



MARION COUNTY FAIR

May 1, 2019 5:30 PM

Commissioners' Board Room
555 Court St NE, Salem OR

AGENDA

- I. Call to Order/Introductions
- II. Public Comments
- III. Approval of April 3, 2019 Meeting Summary Notes
- IV. 4H/FFA Reports
- V. Financial Report
- VI. Items of Special Interest
 - Key Volunteer Interview, Camber Schlag
 - Swine & Wine (April 11) Event Update- *Joel*
 - Carnival Contract Update- *Tamra*
 - Food Vendors Compostable Requirements Committee- *Denise*
 - Fair Entry Gate Update- *Jill*
 - Intercept Survey Update- *Scott*
- VII. Strategic Plan Items- May

May

2.1.6	Interface with other state fairgrounds events occurring at the same time as county fair	MC, Fair Chair, State Fair, Staff
2.2.2	Increase public participation in Public Competitions events	FB, Staff
3.2.7	Identify the type of tickets for free entry in Afton's device- Public Competitions, Participant, FV, CV, etc.	EC, Staff, FB
3.2.8	Further develop state fair/MC fair cooperation- more effective layout; communication of needs; fencing; better signage.	FB, EC, Staff
3.2.10	Develop Grange log cabin agreement	Staff
3.3.4	Increase clarity of process with security personnel- who does what; informational (print, signs, etc.)	FB
3.3.6	Provide event listing information for program publication to Event Coordinator	FB
4.3.1	Create detailed work orders	FB, EC, Staff, 4H/FFA
4.3.2	Hold meeting with State Fair to address logistics, parking, work orders, barns and other issues. Negotiate horse stadium arena grooming(?) .	FB, EC, Staff, 4H/FFA
4.3.3	Discuss any needed changes for 4H/FFA	FB, Staff, 4H/FFA Staff
4.7.2 (Senior Plan)	Coordinate veteran's uniform display with Mac MacDonald	EC

VIII. Other-

- Ingalls' Reports
- Newsworthy Items

IX. Adjourn

Next Meeting: June 5, 2019

Fair Board Meeting Attendance 2019

Member	10-Jan	6-Feb	6-Mar	Mar 6 phone	3-Apr	1-May	5-Jun	19-Jun	3-Jul	# Attended	%	By Phone
Adams, Mike	x		x		x							
Conder, Joel	x	x	x		x							
Crandall, Brandi	x			x	x							
DeCoster, Heidi		x		x	x							
Gubbels, Shannon	x			x	x							
Outfleet, Ken	x	x		x	x							
Zielinski, Pam	x	x	x		x							
Key Volunteers												
Goulter-Allen, Amy	x		x		x							
Taylor-Campos, Bry												
Fair Ambassador												
Beem, David												

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, 555 Court St NE, Salem OR
April 3, 2019 5:30 PM

In Attendance

Board Members Present: Mike Adams, Joel Conder, Brandi Crandall, Heidi DeCoster, Shannon Gubbels, Ken Outfleet, Pam Zielinski

Key volunteers: Amy Goulter Allen

Guests: Erin Carney Bell, Citizen; Jill & Scott Ingalls, Ingalls & Associates; Melanie McCabe, 4H

Staff: Denise Clark, Tamra Goettsch

I. **Call To Order/Introductions**

II. **No Public Comments-** None

III. **Approval of March 6, 2019 Meeting Summary Notes-** Shannon made a motion to approve the meeting summary notes; Heidi seconded. Motion passed.

IV. **4H/FFA Reports**

- **4H Report-** Melanie McCabe

The OFA spring conference attendees joined the 4H *Youth Voices in Action* dinner this year. Fair people expressed their appreciation in seeing 4H kids in a different light outside of the fair. They learned about all of the other activities 4H does. (Melanie distributed a flyer to the fair board that provides this information.)

- There is an emerging interest in 4H shooting clubs.
- The Biosecurity event with Dr. Ryan Scholz was well attended both in-person and on-line. Participants were reminded of things such as don't eat in the barn, always wash your hands, etc. There is a video of the event posted on the 4H web site.
- At fair it is a club's responsibility to spray their pen panels with disinfectant. The fair only sprays the swine ring panels.

