



MARION COUNTY FAIR

January 3, 2018 5:30 PM

Commissioners' Board Room
555 Court St NE, Salem OR

AGENDA

- I. 5:30 PM Call to Order/Introductions**
- II. 5:33 PM Public Comments**
- III. 5:36 PM Approval of November 5, 2017 Retreat Meeting Summary Notes**
- IV. 5:38 PM 4H/FFA Reports [Information]**
- V. 5:45 PM Financial Report [Action]**
- VI. 5:55 PM Items of Special Interest [Information/Possible Action]**
 - Fair Board/BOC Work Session Update- *Dylan*
 - Review of Conflict Resolution and Meeting Ground Rules documents
 - Review Subcommittee Structure and Purpose
 - Fair Board Member Roles and Responsibilities
 - Review of Updated Strategic Plan- *Denise*
 - Programing Discussion- *Jill*
 - Barnyard Adventures, Racing Pigs, Thursday (Veterans), Friday, Saturday, Sunday (Family Day)
 - RFP Update- *Tamra*
 - Storage Options- *Dylan/Jill*
- VII. 6:45 PM Strategic Plan Items [Action]**

Strategic Plan- December

1.2.1	Board members set indiv. goals to recruit new vendors/sponsors to the fair	FB
2.1.5	Reminder to pick fair theme in January (if applicable)	FB, Staff
3.2.4	Identify carnival vendor as needed (next RFP 2018)	FB, County process
3.2.5	Identify security/ticket taking agency as needed (next RFP Fall 2017)	FB, County process
5.2.2	Make Board of Commissioners work session presentation	FB
5.2.3	Review Bylaws and communication/conflict resolution docs.	FB

Strategic Plan- January

1.2.2	Review pricing structure for vendors	P. Zielinski, Staff, EC
1.2.8	Review special days (Sr./Teen Day) tickets	FB
2.1.2	Build on broad-based and segmented marketing approach (TV, radio, internet/social networking, newspaper ads, yard/field signs, banners, etc.)	FB, MC
2.1.5a	Vote on fair theme in board meeting (if applicable)	FB, Staff

2.1.10	Determine date for holding BOC board session at the fair.	FB, Staff
3.2.1	Work with event coordinator to assign tasks, determine which tasks are assigned to coordinator, fair office staff, and fair board members.	FB, EC, Staff
3.2.6	Identify and coordinate ground crews to do set-up and takedown	EC
4.1.2	Work with event coordinator on potential entertainment as a draw for fair attendance	EC, FB
4.2.1	Identify Talent Show Coordinator	FB
4.2.2	Contract with sound and lights contractor	EC
4.6.1	Coordinate dog related activities (flyball, Rescue Row, K-9 dog demos, etc.)	EC
4.6.4	Discuss continuing the beer garden, Pretty Baby contest, Real Heroes, Grill-Off, etc.	FB
4.7.1 (Teen Plan)	Build teen and youth participation	EC
4.7.1 (Family Plan)	Contact Boys & Girls club and other family organizations re: the children's area	EC, N. Leao

VIII. 7:30 PM Other-

- Ingalls' Reports
- Newsworthy Items

IX. 7:45 PM Adjourn

Next Regular Meeting: February 7, 2018

Marion County Fair Board

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

Fair Board Retreat

Dylan Wells' home- 10408 Crosby Rd N Woodburn, OR 97071

November 5, 2017 10:00 AM

In Attendance

Board Members: Heidi DeCoster, Shannon Gubbels, Nathan Leao, Dylan Wells, Pam Zielinski, and Joel Conder (present for part of the meeting)

Staff: Denise Clark, Tamra Goettsch

Guests: Jill and Scott Ingalls (present for part of the meeting)

Performance Evaluations of Fair Contractors

For the first time, the fair board instituted an evaluation process for the event coordination, marketing, booking agent, electronic ticket taking, and security contracts. The evaluation draft comments were presented to the Fair Board for additional feedback and approval. The specific contracts evaluated are essential, service-based contracts that give focus and direction to the fair board and impact the fair's budget. The evaluation's purpose is to give feedback from the fair board to the contractors on contractual expectations.

A. Event Coordination Contract

Denise is to inform Sarah Spinks to add to the Event Coordination contract that new fair booth layouts are due in February. (This is already a Strategic Plan item.)

More fair signage is needed, specifically signage directing fairgoers to the commercial building. Also needed is an explanation for fairgoers as to what the electronic signs/charging stations do so they can be better utilized.

Other:

- Scott will be encouraged to stay in the designated smoking areas when smoking. (Have larger signs indicating the smoking areas.)
- Address safe driving concerns; speeding golf carts.
- Good communication is needed between Jill, Scott, and board members as to how to resolve commercial vendor issues in order that everyone is on the same page.
- If folks have interest in changing any aspects regarding expectations of the Event Coordinator, the contract can easily be modified, changing the language within.
- Ingalls submitted the Fair Master Plan binder last week. This was a requirement of the contract.

B. Marketing

- The sponsorship reports can be improved; help the reader with understanding the sheets and the entry codes.
- Improve the development of a marketing plan; include how to improve social media use. County staff members have been looking at the use of dollars; they recommend that more money be put into social media, diversify the marketing plan, and stretch the dollars to reach a larger audience.

- The Marketing Plan should include identifying what content is put on the website and the timeliness of content being taken down.
- Finding a professional photographer is the responsibility of the marketing/event coordination contractor. The 2017 fair did not have a professional photographer and the pictures taken were not of good quality.

Note: Jill and Scott Ingalls joined the meeting.

C. Booking Agent

We are planning to continue with the same contractor for the booking agent (Romeo Entertainment's Eric Marcuse). Tamra had a 1/1 conversation with Eric at the recent Oregon Fairs Association (OFA) conference in Albany. She told him that this performance review was occurring and that there was room for improvement. (She also told him that a list of potential artists was needed soon, per the contract. The fair board received an email of Big Name Acts lists.)

It was suggested to add to the contract that the booking agent needs to work with the fair board's point person in obtaining sponsors for catering ahead of time.

It is important that negotiations are made on behalf of the fair board (not on the artist's behalf.) Also, any items struck from the contract will not be paid for in the future.

Tamra spoke with the State Fair CEO regarding Eric's performance. He highly recommended Eric saying he is one of the "best in the business." Tamra endeavors to do a better job of communicating with Eric.

When Tamra and Eric talked, he expressed that he is used to working with a whole team, verses just one person. (Jill noted that we do have an entertainment subcommittee that can work with Eric, if desired.)

It's important to have a signed contract before advertising a big name act. When advertising without a contract, it's done in "good faith;" however, it's risky as unforeseen problems could arise.

