bbq/legislative Reception.

Jill would like to work with a point person from the Santiam Canyon to see what an appreciation event would look like to them. She said that this is a very "sponsorable" activity. (Scott will be discussing fair sponsorship opportunities with Salem Health.)

It was suggested to collect videos on the fires from the canyon folks and seek a contract with a media company that could splice them all together into a nice presentation to run as a continuous loop in an interpretive center at the fair. "Canyon Strong" or "Detroit Strong" are terms that are currently being used.

Ingalls will reach out to those they know up in the canyon that have been impacted by the fires to get their input on what they would like to see done.

Tamra will be out of the office the week of May 10.

Scott said that there would be no "Woods" event at this year's fair; the area was significantly damaged by the ice storm. He suggests instead of having alcohol contained in close quarters, to move the hard alcohol to the main beer stand near the central stage. (Tamra will take this idea to the BOC.) The rest of the grounds are pretty cleaned up from the storm. The grounds may not be as perfect as they have been in the past, but good enough. Green Acres Landscaping still has a contract to maintain the grounds.

Ingalls Proposed 2021 Budget Summary:

- 4H and FFA figures stay the same
- Ingalls contract increased by \$5,000 (they added back in media management)
- Public Competitions added \$800 to add the cost of judges
- Grounds and Utilities- from \$38,500 to \$50,775 due to increasing the money for tents, lights, pipe and drape, golf cart rentals, parking attendants, janitorial
- Increase in security, armored car, and ticketing to \$20,950 (security quote may come in \$5-6,000 less)
- No changes in promotions and advertising
- In Entertainment- reduced the stage costs and moved \$22,000 to Events and Activities for a total of \$38,000
- Fair Administration remain the same
- Jill noted that the \$9,000 listed for FFA should be \$6200

Colleen asked if there are certain steps that must be taken to amend the approved budget do to public budgeting laws. Tamra answered that we approve a fair base budget at the beginning of the year. However, changes are needed as opportunities arise to provide fairgoers the best event possible. Changes are made accordingly and we amend what was previously approved. This is done by motions made and the board voting to approve.

Denise added that the Budget Change Request Form is the official tool used for the fair board to approve a budget change. In addition to the line item numbers and dollar figures, it contains the fair board approval date. She then provides that to the county's budget analyst for changing the budget document.

Jill indicated that time is essential for approving this budget to move forward in planning the fair which is only 60 days out. She said that the Ingalls' role is to give the fair board the "best bang for their buck."

Ken made a motion to accept the proposed budget changes that the Ingalls have presented them. Mark seconded the motion.

#### Budget Change Discussion:

Colleen noted that as we approached this fair year, we knew that things could go any direction and expected that we would need to be flexible.

Shannon asked if the Ingalls have confidence that the governor won't make another decision in the future which will affect the fair's direction; she wonders if we should expend the monies at this point in time. Scott responded that public gatherings will be at 25%, or more, occupancy by fair time. The State Fire Marshall very generous in figuring the occupancy loads when they met with her this week. Scott expressed that he is 80% confidence that this plan will work.

Shannon asked if we are going to have to have "mask police." Answer- yes, to a certain degree. The Marion County Health department will be helping the fair put together a pandemic policy for the fair. Jill said that we need to record our due diligence and post information for our fairgoers to view in order that they know what to expect when entering our fair.

The commercial vendors are considered "mercantile" and will be mostly located outdoors; there is a different social gathering formula for outdoor spaces.

The BOC and health department are very supportive of our holding the fair so that helps our cause.

The Ingalls feel confident in the budget that they are presenting; if they weren't, they wouldn't ask the fair to move forward. They indicated that the budget could still change with any future COVID restrictions that are put in place.

A vote was held on the motion to approve the new budget that the Ingalls' presented. All present board members voted "aye" to approve. Motion passed.

#### **VI. May Strategic Plan Items**

*2.1.6 Interface with other state fairgrounds events occurring at the same time as county fair.-* Have been working right along with state fair personnel and the vaccination clinic organizers.

*2.2.2 Increase public participation in Public Competitions events.-* Public competitions work is in process; fair book adjustments are being made.