FFA Report- Amy

The spring conference was a success with 2700 kids attending; the speaker was "Walk, Ride, Rodeo" movie star-Amberly Snyder.

Amy talked with the other Ag teachers regarding holding premium payouts at the fair. They don't believe it is feasible this year as it is difficult to get all of the acquired point calculations done in time. Also they require students to help in clean-up at the end of fair in order to receive their premiums. However, they request that the kids receive their premiums earlier than October. Denise noted that they would need to work with Scott Towery regarding the time frame for getting paid, as the county waits for him to provide the information before they can cut the checks.

Amy said that she attended a recent Marion County Fair Foundation meeting representing FFA and requested financial assistance for FFA awards. She indicated that the foundation agreed to support FFA, providing matching funds as to what they provide to 4H.

V. Financial Report- Brandi

- The changes reflected are mostly year to date changes.
- The majority of the changes are listed under Events & Activities and the placement of monies.

Budget Change Request Form- Tamra

The Board of Commissioners (BOC) will not be hosting the Salem Area Chamber Greeters for the coming fair. We have received some quotes from caterers with \$500 being the lowest quote. A line item for this needs to be added to the fair budget. (Ingalls will attempt to find a sponsor for it.)

Jill suggested sending a request for a quote from Golden Grill Catering.

The budget request form also included increasing the security contract to \$12,100. (This was incorrectly listed as \$11,000 on the original drafted budget.) This would come out of contingency. Per the approved RFP, the security contract allows for a 10% escalation in fees per year.

Ken made a motion to approve the Financial Report as presented; Shannon seconded. Motion passed.

Brandi made a motion to approve the Budget Change Request Form providing \$500 for the breakfast at the Salem Area Chamber Greeters event and increasing the security contract from \$11,000 to \$12,100; Heidi seconded. Motion passed.

VI. Items of Special Interest:

Tamra indicated that she heard from Commissioner Colm Willis that he cannot attend tonight's meeting as he is detained elsewhere.

Swine and Wine Update- Pam

- All of the tables have been purchased; there will be about 200 attendees.
- They've decided not to have a tent outside; they will instead make room inside of the building for the auction items.
- The question was raised as to how a person can purchase a ticket. Answer- there are no individual ticket sales. Tables are sold for \$500 (returning sponsor) or \$600 (a new sponsor). Attendance is mostly by "invitation only." It was noted that clubs are asked to donate items to the event, but are not invited to attend.
- In past years the foundation has donated \$15,000 to kids at fair.
- It was asked how a fair board member can attend. Answer- they can buy their own ticket; Joel is the contact for identifying a seat.

Regarding getting sponsors for the event, Joel said that when Dean approaches sponsors, he indicates that anything they give does not take away from the Marion County Fair or the market auction. Ingalls will stay on top of it to make sure "the communication loop is closed." Joel told Jill that if there are any problems, to please bring them back to the fair board.

Hard Alcohol at the Fair- Tamra

The BOC was approached at a Management Update to allow open hard alcohol consumption during all hours of the fair. They not only didn't want the hard alcohol allowed in all areas, they didn't want to allow hard alcohol at all. (The State Fair sells hard alcohol in controlled areas; it can also be consumed all over the grounds.) Post meeting, Tamra requested to have an additional discussion regarding this issue. A work session was held to discuss the roll of sponsorship that is tied to the hard alcohol. Joel and Mike attended that meeting. An additional commissioner was present who wasn't present in the first meeting. He was supportive of the request. The BOC decided to allow the selling of hard alcohol in the Woods only for this year's fair. (Perhaps this can be revisited in subsequent years.)

Jerrod Niemann will not be participating in any event in the Woods.

Customer Service Policy- Denise

Denise indicated that this is a revised document (originally established in 2011) that Legal Counsel has now reviewed and made suggested wording and format changes.

Joel questioned the definition of "associates"? The document refers to "associates" as "fair board members, county staff, contractors, and key volunteers." All parties are to be held to this customer service standard.

Shannon made a motion to accept the revised Customer Service policy; Ken seconded. Motion passed.