Add to Brandi's responsibilities- big name artist merchandise tent tracking of sales, being present at the table when sales are occurring.

Good communication needs to happen between Eric and the fair office personnel. Last year there was a lot of confusion regarding VIP credentials. Eric needs to inform the acts that no additional last minute lists will be accepted.

D. Performance Evaluations- Security and Ticketing

Leaky gates (people slipping through without credentials and other non-paid entry) are security's responsibility.

Ingalls expect to receive from security a staff schedule, a DPSST identified staff list, and an emergency management and communication plan. It was suggested that security needs to be passionate about taking on the Emergency Plan components and contributing to the emergency plan meeting held just prior to fair.

The current security contract is being canceled and the responsibilities for security and ticketing are being split up into two different RFPs.

Sarah is meeting with the current security contractor to review the evaluation.

E. Performance Evaluations- Afton Tickets

An upcoming challenge that affects the ticket selling process is OSU extension has indicated that 4H cannot maintain/staff a county-fund cash box. In the past they have collected funds that are turned over to the fair. For the 2018 fair, when 4H sells gate entry tickets, collects stall or camping fees, sells carnival tickets, etc., they will only be able to take credit card payments. Customers can also pay on-line. The county will be looking at exploring the options.

Final statement and project revenue report (them figuring out what we owe them) was not received. However, the payment method has changed this year; need contract language adjustment to reflect this.

Post event report not summarized, instead we receive an Excel spread sheet that requires Daniel Adatto and Sarah Spinks to manipulate the data.

Note: Joel Conder joined the meeting

Items of Special Interest:

Shannon made a motion to approve the October 4, 2017 Meeting Summary Notes; Heidi seconded. Motion passed.

Dylan reported that at the recent OFA conference, the Marion County Fair received two awards: Outstanding Fair Website and Outstanding Youth Project (for the STEAM activities). OFA award trophies will be brought back to the office. Denise will prepare the paperwork to bring the information before the Board of Commissioners. It was suggested that the same nominations be submitted to the upcoming Oregon Fairs Events and Activities conference.

- Those who attended the OFA conference were Dylan, Heidi, Bry, Tamra and Denise.
- Most fairs had a positive fair year except for Benton County, which had excessive heat days. The state fair also had to contend with the heat and smoke from forest fires.
- Dylan talked to both Eric Marcuse of Romeo Entertainment and Jake Schmitt of Afton Tickets. Afton is considering developing an “app” that can provide real time gate and revenue numbers.
- Washington County is reaching out to the urban population with Pinterest contests.
- A lot of fairs are moving to ShoWorks; however, not everyone is doing on-line registration.
- Fairs are moving away from rodeos as they are not the draw they once were.
- Some fairs spend over \$30,000 on the market auction.
- It was shared with state fair personnel that we have a gate leakage problem and that fairgoers want clean and updated facilities.
- It was suggested that we have a “tacky bar” or “dive bar” and that we bring it up at the upcoming BOC work session.

The fair’s emergency plan can be improved. Tamra indicated that county departments are working on Continuity of Operations Plans (COOP) that would be used during an emergency. Tamra would like to see a similar plan developed for the fair. Jill indicated that Linn County Fair has a good, in-depth emergency plan, which includes staff being assigned to make announcements and a place for announcements to be posted for quick reference, in addition to other detailed activities.

Make the beer garden more substantial; perhaps have two. Place one in the natural resources area. Fairs are seeing increased revenue due to alcohol sales. It was suggested having wristbands indicating who is of legal age to be drinking.

At some fairs, open class judges and superintendents are paid for their services. Judges can get anywhere from \$35-\$100 and reimbursed for mileage. An OFA participant is willing to send a list of qualified judges out to anyone interested.

There will not be a 2018 OFA conference; instead the next one will be January of 2019 to be held at the Salem Convention Center.

It was expressed that the organizers currently responsible for the OFA conference don't seem to be running it as efficiently as those previously.

2017 Post Fair Notes Review:

- The 2016 suggested changes to the market auction area (aisles opened up; bleachers on three sides) were not made.
- Will have Melanie speak to the pig superintendent (Justin) about the width of the pig pen aisles.
- Still having trouble with the coordination of the veteran's event. Jill is willing to be the future coordinator.
- Sunday activities are coming together; however, more lead time is needed. Jill will request commitments earlier.

Suggestions for 2018:

- The racing pigs provider said that they had a great time at our fair. They are willing to help with media day and with a tie-in to the Harley Hogs (motorcycles) event.
- The teen idol winners and the best of the county open class contestants, all did a roll-up to the state fair.
- A Karaoke event is worth exploring for our fair.
- Perhaps have a music school produce the talent show.
- Add more key volunteers; strengthen the leadership deeper to reach established goals. Work with Mary Grim to advertise the year-round volunteer opportunities.

Election of Officers:

Shannon made a motion to keep the officers' slate as is- Dylan for Chair, Heidi for Vice Chair, and Brandi for Treasurer; Heidi seconded. Motion passed.

Grill off:

- Dylan indicated that Nathan wants to continue the grill-off event. (*Nathan had to leave the meeting prior to this discussion.*) The money required would remain the same; \$750 is listed for the budgeted item.
- Mike Adams (Adam's Rib) has expressed interest in doing a commercial BBQ grill-off event. This would include bringing in additional food vendors. It was suggested that Denise schedule a meeting with Nathan, Mike Adams, and the Ingalls.
- The question was raised as to how the grill-off contributes to the fair. It is not a "draw" for additional fairgoers.
- What is the end goal of the event? Answer- it's another competition that we can offer the community.
- Perhaps have participants pay an entry fee; the event has gone over budget the last few years.
- In the distant past, the cost for the event was not high due to the meat being donated by the Oregon Poultry Association and Painted Hills Beef.
- The event used to be a roll-up to the state fair.
- Joel said he is willing to help Nathan with the event.

2018 Proposed Budget:

The money for the Fair Program Coordinator (Denise's position) will not be included in the 2018 fair budget. The \$50,000 allotted from the county's general fund is now listed as revenue only. The rising costs of Denise's position outpaced the fair's available revenue. Tamra negotiated with the county and the position will be covered completely by another part of the department's overall budget. Only the cost of the fair temp hires, at fair time, will come out of the fair budget. Denise's responsibilities will still include her assignment to the fair. Denise's Full Time Equivalent (FTE), the amount of time she works, has also increased from 80% to 90%. It was suggested an inquiry be done on how much money other counties contribute for fair staffing.

