

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

September 4, 2019 5:30 PM

In Attendance

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

Key Volunteer: Amy Goulter-Allen, FFA

Guests: Melanie McCabe, 4H; Jill Ingalls, Ingalls & Associates

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

Tamra is facilitating the meeting for the chair, Joel, as he is recovering from back surgery; he can only be present for one hour.

I. **Call to Order/Introductions**

II. **Public Comments-** None.

Tamra reported that David Beem comes into the office regularly and is currently working on Cherriots bus service transportation issues.

III. **Approval of Meeting Summary Notes-** Ken made a motion to approve the August 7, 2019 meeting summary notes; Mike seconded the motion. Motion passed.

Denise requested to add fair board member recruitment to the agenda. (Tamra noted that anything added to the agenda within 24 hours of the meeting need to be added by motion; the meeting and agenda has already been publically noticed.) Heidi made a motion to add the item; Ken seconded. Motion passed

IV. **Financial Report-** Tamra

- Changes to the document since last month's meeting are reflected in yellow.
- Denise indicated that the gate receipts revenue figure has been reduced from last month's report. The reason is she noticed that the carnival revenue was low, she did some investigation and found that the Afton Tickets check was deposited all into gate receipts instead of being broken out between gate and carnival revenue. She had that corrected.
- Jill indicated that the final sponsorship cash receipts total is \$82,850.
- Zero Waste reimbursement for Garten Services is still to be received from Public Works.
- Jill indicated that there are still a few items that are missing from the budget document; Ingalls and Associates have been reimbursed for items that aren't yet posted.
- Jill said she is negotiating the state fair plumbing invoice figure; she questions some of the charges. Tamra noted that there is an escalating fee allowance on that contract.
- We hope to completely close out the 2019 fair by the end of October.

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

Items of Special Interest

Fair Board Member Recruitment

Heidi announced that she is resigning at the end of her term in December; she would like to transition to becoming a key volunteer and still work on Public Competitions. (Tamra indicated that she had received an email confirmation of resignation from Heidi.)

Tamra said to fill the open position, we will need to look to our key volunteers (Camber Schlag and Amy Goulter-Allen) or seek approval for a public recruitment process. She suggests that the transition occur before December so that the new member can participate in the fall retreat. Denise announced that Bry (key volunteer who's term ends Dec. 31) has requested to change her status from a key volunteer to just a regular volunteer.

Ken suggests doing a public campaign to seek volunteers for next year's fair building on the success of this year's fair. This way there is enthusiasm still from the recent fair and a volunteer can become part of the process, giving input for the 2020 fair. Jill said that it's a good time to use Facebook, reaching out to the fans of the recent fair. Ken and Jill will work on volunteer recruitment.

Mike made a motion to move forward with Tamra's suggestion for recruiting new members by approaching key volunteers first followed by public recruitment if needed; Ken seconded. Motion passed.

The new fair board member will hold the responsibility of point person for Public Competitions; Heidi will work closely with them.

Amy, key volunteer, is not interested in the board member position as she needs to stay working with the barns due to her FFA responsibilities.

Heidi and Denise will be working together to develop a public competitions processes document.

The county's volunteer coordinator will be involved with sending out a recruitment notice.

Denise said that Melinda (fair volunteer coordinator) is looking for RSVPs on who will be attending the Volunteer Appreciation dinner on September 12. (A sign-up form was sent around.)

Annual Retreat Date/Location- The fall fair board retreat has been set for Sunday, November 24 from 1:00-5:00 PM at the Oregon Farm Bureau offices.

TCB Security Performance 2019

Issues brought to Jill's attention post fair:

- Gates being left open; need to use the smaller man gates and not the main gate. (It appeared to be a lock/key issue with not being able to use the lock due to the key not being available.)
- Gray gate allowing unauthorized entry- Ingalls followed up on it during fair. Yes, big gate left open, the guard was in the kiosk. When there was shift change, information wasn't passed down.
- Multiple vehicles on the grounds- mostly state fair facility personnel. (Ingalls followed through on that during fair.)

