

Marion County Fair Board

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

Mid-Month Meeting

Virtual Meeting by Zoom

April 15, 2020 4:00 PM

In Attendance

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

Key Volunteers: Colleen Busch, Heidi DeCoster, Amy Goulter-Allen, FFA

Guests: Jill Ingalls & Scott Ingalls, Ingalls & Associates; Lesley Johnson, Citizen; Abby Lewis, 4H; Melanie McCabe, 4H; Margie Tipton, 4H

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

I. Call to Order/Introductions

II. Public Comments- None

III. Items of Special Interests

- New Key Volunteer Applicant- Lesley Johnson

Lesley has always been involved with the fair. She can offer the fair her organizational skills and the fact that she likes to be busy. She is a former school teacher of 43 years.

Community Involvement:

- Race director for Willamette Valley Road Runners.
- Pentacle Community Theatre Participant
- Volunteer for American Red Cross
- Community action team for AARP
- Sings with the "Just for Fun" singers
- Has volunteered at the fair inside Columbia Hall at the information table

Ken made a motion to recommend to the Marion County Board of Commissioners that Lesley become a Key Volunteer for the fair board; Mark seconded. Motion passed

- COVID19 Implications Discussion- Jill

Jill said that she is watching and listening as the governor announces plans for re-opening the state; working on "caveats and roll backs." Linn County is supposed to make a decision on May 5 regarding holding their fair. (They are the weekend after our fair.) They are not signing contracts yet for some of their big name entertainment.

- Most June fairs are canceled; the July fairs are still holding on.

Melanie said that as of today, educational programming in Oregon (which includes 4H) is on virtual participation only (no person to person contact) until June 15. (*This date has recently been moved out to June 30.*) She said that 4H is moving forward as though we will be having a fair at this point in time. Virtual features are not an ideal solution, but it's something for them to move forward with. The 4H program is part of Oregon State University; they are a public university and operate under the governor's orders. They might still not be able to participate. Their next Leaders' Meeting is scheduled for April 27. Denise asked what kind of support she would need from the fair board. Answer- they are still in the exploratory phase.

Jill said that all fairs are indicating that having a fair depends on the state's restrictions. We can borrow other state's ideas and thoughts. She recommends we hold to the May 30 date for making a decision as to whether there will, or will not, be a fair.

Tamra noted that she has heard a date of May 15 for opening things back up, however she is concerned that the mass gathering restrictions could still be in effect. She doesn't want us to start selling tickets May 1 (as was originally planned) as we would be activating one of our contractors (Afton Tickets.) Jill indicated that Afton won't charge for us for service, as we administratively build it ourselves "on the backside."

Mike said that he understands the roll-out will start with small groups, and then gradually move to large gatherings.

Mark said he is reaching out to potential public competition superintendents. He said that he has heard some people won't be participating in the state fair because of the "fear factor." He's tried to get ahold of the state fair personnel but has been unable to reach them. Jill said the fairgrounds are closed; there are no staff there. (*Denise has since learned that Wayne Petersen is the only one currently going in to the office.*)

There will be a virtual Oregon Fairs Association meeting tomorrow (April 16) in which they'll hold a round table discussion on COVID19.

Sponsorship- Scott has talked to some who are willing to participate if we have a fair. He has lowered his sponsorship figures to bringing in \$40,000 in cash; \$72,000-\$74 is what we budgeted. We've brought in \$20,000 of "Inkind" so far. We'll need to make some sacrificial cuts. This pandemic will impact us from here forward for subsequent fairs.

Jill's Thoughts:

- Not hold Thursday, Senior Day, as seniors are the most vulnerable population.
- Have a fair that does not include the public, just have students showing their 4H/FFA projects.
- Have some semblance of a fair so that it doesn't get taken off of people's minds. It's important to hold on to our dates as other event coordinators will take our dates. Suppliers end up running into each other (having date conflicts) if you change your date.
- Change public competitions; what might that look like?

- Figure out how to do social distancing at the fair.
- Keep the rodeo? We can hold on to it until the last minute, they are flexible.
- Perhaps not have the big tent on the main stage in order to save money.
- Have just local artists perform; not have a big name act.
- Willamette Art Center has canceled participating in the Art Jam at our fair.
- Home Depot is not ordering the building materials for kid's projects.
- Consider the decrease in revenue on gate, carnival, food, and beverage.
- There will be increased janitorial costs.

Joel indicated that big name acts are on a 60 day notification of cancelation; that time frame would indicate they would cancel on us May 11 if needed. The Bend Les Schwab amphitheater has canceled all of their events through May.

If we are considering consolidating a very expensive event into three days, we need to seriously cut expenses.

Brandi noted that on Thursday gate revenue is usually around a high of \$5,000 a day. It is also the lowest day for food and beverage sales. We are putting more money than that into the day to produce it. It would be one less day of services and rental costs.

Move the veteran's celebration from Thursday to another day.

It was asked of Jill that she bring back data on dollar savings to the May 6 meeting.

Heidi said photography superintendents (Glen and Irene) have said they will not be participating in the fair this year due to the Coronavirus.

It was agreed to move the next board meeting time up to 5:00 PM.

Meeting adjourned: 5:10 PM.