Other Items-

- It is not known at this time what the Fair Foundation will be contributing to the coming fair.
- Investigation is underway as to whether Garten Services qualify as a Qualified Rehab Facility (QRF) or if we need to go out for a Request for Proposals (RFP.)
- Have Sarah Spinks and Daniel Adatto present their social media ideas to the Ingalls.
- Questions arose as to the origin of the \$424.45 in Catering (VIP & Operations) as this was believed to have been covered by sponsors. *(This has since been identified as reimbursement to Joel Conder for "Catering -Band and staff." This will be moved to that line item.)*
- For next year's big name entertainment transportation, Tamra/Denise will explore getting a van from the county's car pool.
- The cost of the fair continues to increase; there is only \$15,000 left in contingency. We will need \$40,000 for the 2019 rent of the fairgrounds. Focused effort is needed to increase sponsorships and doing fundraisers. Perhaps the lodging, BBQ grill off meat, catering, etc. all can be sponsored.
- More conversation is needed with state fair about trade opportunities for upcoming year's rental of the grounds.

Heidi made a motion to accept the proposed 2018 budget; Joel seconded the motion. Motion passed.

Big Name Acts Discussion- Joel

Tracy Byrd is no longer a viable option for coming to our fair. Also, the Marshall Tucker Band hasn't been getting good reviews. However, Clark County had him this past August and had a good result.

Eric Marcuse is seeking a short list of preferred entertainers from the fair board.

It was suggested having a retro act, like a cover band, for Friday night.

Review of meeting ground rules; member roles and responsibilities; and review of subcommittee structure all will be carried over to the next meeting, December 6th.

Meeting Adjourned: 3:30 PM.

MARION COUNTY FAIR BOARD TREASURER'S REPORT

Balance Sheet
JANUARY 3, 2018

	2017	2017	2018	2018
	Adopted	YTD	Proposed	YTD
Fair Ops Summary				
Total Revenues	252,087.00	280,884.32	303,162.00	665.00
Less Total Expenditures	382,038.95	311,453.09	383,014.00	407.50
Fair Operating Income (Loss)	(129,951.95)	(30,568.77)	(79,852.00)	257.50
County Contribution	50,000.00	50,000.00		
Fair Net Income (Loss)	(79,951.95)	19,431.23	(79,852.00)	257.50
Fair Admin Summary				
Total Revenues	47,704.00	48,119.86	7,012.00	70.20
Less Total Expenditures	101,918.00	88,206.06	87,888.00	200.00
Admin Operating Income (Loss)	(54,214.00)	(40,086.20)	(80,876.00)	(129.80)
County Contribution	47,557.00	47,557.00	47,557.00	0.00
Admin Net Income (Loss)	(6,657.00)	7,470.80	(33,319.00)	(129.80)
Fund Balance				
Carryover from Previous Fair	121,283.00	112,637.15	139,539	26,368
Fair Ops Net Income (Loss)	(79,951.95)	19,431.23	(79,852.00)	257.50
Admin Net Income (Loss)	(6,657.00)	7,470.80	(33,319.00)	(129.80)
Carryover to Next Fair	34,674.05	139,539.18	26,368	26,496

MARION COUNTY FAIR BOARD TREASURER'S REPORT
Fair Operations Revenue
JANUARY 3, 2018

426-4216		2017	2017	2018	2018
REVENUES		Adopted	YTD	Adopted	YTD
Account					
332200	State Subsidy	\$ 6,262.00	\$ 6,262.00	\$ 6,262.00	\$ -
341530	Gate Receipts	\$ 70,000.00	\$ 76,281.76	\$ 70,000.00	\$ -
341530	Gate Receipts (Latino Event 2015)				
341530	Children of Promise Grant	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ -
341540	Food Booth Fees	\$ 35,000.00	\$ 42,735.06	\$ 35,000.00	\$ -
341550	Commercial Space Rental	\$ 18,000.00	\$ 25,981.00	\$ 20,000.00	\$ 665.00
341560	Carnival Fees	\$ 17,500.00	\$ 21,532.87	\$ 17,500.00	\$ -
341580	Camping Fees - 4-H/FFA, Vendors	\$ 7,500.00	\$ 7,769.07	\$ 7,000.00	\$ -
341555	Sponsor Fees	\$ 52,200.00	\$ 57,774.00	\$ 52,000.00	\$ -
341565	Stall Fees	\$ 2,900.00	\$ 2,777.00	\$ 2,700.00	\$ -
341860	Grand Safety (Real Heroes) Fees	\$ 325.00	\$ 239.00	\$ 200.00	\$ -
344999	Other Fees (fair booth county depts)	\$ 100.00	\$ 118.00	\$ 100.00	\$ -
~	Subtotal	\$ 212,287.00	\$ 243,969.76	\$ 213,262.00	\$ 665.00
344999	Other Reimbursements				
373100	Open Class Premiums (\$519.00 Fair Foundation 2017)	\$ -			
373100	4H Premiums (\$6,532.00 Fair Foundation 2016)	\$ -			
373100	Herdsmanship (\$400 Fair Foundation)	\$ 400.00			
373100	Petting Zoo (\$3,000.00 Fair Foundation 2016)				
	Shavings and Haul-Out (Fair Foundation)	\$ -			
371000	Misc (permitted activities, inflatables, pony rides,)	\$ 3,000.00	\$ 2,610.80	\$ 2,500.00	\$ -
371000	Concert Merchandise Sales	\$ 100.00	\$ 956.50	\$ 100.00	\$ -
372000	Over & Short	\$ 100.00	\$ 0.50	\$ 100.00	\$ -
373100	Zero Waste/ES/Donations	\$ 20,200.00	\$ 17,046.76	\$ 20,200.00	\$ -
373100	Donations & Misc. Revenues	\$ -	\$ 300.00		
371000	MCE4H - Agricultural Development	\$ 16,000.00	\$ 16,000.00	\$ 17,000.00	\$ -
381100	Transfer From General Fund (County Contribution)			\$ 50,000.00	\$ -
	3	\$ 252,087.00	\$ 280,884.32	\$ 303,162.00	\$ 665.00

MARION COUNTY FAIR BOARD TREASURER'S REPORT
Fair Operations Expenses
JANUARY 3, 2018