- Jill emphasized that when these things occur at fair time they need to be brought to the Ingalls attention in order for them to address them, not after fair is over.
- Ingalls' biggest complaint themselves is that there was a lack of communication where there was a shift change; usually occurred on the last shift when security personnel were tired.
- Jill proposes writing up a shift change communication document; the Ingalls would meet with the shift change personnel to review the processes. On the first day, do this for every shift. When new security personnel arrive to work on the grounds, they need to meet with the Ingalls.
- Security communication- if security doesn't know the answer to something, they need to ask and not just make a decision themselves. They need to contact the Ingalls by radio and ask the procedure.
- Joel said that security's handling at the yellow gate this year was the worst he's seen. There were multiple vehicles coming in, mostly for Willamette Art Center, but also band's equipment vans were let through to the main stage. (Jill responded that she would have liked Joel to bring it to her attention the first time it occurred.) Also, people without wristbands were talking their way through the gate.
- Joel also witnessed anyone being allowed to get through to the back of the main stage.
- It was noted that security issues like this didn't occur last year; perhaps it was because there was a different security manager at the fair this year.
- Security was talking to one another at the gate at times instead of attending to traffic coming through.
- There were people without wristbands entering at the blue gate also. (The big gate should have been shut and just the man gate operational.)
- It is possible to get out of this three year contract (one year to go) and go out for bid, however would need to secure a new client in the very near future. Jill would like to see us give TCB one more chance.
- Jill noted that TCB's folks worked well with Brandi in reconciling the money late at night; she appreciated their assistance.
- It was suggested to have a fair board member be identified as the point person for security. Jill said she prefers Ingalls and Associates be the point person as she has multiple staff and they can respond very quickly to any issue that arises. If a fair board member was the point person, Ingalls could work closely with them to address the issues. (This will be discussed more when identifying roles and responsibilities at the retreat.)
- Joel suggests holding a security meeting before fair with all security personnel who will be working at the fair. They should be required to attend to hear the fair policies/processes.

Tamra noted that Joel's term ends December 31; he desires to be reappointed for another term. Mike made a motion for staff to move forward with the re-appointment process, including bringing the matter before the board of commissioners for review. Pam seconded the motion. Motion passed.

V. September Strategic Plan Items:

1.1.1 *Select a marketing/sponsorship coordinator as needed-* Done

2.1.8 *Submit sign/banner application to City of Salem 9/15-* In process

4.4.7 *Hold Public Competitions' post fair meeting-* Heidi has not gotten any responses to the email she sent out. She will be making personal phone calls to see if they will be returning as participants for the next fair. (It was requested that this item be brought back to next month's meeting.)

VI. Ingalls Report-

- Final invoices are being "tidied up."

- Facebook postings say how much they enjoy the Marion County Fair over the State Fair.
- The state fair figures were all “up” however the food dollars were “flat”. (They didn’t use many local vendors, a lot of “CA carnival” food.) Alcohol sales were up.
- Jill attended the Oregon Fairs Association meeting at the state fair-
 - The meeting was poorly attended. (Members said that they did not receive a notice of the meeting.)
 - Mostly board issues discussed such as bylaws.
 - There is a new “secretarial” company. They voted to change the title from “Executive Secretary” to “Executive Director.”
 - Issues with funding were brought up; people noted the lack of lobbying efforts this year.
 - Want to see increased educational opportunities at the annual conference.
 - There wasn’t much information presented from the Western Fair’s report.
 - Fair reports included:
 - Deschutes County had their 100 year anniversary and did extremely well. They were given \$200, 000 from the county for big name entertainment and brought in Old Dominion.
 - Fairs were either “flat” or “up.” Some fairs had weather issues such as thunder storms; there was flash flooding in Crook County. Douglas County Fair had a terrible turn-out.

VII. Other-

Amy noted that for the 2020 fair, market animals will all be in one class, they won’t be separated out into 4H or FFA. This will make for some scheduling changes. The auction time will be moved up to earlier in the afternoon; there is no confirmation yet on the time. This will help with concert attendance that evening. Buyers will be happy to get out of there earlier in the evening.

Denise said that she and Jill met with the new Sheriff’s Office representative to the fair, Sergeant Gabe Reece, to discuss the fair set-up and take-down processes. He was very positive and enthusiastic about the Sheriff Office’s role with the county fair. He wants to have as much information as possible ahead of time to know what to expect. Jill agreed and added that he wants to get their social media person (Jessica Peterson) doing some joint promotion for the fair as they need new deputies; want to emphasize community involvement. We discussed their Real Heroes participation; he may be able to identify some additional roles they can hold at the fair.

The November meeting will be the retreat on the 24th; there will not be a November 6th meeting.

Meeting Adjourned: 6:40 PM