

## 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  
November 7, 2018 5:30 PM

#### In Attendance

**Board Members:** Joel Conder, Heidi DeCoster, Shannon Gubbels (and daughter), Pam Zielinski

**Key Volunteers:** Mike Adams, Amy Goulter-Allen, Ken Outfleet

**Guests:** Jill Ingalls, Ingalls & Associates (by phone)

**Staff:** Denise Clark, Tamra Goettsch

**Meeting Convened:** 5:37 PM

#### I. **Call to Order/Introductions**

II. **Public Comments:** None

III. **Approval of October 3 and October 25 Meeting Summary Notes.** Joel asked to amend the October 3 Meeting Summary Notes as he was in attendance but his name was omitted from the notes. Shannon made a motion to approve the October 3 and October 25 meeting summary notes with the adjustment of adding Joel in the October 3 attendance; Joel seconded the motion. Motion passed.

#### IV. **Financial Report-** Tamra

Changes in the past month:

- Sponsorship is up to \$82,000.
- Invoices have been paid for FFA, sponsorship commission, and plumbing.
- The 2018 fair budget is almost complete; she will confirm that at the 11/17 retreat.

Joel motioned to accept the financial report as presented; Shannon seconded. Motion passed.

#### V. **Items of Special Interest**

##### **Performance Reviews:**

- All components listed on each performance review document are pulled from their contracts *Statement of Work* section.
- Key volunteers were encouraged to ask questions or give input during the discussions.
- A draft of the performance review feedback, on each contractor, was sent out to fair board members ahead of time.

#### Event Coordinator

Edits to the performance review:

- Provide event setup/tear down- changed to Above Satisfactory.

- Real Heroes coordination- changed to Above Satisfactory
- Identify stage, sound, and light vendors- changed to Above Satisfactory.
- Create detailed work orders- changed to Above Satisfactory
- Work with youth organizations to build on teen and family- changed to Above Satisfactory
- Provide data for annual report- set as Satisfactory

Joel made a motion to accept the Event Coordinator's performance review document with the suggested changes determined by group discussion; Shannon seconded. Motion passed.

#### Marketing/Sponsorship

- Sponsorship Plan- marked as Above Satisfactory
- Written Marketing Plan- marked as Satisfactory
- Annual report- marked as Satisfactory.
- Contractor will attend.... prepare, submit, and present status reports to the Board in a format as agreed to by County- Monthly reports submitted. Don't necessarily need to receive the reports a week ahead; as long as they are received by the meeting, it is ok.
- Smoking- Satisfactory. Fair goers asked where the smoking areas were. Jill indicated that we get the signs from the health department but that the signs are "kind of hidden." (They do monitor any smoking in the carnival area.)
- Deliverables- moved to Above Satisfactory.

Website- some people would like to see more social media on the day of the event. Ingalls seek professional input, and their understanding of algorithms, as to how to best utilize social media.

It was suggested to have more Instagram or Snapchat activity. The county isn't allowed to do this; perhaps the Ingalls can. There's more work to be done on this.

Joel made a motion to accept the Marketing/Sponsorship Performance Review with the discussed adjustments; Shannon seconded. Motion passed.

#### Afton Ticketing

Submission of fair report- moved to Satisfactory

Joel made a motion to accept the Afton Ticketing Performance Review; Shannon seconded. Motion passed.

#### Fair Security

- It was suggested that ticket selling occur where there is handicap parking so fair goers don't have to walk so far to get in. (This will be discussed further at the retreat.)
- Joel indicated that security was never at the yellow gate by 10 AM; he always had to call for someone. Jill suggests adjusting the schedule to stipulate that security arrive 15 minutes early.
- Matt (the supervisor) was very responsive.
- For being their first year, security did very well.

It was decided to put off further discussion until the retreat hoping to obtain Brandi's input. The contract can be changed to multiple years if desired. *(Denise will add fair security performance review to the retreat agenda.)*

## 2018 Booking Agent

Scoring was done by group discussion:

- There were some issues with Eric's performance this year; some of these same issues were brought up last year.
- Joel indicated that he has passed on all of Eric's information every fair board meeting.
- There is a lot of money allotted for big name entertainment; it has a big impact.
- For the future, work needs to be done on communication channels.

Pam made a motion to accept the Booking Agent Performance Review as discussed; Shannon seconded. Motion passed.

### **Expired Fair Contracts:**

Many of the contracts are for 5 years.

All MOU's (Memorandum of Agreement) are for one year- pygmy goats, mini Herefords, llamas, Jr. Livestock Auction

Other Contract Durations:

- Event Coordinator and Marketing/Sponsorship- through 2022
- Afton Ticketing- through 2022
- Security Services- through 2022
- Security Ticket/Selling-one year; good through December 2018
- Booking agent- through 2021

### **VI. Other**

Joel said he will sponsor having food catered for the upcoming retreat instead of having a potluck.

Heidi noted that she has flyers available for recruiting new volunteers for Public Competitions.

**VII. Meeting Adjourned: 7:05 PM**