426-4216		2017	2017	2018	2018
		Adopted	YTD	Adopted	YTD
	4H FFA & OPEN CLASS				
	4H				
525910	4H (ribbons, wristbands, judges, other)	8,000.00	8,000.00	8,000.00	
525910	Premiums (Fair Board)	3,000.00	3,000.00	3,000.00	
525910	Premiums (\$6,532.00 Fair Foundation)	0.00			
	Shavings	0.00			
	Shavings Haul-out Fee	0.00			
	Open Class Livestock (Shavings Haul-out, vet check & ribbons)	1,551.00		1,500.00	
	Sub Total	12,551.00	11,000.00	12,500.00	0.00
	FFA				
525915	FFA (supplies, ribbons, judges, contest, other)	2,250.00	2,205.00	2,200.00	
525915	Premiums	3,900.00	3,970.80	4,000.00	
	Subtotal	6,150.00	6,175.80	6,200.00	0.00
	Open Class				
525920	Open Class (misc.)	350.00	84.20	350.00	
525920	Open Class premiums (\$457 Fair Foundation)	550.00		550.00	
525920	Ribbons & Trophy Engraving	1,000.00	395.44	1,000.00	
	Sub Total	1,900.00	479.64	1,900.00	0.00
	EVENT/MARKETING COORDINATOR				
525110	Fair Event Coordination (Ingalls)	30,000.00	30,000.00	35,000.00	
525930	Event reimbursable expenses requiring Fair Board approval	0.00			
525715	Marketing Campaign Coordination (Ingalls)	8,000.00	7,999.95	8,000.00	
525715	Sponsor Fees (commission)	14,000.00	15,206.68	21,500.00	
	Sub Total	52,000.00	53,206.63	64,500.00	0.00
	GROUNDS & UTILITIES				
527310	Tents & Lights - Decorator	10,000.00	9,252.50	10,000.00	
527310	Lights, Sound & Stage	14,282.00	14,282.00	14,282.00	
527310	Stage Fencing	400.00	320.00	400.00	
527231	Fairgrounds Rental in TRADE				
	Electric Signs	750.00	750.00	750.00	
	Map	1,500.00		1,500.00	
527231	Asphalt Paving Cost				
527231	Plans & Specs				
527231	MCSO Crew				
527310	Golf Cart Rentals/RTV	2,000.00		2,000.00	
527310	Wheel Chair Rental	200.00		200.00	
527310	Sanitation (handwashing supplies)	0.00		100.00	
527310	Portable Toilets and Sanitation Supplies	3,000.00	2,982.00	3,000.00	
527310	Zero Waste (includes Garten Svcs)	20,200.00	17,046.76	20,200.00	
527310	Zero Waste (Supplies, Bleach, Gloves, Etc.)	0.00		0.00	
527230	Electrical Charges - Usage - State Fair	2,500.00		2,500.00	
527230	Electrical Charges - Set-up	6,500.00	5,836.00	6,500.00	
527230	Plumbing	2,231.78	2,231.78	2,232.00	
527230	Other (Grange rental, and info booth repair)	150.00	145.00	150.00	
527230	Damage to Fairgrounds (Garten Truck)				

MARION COUNTY FAIR BOARD TREASURER'S REPORT
Fair Operations Expenses
JANUARY 3, 2018

426-4216		2017	2017	2018	2018	
		Adopted	YTD	Adopted	YTD	
527230	Parking Attendants	2,000.00	2,000.00	2,000.00		
525945	Civic/School Organizations					
525945	Grounds Setup / Cleanup	5,000.00	4,909.43	5,000.00		
525350	Janitorial Services	5,300.00	5,535.00	5,300.00		
	Subtotal	76,013.78	65,290.47	76,114.00	0.00	
	SAFETY, SECURITY & TICKETING					
525225	Ambulance/EMT Services (will be \$4,400.00 in 2017)	0.00		4,400.00		
525158	Armored Car Services	250.00	55.16	250.00		
525555	Security Services	17,181.00	16,876.75	19,000.00		
525999	Electronic Gate Ticket Printing					
525999	Electronic Gate Ticketing Wi Fi					
525155	Credit Card Fees	500.00	544.36	600.00		
527230	Security Fencing Rental	1,200.00	1,200.00	1,200.00		
525999	Afton's Service Fees	12,775.00				
	Sub Total	31,906.00	18,676.27	25,450.00	0.00	
525710	PRINTING					
	Veteran's Event	100.00		100.00		
	Spanish Translation, Design, & Printing	500.00		500.00		
	Badges/Lanyards/Wristbands	0.00				
	Sub Total	600.00	0.00	600.00	0.00	
525715	PROMOTIONS & ADVERTISING	32,136.00		35,000.00		
	Marketing (Social media, logo design)		3,500.00			
	Prg Design & Printing and promotion	750.00	1,184.50			
	Veterans Event					
	Boomer and Senior News		1,535.00			
	Video Shoot		325.00			
	Newspaper Advertising		10,607.18			
	Yard/Field signs		75.00			
	Flyers, Maps & schedule		554.36			
	Television					
	Radio Advertising		7,375.00			
	Photography					
	Fairgrounds Signs/Banners		560.00			
	Misc. Advertising (Liberty St Banner)	364.00	544.00		407.50	
	Ag Fest booth		420.00			
	Website Development and Maintenance	5,000.00	4,680.00			
	Comcast Spotlight		5,068.81			
	Sub Total	38,250.00	36,428.85	35,000.00	407.50	
	PROGRAMMING					
525925	Local Entertainment	5,500.00		6,000.00		
	Greydogz					
	Flextones					
	Syco Billies					
	Rekless Kompany					
	Showdown		1,500.00			

MARION COUNTY FAIR BOARD TREASURER'S REPORT
Fair Operations Expenses
JANUARY 3, 2018

426-4216		2017	2017	2018	2018
		Adopted	YTD	Adopted	YTD
	Adam Larson				
	Tracy Reynolds		450.00		
	Melissa Mikelson		650.00		
	Briana Renea				
	L. Tucker				
	Wild Ire				
	Code Red		550.00		
	TLS Journey		750.00		
	Never2Late		800.00		
	Olivia Harms		500.00		
	Superheroes and Star Wars Characters	500.00			
	Michael Husser (AH Factor)				
	Sub Total	6,000.00	5,200.00	6,000.00	0.00
525925	Big Name Entertainment	493.00			
	Band Fees (Night Ranger, Diamond Rio)	55,000.00	55,000.00	54,000.00	
	Morgan Alexander	0.00			
	Advertising/ Marketing				
	Booking Fee (Eric M.)	5,550.00	5,500.00	5,400.00	
	Catering (Band & Staff)	1,596.45	1,596.45	1,250.00	
	Catering (VIP & Operations)				
	General Production (backline)	1,500.00	1,500.00	1,500.00	
	General Production (stagehands)	800.00	800.00	500.00	
	Security (ticket takers, ushers)				
	Lodging	1,558.28	1,558.28	1,000.00	
	Transportation - Shuttle (county pool vehicle)	730.51	730.51	150.00	
	Main Stage	1,175.00	1,175.00	1,200.00	
	Sub Total	68,403.24	67,860.24	65,000.00	0.00
				46,000.00	
525930	Events & Activities				
	Brad's World Reptiles	0.00			
	Barn Yard Adventure	4,400.00	4,400.00		
	Farm Yard Fun				
	Permitted activities contingency				
	Petting Zoo	3,050.00	3,000.00		
	Animal Exhibits	0.00			
	Rodeo (including dirt)	20,000.00	20,000.00		
	Mayor Legislative Reception (BOC office)				
	Car Show				
	Boys & Girls Club (STEAM)				
	Herdsmanship (Fair Foundation)	400.00	0.00		
	Fun Run				
	Real Heroes	0.00	1,000.00	1,000.00	
	Grill-Off BBQ	842.93	842.93	750.00	
	County Chic Boutique				
	Swine & Wine				
	Latino Music Festival (Flyers)				
	Volunteer Shirts	398.00	398.00		
	Fair Board Shirts				
	FFA and 4H Youth Shirts	2,474.00	2,699.00		
	Volunteer Appreciation Event	300.00	259.30		
	Volunteer Hospitality Room	0.00	0.00		
	Bingo & Senior activities	0.00			
	Veteran's Uniforms Display (Dry Cleaning)	125.00	100.00		
	STEAM	6,500.00	6,760.96		