*3.2.6 Identify the type of tickets for free entry in Afton's device- Public Competitions, Participant, FV, CV, etc.* Ingalls will be connecting with Afton, planning to go live with tickets in June. We have to identify where we need

to monitor occupancy. (Some fairs are selling advance tickets to ensure they don't have too many individuals in the area at one time.)

*3.2.7 Further develop state fair/MC fair cooperation- more effective layout; communication of needs; fencing; better signage.- On-going.*

Scott asked the group for permission to work out an arrangement with Salem Hospital to give free entry tickets to fairgoers getting a vaccination on the grounds. The group agreed to it if it is part of a sponsorship package.

*3.2.9 Develop Grange log cabin agreement.* Denise said that she has been in contact with the state grange master and has received approval to use the building for the fair office. Krista Ulm, department contracts coordinator, is developing the agreement.

*3.3.4 Increase clarity of process with security personnel- who does what; informational (print, signs, etc.)- We need to develop a COVID policy before talking with TCB, our security provider.* Jill noted that TCB's point person is going through chemo treatment at this time.

*3.3.6 Provide event listing information for program publication to Event Coordinator.-* Ingalls will be working with the county's public information officer on this.

*4.3.1 Create detailed work orders.* Jill indicated that they will be in control of most of the work orders this year due to the uniqueness of this transitional fair and the COVID layout.

Tamra suggested that we control social distancing by marking the grassy areas with marking paint or having spacing dots/cones. Jill responded that they are looking at placing highway stanchions that hold printed signs. They are also considering working with a nursery to use plants as barriers for an attractive look in controlling crowding. Scott indicated that he might be able to use some of Salem Hospital's cones as they currently have thousands on the grounds.

*4.3.2 Hold meeting with State Fair to address logistics, parking, work orders, barns and other issues. Negotiate horse stadium arena grooming.-* Have been regularly holding meetings with State Fair.

*4.7.4 Coordinate veteran's uniform display.-* Unsure if we will have them participating this year.

*2.1.11 Pay for renewal of MCFair.net domain name every 5 years (next 5/24/24)-* Not due yet.

## **VII. Ingalls Reports**

Scott indicated that sponsorship is going better than he thought it would; he's more hopeful about bringing in revenue than he previously was. He said that sponsors are interested and want to know what they are committing to. He now has new information to give them after hearing today's good news of being able to use all of the fairgrounds. He noted businesses have inventory and staffing issues as a result of the pandemic.

Scott said that Holt of CA has bought Oregon's Peterson Cat affiliates. He expects them to still sponsor our event.

Jill indicated that in her written report, many entries say "on-going." This is because there have previously been so many unknowns. She encouraged everyone if they had any questions, to please bring them to her.

Scott said that they will have event coordinators and fair personnel camping on the grounds in the “Compound” located between the log cabin and the 4H auditorium. He invites anyone in this body that wants to bring in their RV to stay on the grounds, to let him know and he’ll make room.

It was asked if the BBQ grill-off competition and the car show will be held at the fair this year. Answer- the car show is in the budget (\$200) but not the grill-off. Mike offered to put a grill-off together and said he wouldn’t need any funds; Mark offered to help him.

Lesley asked if having the special competitions will be a gathering problem in light of the pandemic. Jill responded that everything we do will need to be filtered by keeping the pandemic restrictions in mind. We are aiming for only small pockets of people in a location at a time, not large gatherings.

Scott said that we need to remember that folks are divided 50/50 on their view of the pandemic; we need to keep both perspectives in mind.

Tamra suggested that we insert COVID safety practices in the fair’s Emergency Plan. Jill will be getting together with the health department point person, Alisa Zastoupil, to get their recommendations. The sheriff’s department will help us to know what we need to enforce, or not enforce, regarding masks.

June 16 is the Fair Emergency Plan review meeting; it is always the third Wednesday in June. (Denise will send out an appointment to everyone.) All key personnel (board members, key volunteers, fair staff, event coordinators, security, etc.) are expected to attend this meeting. Jill said it would be best to hold the meeting at the fairgrounds in order for new people to be able to reference the areas discussed in the plan. (Mike Adams noted that he would be out of the area June 17-22.) Denise said that the emergency plan is reviewed by all volunteers during the volunteer coordinator’s orientation held at the fairgrounds just before fair.

There will be a fair board meeting the night before fair starts (Thursday, July 8) to go over any last minute items.

**Meeting Adjourned: 7:43 PM**