Columbia Hall Commercial Vendor Hours Update- Jill

- Jill indicated that this item also includes devising a new entry such as through the green gate. She is holding a meeting at the fairgrounds on April 10, at 4:00 PM to determine implications of changing the entry to the green gate. She wants to make sure everyone is comfortable with this and that she's not missing anything.
- Puzzlemania will be a nice draw into Columbia Hall.
- An "informational piece" will be prepared to go out to all of the vendors.
- The building will close at 8:00 PM.

Jill was asked how many booths should be identified for Rescue Row. Answer- maybe have a 10x20 area in which they can rotate through and share the hours coverage. There can be flexibility in how the floor plan is developed. They are also working on designating room for demonstrations.

Customer Intercept Survey Update- Scott

Scott is seeking information as to Commissioner Willis' goal for an intercept survey, what does he specifically want to know. Denise said that she had sent an email to Commissioner Willis with Scott's information (from the last meeting) and asked if he wanted to give input. She said that she has not yet received a reply back. Tamra said that she will follow up with Commissioner Willis as to his interest in the survey and what outcome he'd like to see. (She said she will see that it is put on an upcoming Management Update.)

VII. Strategic Plan Items

3.2.11 *Check to see if Comcast will be sponsoring internet service in the log cabin.* In process.

4.1.1 *Send press release seeking local entertainers for the community stage...* A press release is not needed as Joel indicated he has plenty of acts approaching him. It was suggested to change the wording on this in the strategic plan to

Tamra announced that the Keizer Fest Parade will be held May 18; she is working with Jolene Kelly, in the board's office, on how to promote the fair. Business cards or paper flyers could be handed out by folks walking alongside a float. It was suggested that kids carrying small animals participate. Melanie said that 4H clubs can't participate with their animals due to liability issues, but individuals can. (There is a pet parade held just prior to the main parade.)

Competing Events:

- Joel announced that Cherryfest NW (used to be the "Bite & Brew") at the Riverfront in Salem is going to be held the weekend before our fair this year. The organizers say that they are moving to more of a fair-type event including big name entertainment and a carnival. This may affect attendance at our event.
- Tamra said that she was able to speak with the Family Building Blocks organizers as last year they held an event the same weekend as ours. She was able to persuade them to move to a different weekend for this year's event.
- Jill would like to see Travel Salem watch the calendar closer to help people with their event scheduling.
- Jill said that there are state statutes indicating you can't have a fair-like event in competition with the county fair. (She will get the information to Tamra.)

Meeting Adjourned: 7:40 PM

Marion County Fair Event Coordination Status Report			Jill Ingalls
Report Date			
12/21/2018	Dates:		
	Activity	Contractor / who / What	Status
	Tents / Decorator	All Star Tent	Requested quote for 2019 x
	Sanitation	BPT and Honeybucket	Requested quote for 2019 x
	Real Heroes	Began updating forms / communications	follow up x
	Website	Link holds 2019, paid for hosting and domain	Building plan for updates x
	Facilities	Meeting 1 with Sara Fire Marshall	Ongoing x
	Big Name / Programming	Communications with Joel / Programming team	Ongoing / offer in x
	Barnyard Adventures	Requested contract	Pending x
	Muriels Petting zoo	Sent letter not using 2019	follow up x
	Sound / Stage / Lights	Preparing request for quotes	RFQ January x
	Rodeo / Wild West Events	Contacted Wayne White to hold dates	Contract via Community Services x
	Funastic Shows	Review completed	Submitted to Denise x
	Madgek	Requested application for 2019	Ongoing x
	All Alaskan Racing Pigs	Requested contract for 2019	Declined for 2019 x
	Cascade Sound	Requested quote for 2019	Ongoing x
	Northside Electric	Contacted re: Fair 2019	Ongoing x
	Retreat	Participated November	Ongoing x
	Key Volunteers	Reached out to Performing Arts	Ongoing x
	January begin		
	Hotel Property	Looking for lodging partner	Ongoing x
	Super Science Company	Contract in	Need lodging / RV x
	All Star Tents / Rental	Contract requests earlier move in dates	Follow up / wants July 3rd x
1/7/2019	ABC Janitorial	Requested quote / agreement for 2019	x
	Super Science / Puzzlemania	Requested quote / avail for 2019	x
	Oregon Fairs Association confere	Attended classes, represented Marion	Misc Industry contacts x
	Fair Board	Attended meeting, set follow up meetings	Ken re; Real Heroes / Honor Day x
	Community Stage Volunteers	Reaching out to various performing arts folks	Set up team to produce Sunday x
	Shade Cloth	Researching options	ongoing x
	Wild West Events	Discussed concerns about dirt for rough stock	to follow up with State Fair x