MARION COUNTY FAIR BOARD TREASURER'S REPORT
Fair Operations Expenses
JANUARY 3, 2018

426-4216		2017	2017	2018	2018	
		Adopted	YTD	Adopted	YTD	
	Miscellaneous (umbrellas, panchos, necklaces)					
	Coloring Contest	0.00				
	Pig Races Tractor Pedal Pull	6,500.00	6,500.00			
525940	Talent Show					
	Prize money (Teen Idol)	275.00	275.00			
	KLOO contract					
	Talent Show	1,000.00	900.00			
	Sub Total	46,264.93	47,135.19	47,750.00	0.00	
571010	Contingency	2,000.00		2,000.00		
	Contingency - Future Rental 2019	40,000.00		40,000.00		
	Sub Total	42,000.00	0.00	42,000.00	0.00	
	NEW TOTAL	382,038.95	311,453.09	383,014.00	407.50	

MARION COUNTY FAIR BOARD TREASURER'S REPORT
Fair Administration
JANUARY 3, 2018

426-4217		2017	2017	2018	2018
Account		Adopted	YTD	PROPOSED	YTD
REVENUES					
332200	State Subsidy	47,404.00	47,404.67	6,262.00	
381100	Transfer from General Fund	47,557.00	47,557.00	47,557.00	
392000	Net Working Capital				
361000	Investment Earnings - INTEREST	300.00	715.19	750.00	70.20
371000	Misc. Revenue (Bond Refund)				
TOTAL REVENUES		95,261.00	95,676.86	54,569.00	70.20
EXPENDITURES					
511110	Fair Coordinator Wages (including overtime)	35,748.00	31,801.45		
512010-610	Fair Coordinator Fringe	21,087.00	20,692.58		
511120	Temp Wages (including overtime)	5,347.00	2,587.11	5,347.00	
~	Temp Fringe	853.00	209.11	1,000.00	
Total Personnel		63,035.00	55,290.25	6,347.00	-
521010	Office/ Dept. Supplies	100.00	46.58	100.00	-
522180	ShoWorks Software	1,745.00	400.00		
523010	Telephones	100.00		-	-
523050	Postage (admin only)	100.00	104.45	150.00	-
523090	Long Distance Charges		10.84	20.00	-
525360	Public Works Services (survey charges)	1,289.00		1,000.00	-
525710	Printing	100.00		-	-
525715	Advertising (RFP legal notice)	1,300.00		-	-
525715	Advertising - other			-	-
527210	Building Rental (private)	1,120.00	1,112.40	1,120.00	-
528110	Liability Insurance Premiums	5,700.00	4,022.00	5,700.00	-
528210	Public Officials' Bonds	1,290.00	1,850.00	2,000.00	200.00
529110	Employee Mileage	110.00	30.50	100.00	-
529130	Meals	470.00	428.00	450.00	-
52914	Lodging		200.00	200.00	-
529210	Meetings	100.00	200.00	200.00	-
529220	Conferences	1,245.00	1,043.00	1,100.00	-
529300	Dues & Memberships (Travel Salem, OFA)	800.00	1,095.00	1,100.00	-
529650	Pre-Empl Investigations				
529999	MCFair.net Domain renewal 5-years				
~	Total M&S	15,569.00	10,542.77	13,240.00	200.00
60100-60452	Administrative Charges	23,314.00	22,373.04	20,744.00	-
561100	Transfer to General Fund (for Fair Coord. wages)			47,557.00	-
571010	Contingency				
Total Admin & Contingency		23,314.00	22,373.04	68,301.00	-
TOTAL EXPENDITURES		101,918.00	88,206.06	87,888.00	200.00
NET		(6,657.00)	7,470.80	(33,319.00)	(129.80)

Ground Rules for Effective and Efficient Meetings

1. Be on time; begin and end meetings on time.
2. Assume and act in good faith.
3. Value the opinions of others.
4. Focus on the problem, not the personality.
5. Retribution for either ideas or participation will not be tolerated.
6. Be aware of how you are being perceived by others.
7. Represent your interests honestly; be sensitive to the needs of other people, departments, and the County as a whole.
8. Be succinct and balance your air time so others can speak and participate.
9. Create proposals and solutions that work for the County as an enterprise, and work at making the group successful.
10. Remember that our first responsibility is to the public.
11. Be accountable, and hold each other accountable for using these ground rules.



MARION COUNTY FAIR BOARD Conflict Resolution- Key Actions

BASIC PRINCIPLES:

1. Focus on the issue, process, or problem, not the person or personality.
2. Maintain the self-esteem and self-confidence of the other person.
3. Maintain constructive relationships with coworkers and supervisors.
4. Take initiative to make things better.
5. Lead by example.

#1 Listening, Clarifying & Summarizing

1. Show your interest in what the other person has to say.
2. Ask questions to clarify what you have heard.
3. Let the other person know what you understand.

#2 Clarifying Expectations

1. Identify the product or service and explain why you want to discuss it.
2. Ask questions to clarify what the customer expects from your product or service.
3. Summarize your understanding of the customer's expectations.
4. Discuss what you will do to meet these expectations.
5. Agree on the next steps and set a follow-up date.

#3 Non-Defensive Communication— Giving & Receiving Feedback

1. State the purpose of the discussion.
2. Describe specifically what you have observed or heard.
3. Describe your reactions to what you have observed.
4. Offer helpful ideas when appropriate.
5. Summarize and show your support.

#4 Problem Solving

1. Describe the problem
2. Determine the cause(s)
3. Generate ideas & choose a solution
4. Plan action steps and implement
5. Follow-up

#5 Moving from Conflict to Collaboration

1. Establish mutual involvement.
2. Seek to understand the other person's point of view.
3. Present your perspective of the problem and its impact.
4. Decide on an appropriate plan of action.
5. Express your appreciation for the other person's effort.

#6 Managing Change & Transition

1. Find out exactly what changes are planned.
2. Understand why the changes will occur.
3. Find out how the changes will affect you.
4. Help solve problems associated with the changes.

#7 Building an Effective Team

1. Pass on good ideas
2. Look for ways to help others.
3. Give recognition for things well done.
4. Let others know what you need to get the job done.



Marion County Fair

Strategic Plan 2017-2018

Legend:

- CV- Commercial Vendor*
- EC- Event Coordinator*
- FB- Fair Board*
- FV- Food Vendor*
- MC- Marketing Consultant*
- PC- Public Competitions*

GOAL 1 - INCREASE FAIR REVENUES

Strategy 1 - Hire an experienced fundraiser who will be successful in interacting with local businesses, agribusinesses, and other key community contacts.

Plan

Task	Completion Date	Responsible Party
1. Select a Marketing/Sponsorship Coordinator as needed.	Contract signed by Sept	FB
2. Accounting for sponsorship.	On-going	MC, Staff, Treasurer

Strategy 2 - Work as a fair board to develop and implement policies and practices that maximize fair revenues.

Plan

Task	Completion Date	Responsible Party
1. Board members set individual goals to recruit new vendors/sponsors to the Marion County Fair.	Dec	FB
1a. Discuss possible sponsors for grounds floral baskets	March	S. Gubbels, D. Wells
2. Review pricing structure for vendors.	Jan	FB, EC Staff
3. Analyze and determine ticket prices, promotions, fees, premiums (for public competitions) and passes for impact on revenues.	Nov	FB, EC, MC
4. Analyze expenditures to determine where efficiencies can be gained or costs can be borne by a sponsor.	Nov	FB, EC
5. Present a Treasurer's Report regularly.	Monthly	Treasurer, Staff
6. Negotiate agreements with State Fair on parking and fairgrounds rental.	Feb	Staff, Chair, Treasurer EC
7. Determine fair hours.	Nov	FB, EC
8. Review special days (Senior/Teen Day) ticket pricing.	Jan	FB, EC

GOAL 2 - INCREASE PUBLIC AWARENESS ABOUT THE FAIR

Strategy 1 - Work with a marketing consultant to create and implement a sound marketing plan.

Plan

Task	Completion Date	Responsible Party
1. Adopt marketing budget.	FebNov	FB, MC
2. Build on broad-based and segmented marketing approach (television, radio, internet/social networking, newspaper ads, yard signs, field signs, banners, etc.).	Jan	FB, MC
3. Marketing consultant will maintain regular communication with fair board, board designee, sponsorship consultant, and event coordinator.	On-going	MC
4. Maximize use of “free media” (press releases, radio promotions, etc.) in addition to traditional print, radio, and television advertisements.	Oct -Fair	MC
5. Reminder to pick fair theme in January. (If applicable)	Dec	FB, Staff, EC
5a. Vote on fair theme in board meeting. (If applicable)	Jan.	FB, Staff, EC
6. Interface with other state fairgrounds events occurring at the same time as county fair.	May	MC, EC, Staff Chair, State Fair Rep.
7. Put together CH2 (county building) window display	May	CS Staff/MC
8. Submit City of Salem banner application.	Starts Sept. 15	Staff
9. Present new fair theme logo to fair board. (If applicable)	Feb.	MC
10. Determine date for holding BOC Board Session at the fairgrounds during fair.	Jan.	BOC, Staff

Strategy 2 - Involve all fair board members in public awareness activities.

Plan

Task	Completion Date	Responsible Party
1. Schedule opportunities for fair board members to increase public awareness through presentations, promotions at service clubs, chambers and other public meetings.	Oct	FB, MC
2. Increase public participation in Public Competitions events.	May -Fair	EC, Staff, FB
3. Participate in community events (such as booth at AgFest, Awesome 3000, etc.).	Periodic	FB, EC
4. Explore other venues (library/mall displays, chamber press outlets, Saturday Market, First Wednesday, Iris Festival, etc.).	Feb -Fair	FB, EC
4a. Target chamber newsletter articles.	Feb -Fair	FB, MC
5. Create activities that draw cross-cultural participants.	Feb -Fair	FB, EC

6. Create activities schedule to help with public awareness and ensure coordination. (Working schedule, master list of specials, daily printout.)	June	Staff, EC
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GOAL 3 - BE "PROACTIVE" IN ORGANIZING THE FAIR

Strategy 1 - Develop and implement a plan to assure fair responsibilities are coordinated.

Plan

Task	Completion Date	Responsible Party
1. Select an event coordinator as needed.	Oct	FB
2. Confirm garbage and clean-up is handled by an organization; coordinate any 4H/FFA specifics with them	June	EC, 4H/FFA
3. Facilitate "Zero Waste" contract with Garten Services	Nov	Staff
4. Identify the person responsible for exhibit hall logistics, stage, and commercial vendors.	Nov	FB, EC
5. Food vendors- % sales tracking (daily z-tape pickup).	June- fair	Treasurer
6. Update flow chart of board members responsibilities including back-ups.	Nov	FB, EC

Strategy 2 - Get an early start on key tasks in all areas of the fair (Public Competitions, 4-H, FFA, Commercial Vendors, Entertainment, Activities and Events, etc.).

Plan

Task	Date	Responsible Party
1. Work with event coordinator to assign tasks; determine which tasks are assigned to coordinator, fair office staff, and fair board members.	Jan	FB, Staff, EC
2. Monitor and coordinate tasks getting an early start on key tasks in all areas of the fair.	On-going	Staff, EC
3. Evaluation of contracts- identify which contractors are eligible for renewal. Determine which services should be competitively solicited before the following year's fair.	August	Staff; EC
4. Identify carnival vendor. (Next RFP fall 2018)	Dec (as needed)	FB, County Process
5. Identify security and ticket-taking agency. (Next RFP winter 2018)	Dec (as needed)	FB, County Process
6. Identify & coordinate grounds crews to do set-up and takedown.	Jan	EC
7. Further develop state fair/MC fair cooperation- more effective layout; communication of needs; fencing; better signage.	May - fair	Staff, FB, EC
8. Negotiate the use of state fairgrounds for the fair activities and events.	Mar	EC
9. Develop Grange log cabin agreement.	May	Staff
10. Check to see if Comcast will be sponsoring internet service in the log cabin.	April	Staff, MC
11. Present fair layout (including booths) to fair board.	Feb	EC

12. Arrange for Big Name Entertainment Transportation Van (perhaps use county's vehicle pool)	March	Staff, EC
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Strategy 3 - Improve communication and information.