	Grill Off	Discussion with Mike re: Grill Off	follow up February	x
2/26/2019	Honor Day	Met with Ken Ofleet on program	Ongoing	x
	Real Heroes	Connecting partners to set up meeting in March	Ongoing	x
	Super Science / Puzzlemania	Signing	ongoing	x
	Pirates Parrot Show	Contract pending to review	ongoing	x
	Set up / Sheriff Work Crew	Review dates, plans	ongoing	x
	State Fair	Ongoing discussion with staff / move in dates	ongoing	x
	Oregon Beverage	discussion on alcohol planning	ongoing	x
	Decorator	Discussion on dates to move in	ongoing	x
	Decorator	Draw new floor plans in / out	March	x
	Volunteer call out	Working with Public Competitions	Ongoing	x
3/22/2019	Honor Day	Met with Ken Ofleet on program	Ongoing	x
	Real Heroes	Applications up on web, out to former	Ongoing	x
	Super Science / Puzzlemania	Waiting for good pics for web	ongoing	x
	Pirates Parrot Show	Contract signed, waiting for good pics for wen	ongoing	x
	Set up	Discussed with Fire Marshall	ongoing	x
	State Fair	Ongoing discussion with staff / move in dates	ongoing	x
	Oregon Beverage	Hard alcohol / Woods concerns	ongoing	x
	Decorator various	Shade cloth -	ongoing	x
	Decorator	working on Puzzlemania and food booths outside	ongoing	x
	Volunteer call out	Meeting with Melinda	April	x
	Sunday entertainment	Attempting to put group from locals together	April	x
4/24/2019	Car Show	Worked with volunteers / produce flier	Ongoing	x
	Volunteer Job description	Reviewed docs and updated / provided input	ongong	x
	Outdoor site plan	updated and edited outdoor plan	ongoing	x
	Columbia Hall site plan	send to decorator for redraw to scale	ongoing	x
	Gate meeting	Met with Ken and Brandi to review	will report at board meeting May 1	x
	Superheroes	Confirmed attending on Sunday	x	x
	Star Wars	Confirmed attending on Sunday	x	x
	Princesses and Puppet show	in negotiation for Sunday appearance	ongoing	x
	Madjek Inflatables	contract in, discussion regarding payment tracking	ongoing	x
	Zip Line	working on logistics and options	ongoing	x
	Ag Fest	Preparing booth		

Coloring contes	built pages, made copies, posted to web	completed	
Senior activities	Looking for activities to replace BB Baseball	ongoing	x
Honor Day Veterans Celebration	Met with Ken to discuss plan	Hope to have plan by May 1	x
Rodeo	Discussion about dirt for WWE -	handed over to WWE and State fair	
Barns	Need layout / plans from 4H	want to incorporate displays if time	

Marketing / Advertising Progress Report		
Report Date: 4/24/2019		
Who / What	Activity	Status
Social Media / Facebook	Updating Instagram	Ongoing
Twitter	trying to recover account from Sweeney Promotions	Ongoing
Website	Updates to attractions, contests	Ongoing
Ag Fest Booth	Fliers ready, booth workers ready	Ongoing
Awesome 3,000	Ad placed in program, booth reserved	Ongoing
Childrens Museum event	Booth reserved	Ongoing
Window Display	New photos developing	Ongoing
Editorial News release	Sent to Jolene Kelly on Deadlien for May 15 publication	Ongoing
Press Play Salem	Working on ad plan plus editorial content	Ongoing