Plan

Task	Completion Date	Responsible Party
1. Maintain two information booth notebooks.	June - fair	Staff
2. Improve "signage" throughout fairgrounds; including directing people to commercial exhibits and posting prices at ticket booths.	June	EC, Staff
3. Increase communication around gates, parking, camping, and tickets.	June - fair	FB, EC
4. Increase clarity of process with security personnel- who does what; informational (print, signs, etc.).	May	FB, EC
5. Review emergency plan.	Mid-June	Staff, EC, FB, security, other interested parties
6. Provide event listing information for program publication to Event Coordinator	May	FB, EC
7. Set date for holding Volunteer Appreciation Night in Sept.; give "save the date" notices to volunteers during fair.	June	FB, EC, Staff
8. Identify date and provide post fair gate numbers and revenue to Management Update.	June July-Aug	Treasurer, Staff

GOAL 4 - SUSTAIN AND INCREASE FAIR ACTIVITIES AND EVENTS THAT ENCOURAGE BROADER AUDIENCES TO ATTEND

Strategy 1 - Continue to book free and professional entertainment.

Plan

Task	Completion Date	Responsible Party
1. Send press release seeking local entertainers for the community stage. Respond to requests to participate (perform, or entertain) that come into the fair office; relay to Event Coordinator for a response.	Begin Apr	Staff EC
2. Work with Event Coordinator on potential entertainment as a draw for fair attendance.	Jan -Fair	FB, EC
3. Discuss whether the fair should feature a "big name act".	Nov	FB, EC, Staff

Strategy 2 - Continue to feature the Marion County Talent Show.

Plan

Task	Completion Date	Responsible Party
1. Identify Talent Show Coordinator.	Jan	EC

2. Contract with Sound and Lights contractor.	Jan	EC, Staff
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Strategy 3 - Continue to implement and enhance 4-H, FFA, and Public Competitions livestock events.

Plan

Task	Completion Date	Responsible Party
1. Create detailed work orders.	May	FB, EC, Staff, 4H
2. Hold meeting with State Fair to address logistics, parking, work orders, barns and other issues. Negotiate horse stadium arena grooming.	May with follow-up in June	4H/FFA, Staff, FB, EC
3. Discuss any needed changes for 4H/FFA.	May	4H/FFA, FB, Staff EC
4. Update or develop MOU with public competitions animal groups (pygmy goats, llamas, mini Herefords, etc.).	Feb	S. Gubbels, Staff

Strategy 4 - Continue to implement and enhance other Public Competitions events.

Plan

Task	Completion Date	Responsible Party
1. Inventory ribbons*, order exhibit tags, update dept. classes per superintendents' requests.	Mar *July (end of fair)	Staff PC Point Pers.
2. Get public competitions sponsors; work with marketing consultant.	Apr	EC, MC, FB
3. Organize activities for exhibit hall stage.	Apr	EC, PC Point Pers.
4. Hold superintendents meeting; assure superintendent positions are filled.	Apr	OC PC Point Pers.
5. Place public competitions application and information on web-site.	Mar	PC Point Pers. Staff
6. Send out Public Competitions press release.	April	EC, BOC
7. Hold Public Competitions Superintendents' Post Fair Mtg.	Sept	PC Point Pers.

Strategy 5 - Continue to implement and enhance opportunities for commercial/food vendors and for commercial exhibits.

Plan

Task	Completion Date	Responsible Party
1. Maximize commercial space in exhibit hall and outside.	Feb- June	EC
2. Commercial vendor coordination (communication, applications, payment)	June	Staff
3. Food vendor coordination (communication, applications, payment)	June	Staff, Treasurer
4. Vendor issues- complaints; hand holding; sales (sell booth); vendor/fair expectations; improve inside layout; change outside layout; re-look at food vendors' contract re: deposit.	Mar	EC, Staff P. Zielinski- CV

Strategy 6 - Expand daily/targeted events and activities.

Plan

Task	Completion Date	Responsible Party
1. Coordinate dog related activities (Flyball, Rescue Row, K-9 demos, etc.)	Jan	EC, Staff
2. Organize and develop other activities.	Apr	EC
3. Process/sign Big Name Entertainment Contract.	Apr	FB, Staff
4. Discuss continuing the beer garden, pretty baby contest, Real Heroes, Grill-Off, etc.	Jan	FB, EC
5. Hold an August Fair Re-cap Meeting to address positive and negative components of the most recent fair.	Aug.	FB, EC, Staff
6. Board members submit attendance numbers in the August meeting if have not already done so.	Aug.	FB, EC, Staff

Strategy 7 – Expand events for teens, seniors, and families, including culturally diverse activities.

Task	Completion Date	Responsible Party
1. Develop veterans' recognition program with community-based coordinator.	Jan -Fair	EC

Teen Plan

Task	Completion Date	Responsible Party
1. Build teen and youth participation.	Jan -Fair	EC

Family Plan

Task	Completion Date	Responsible Party
1. Contact Boys & Girls Club and other family organizations re: the children's area.	Jan	EC
2. Convene STEAM partners to organize and develop STEAM projects	Jan-June	EC, Staff

Senior Plan

Task	Completion Date	Responsible Party
1. Build on previous year's senior activities (demonstrations, acts, games, booths, etc.).	April -Fair	EC, FB
2. Coordinate veterans' uniform display.	May	Staff (pre-fair), EC

GOAL 5 – INCREASE THE EFFECTIVENESS AND SUCCESS OF THE FAIR BOARD MEMBERS

Strategy 1- Board orientation and continuing education

Plan

Task	Completion Date	Responsible Party
1. Provide member notebook.	As needed	Staff
2. On-going training- Oregon Fairs Association conferences; Aug. regional fair meeting at fairgrounds.	On-going	FB, Staff
3. Election of officers.	Nov	FB
4. Update Member Directory.	As Needed	Staff

Strategy 2- Annual planning meeting

Plan

Task	Completion Date	Responsible Party
1. Schedule work session with Board of Commissioners (BOC) for annual report; prepare documents.	Oct.	BOC, Staff
2. Make BOC work session presentation.	By Dec. 31	FB, Staff
3. Review Bylaws and communication/conflict resolution documents.	Dec	FB
4. Review Management Agreement- every five years (Next Sept. 2021).	Aug.	FB
5. Review Strategic Plan.	On-going	FB, Staff, EC
6. Update PowerPoint presentation for presentation of fair highlights to BOC.	June	FB, Staff
7. Review county/board ethics laws	Jan	FB, Staff

Updated: 11/15/28/17

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Marion County Fair Board Primary Subcommittees

Purpose: The Marion County Fair Board has identified four primary areas of focus that need additional attention outside of its monthly board meeting. These areas are: Infrastructure, Programming, Commercial, and Front-of-the-House. Each subcommittee will meet as needed to clarify, define, and plan functions and activities that need additional focus and attention.

Authority: Each subcommittee shall work collaboratively and within the direction and budget limits authorized by the Marion County Fair Board. Any new budget items shall be discussed at subcommittee meetings prior to being presented to the full board for consideration.

Each subcommittee shall develop detailed plans, set completion timelines and make contacts necessary to advance board-approved items. Each team shall identify a subcommittee member to present updates, concerns, and any modifications to the full fair board for consideration and approval.

Membership: Subcommittee membership may be comprised of board members, key volunteers, contractors, and/or consultants needed to carryout board-approved activities.

Expectations: Each subcommittee is responsible for gathering information and report that to the Event Coordinator (EC) and Staff to create work orders. All subcommittees shall report progress to the Marion County Fair Board monthly or as appropriate.

2016 Subcommittee Membership:

Infrastructure Team:

Event Coordinator (EC), Joel, Dylan, Melanie, Bry, and Nathan

Programming Team:

Melanie, Joel, Bry, Dylan, Amy, Tamra, Nathan, Shannon, Warren, BOC, and staff

Commercial Team:

Denise, Pam, Brandi, Joel, Nathan, and EC, (Heidi added 11/16)

Front-of-the-House Team

Brandi, Tamra, Nathan, Joel, Volunteer Coordinator, EC, Pam, and Denise, (Heidi added 11/16)

SUBCOMMITTEES' TASK DESCRIPTIONS

Infrastructure Team- Facility structure and equipment needs

Garten
Janitorial
Portable sinks /toilets
Stage, sound, lights
Structure & Equipment Needs
Tents
Tables/Chairs
Work orders /supplier needs /state fair

Programming Team- All programs/events held at the fair

4H	Grill Off
Awesome Day	Grounds Acts (jugglers, entertainers, etc.)
Bull Riding	Honor Day /Veterans Tribute
Carnival	Legislative Reception
Chamber Greeters	Main Stage
Community stage	Market Auction
Company (Corporate) Picnics /Parties	Media Day
Family Day	Open Class
FFA	Permitted Activities
Fly Ball	Pretty Baby Contest
Food /Beverage Pairing Event	Real Heroes

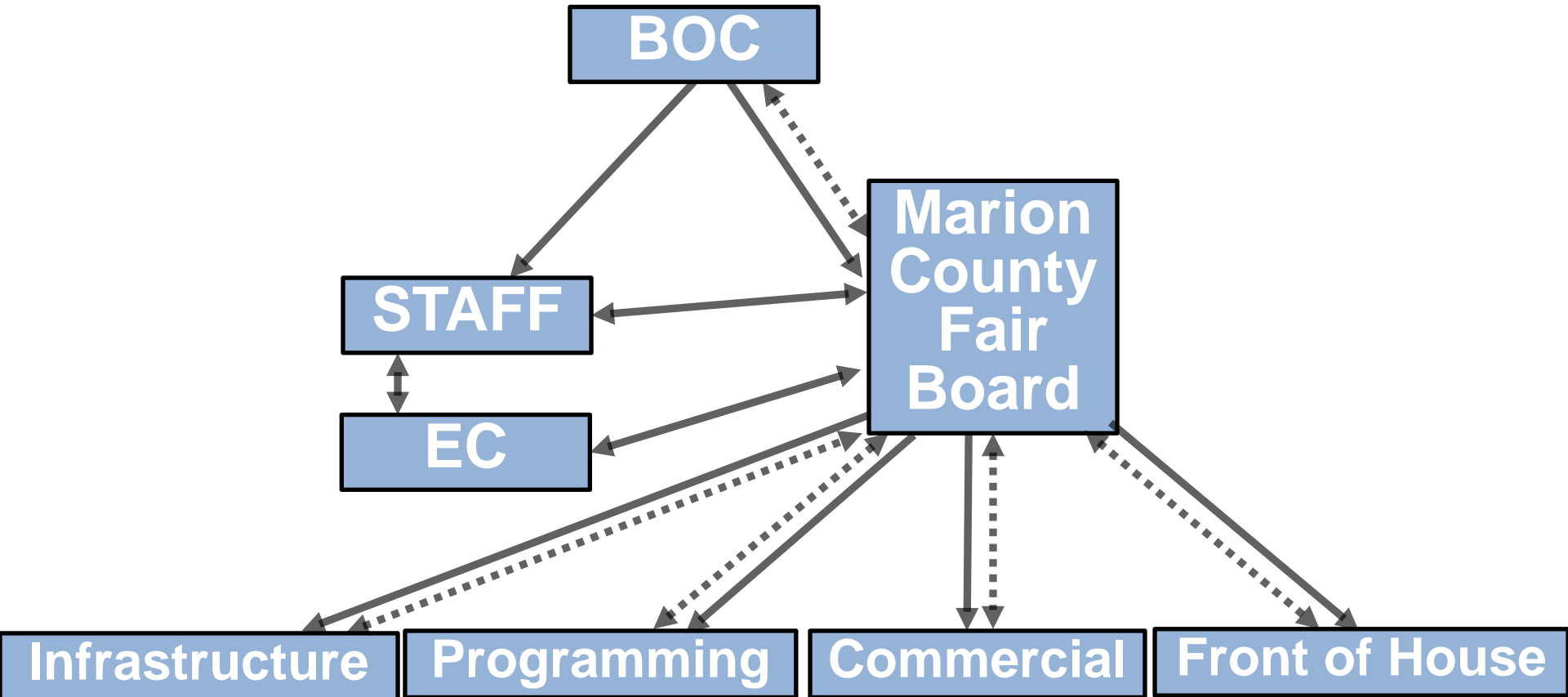
Commercial Team- Booths/Vendors and all items associated

Building Superintendent (coordinates all users in building - reports to EC)
County Booths
Exhibitors (Inside and outside)
Food Vendors
Grounds Superintendent (care and handling of outside vendors)
Made in Marion Area (wine, crafts, artisans by floral garden)
Non Profit Exhibitors +Rescue Row

Front of the House Team

Admissions/ticketing Sales
Liaison/State Fair/Commissioners
Media/Marketing/ Sponsorship
Parking Management
Policy Compliance
Safety/1st Aid
Security
Signs, Directions, handouts, communication tools
Volunteers Staffing

Marion County Fair Communication Chart



- Primary Communication
- Feedback Communication