Sponsor Progress Report						
Report Date 4/24/2019						
New / renew	Prospect	Package Notes	Price Range CASH	In kind value	Expect Decision by	Date signed
R	NW 94 Sales	Rodeo Chute	\$ 1,500.00		Confirmed	
R	Valley Agronomics	Ag Day	\$ 2,500.00		Pending	
N	Wave Broadband	Booth & Sponsor presence TBA	\$ 1,000.00		?	
N	Eastside Distilling	Hard Alcohol - Rodeo Title	\$ 3,500.00		?	
R	Marion County Farm Bureau	STEAM / Shirts	\$5,000		Confirmed	
R	Fitzpatrick Painting	Main Stage Initial discussion	TBD		Declined	
R	Linn Benton Tractor	Main Stage Initial discussion	\$5,000	\$2,800	Confirmed	
R	Hallmark	The Woods	Not sure		Declined	
N	GK Machine	Wants proposal in Feb				
N	Duncan Construction	Wants proposal in Feb				
Report date: 12/22/2018		Report total under consideration	\$ 18,500.00			
N	Doubletree by Hilton	Sent request for rooms / official		\$ 1,600.00	February	
R	Complete Wireless	Ag Day	\$ 500.00	\$ 2,000.00	Confirmed	
R	Crown Royal	Hard Alcohol - Rodeo Title	\$ 1,500.00		Pending	
R	Country Financial	STEAM - Initial discussion	\$ 1,500.00		Confirmed	
R	Mattress World	Entry Sponsor	\$ 3,050.00		Confirmed	
R	Columbia Distributing	Product Sponsor	\$ 1,500.00		Confirmed	
R	Ace Hardware	Grill Off sponsor		TBD	Confirmed	
N	Power Rents	Friday Main Stage/Out Gate	\$5,000		Confirmed	
Report Date 1/28/2019		Report total under consideration	\$ 31,550.00	\$ 3,600.00		
R	Co-Energy	Main Stage	\$5,500		Confirmed	
R	Falck USA	Ambulance Services		\$4,400	Confirmed	
R	Les Schwab Tires	Rodeo Chute	\$2,500	\$200	Confirmed	
R	Diamond K Sales	Ag Day	\$2,500		Pending	
R	Ram Steelco	Rodeo Chute	\$1,500		Confirmed	
R	Capitol Auto	Title Rodeo	\$3,500		Confirmed	
R	Sportsman's Warehouse	Rodeo Chute	\$1,500		Pending	
R	Adam's Rib	Catering, Bar-b-que	\$1,000	\$4,000	Confirmed	
R	Norlift	Forklifts		\$1,800	Confirmed	
R	K & E Excavation	Ag Day	\$2,500		Confirmed	
R	Peterson Machinery	Ag Day	\$2,500		Confirmed	
R	Pape' Machinery	Ag Day	\$2,500		Declined	
R	Kerr Concentrates	Ag Day	\$2,800		Confirmed	
R	Santiam Tractor	Ag Day	\$2,500		Confirmed	
R	Stettler Supply	Barnyard Adventures	\$1,000		Confirmed	
N	Fessler Nursery	Grounds Plants		\$1,250	Confirmed	

R	Ricoh	Office Copiers		\$2,000	Pending	
	Report Date 2/26/2019	Report total under consideration	\$63,350.00	\$17,250.00		
R	Anonymous	STEAM	\$1,000		Confirmed	
R	Northside Electric	Electrical underwriting	\$3,000		Confirmed	
R	PGE	General Sponsor	\$1,000		Confirmed	
R	HealthNet	Honor Day	\$500		Confirmed	
R	OR Health Ins. Marketplace	Rodeo Chute	\$1,500		Confirmed	
R	Bonaventure	Honor Day	\$1,000		Confirmed	
R	Marion Recycling	General Sponsor	\$500		Confirmed	
R	Boot Barn	Rodeo	\$500		Confirmed	
R	Providence Home Svcs.	Wheel Chairs		\$1,250	Confirmed	
R	Home Depot	Kids Build it		\$6,500	Confirmed	
R	Kaizer Permanente	Honor Day	\$500		Confirmed	
R	Dianafood	Co. Picnic, Saturday	\$ 900.00		Confirmed	
			\$73,750.00	\$25,000.00		