

Marion County Fair Board

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

Monthly Meeting

Virtual Zoom Meeting

April 1, 2020 5:30 PM

In Attendance

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

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

Guests: Justine Flores, Marion County Risk Management; Jill & Scott Ingalls, Ingalls & Associates; Abby Lewis, 4H; Melanie McCabe, 4H; Margie Tipton 4H

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

Meeting Convened: 5:37 PM

I. **Call to Order/Introductions**

II. **No public Comments**

III. **Approval of February 5 Meeting Summary Notes-** Shannon motioned to approve the meeting summary notes; Ken seconded. Motion passed.

IV. **4H Report-** Melanie McCabe

- Melanie said that a 4H virtual meeting was held yesterday with 4H, Jill, Tamra, and Denise. This meeting will occur weekly on Tuesdays at 11 to keep abreast of 4H news. (Shannon asked to be added to the meeting participants.)
- 4H has canceled their first weigh-in that is usually held the first week of May for sheep, goats, and swine. The notification went out on Facebook and the Marion County Junior Auction website.
- Those exhibiting market animals at the fair will still be going through ShoWorks to register.
- Their office is all teleworking.
- They are developing English/Spanish activity sheets for 3rd through 5th graders. They want to get it into as many hands as possible through electronic distribution. She will email it out to everyone. Jill will post it on the fair web site. There is a "Next Door" application in which you can share it with your neighborhood.

FFA Report- Amy Goulter-Allen

The next leaders' meeting is April 6. They are moving forward with fair planning. They will discuss premium payouts at fair. Pam and Shannon both offered to help with the payouts at fair time. The question regarding payouts at fair time has to do with the difference between static and livestock exhibits premium payout rates.

V. Financial Report- Tamra

Revenue:

- Commercial space- \$4,715
- Sponsorship- \$8,000

Expense:

- Event Coordination/marketing; AgFest booth; ShoWorks upgrade; Real Heroes Coordination (AgFest was canceled so Ingalls will be sending the fair a refund.)

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

VI. Items of Special Interest

COVID19 Status and Holding the 2020 Fair- Tamra

- We will be doing virtual meetings with 4H/FFA representatives weekly until the end of May.
- Jill was asked to create a list of COVID19 virus implications to the fair.
- Tamra has been talking to Legal about the existing contracts which all have a 30 day exit clause. She is working on a county response regarding protecting the county's interests. Some of the contracts are up for new RFP's this year; others will just be carried over to next year. We will pay for services already rendered such as the fair preparation work Ingalls have done.
- If there is not to be a fair, the fair board would need to make the recommendation to the BOC.
- If the current mobile hospital is still in place at the fairgrounds, we would not be able to use the grounds.
- We don't have the revenue to move the fair to another location such as the Sublimity Harvest Festival grounds.

Jill said that she had prepared a document to distribute on COVID19 implications to the fair, however her email wasn't working and she couldn't get it sent out. They are aware of many event cancelations. She has been researching what needs to be considered for the 2020 fair. For making recommendations to the fair board, she is looking at several scenarios.

- Will need to identify "Cliffs" (we can't go any further without making a decision one way or the other) and "Trigger Points" (we have new information and need to make decisions accordingly as to what our fair will look like.)
- Risks to revenue include sponsors not sponsoring, gate, carnival, and food revenue reductions.
- Risks to expenses- costs going up in areas such as janitorial, sanitizing, adding safety features, portable toilets, and hand washing stations.
- If we have to put in restrictions such as no main stage big name act, it may reduce the appeal of the fair.
- Stage, sound and light are not under contract at this time; they are willing to be flexible.
- Possibly reduce Thursday programing as it is senior day and they are the most vulnerable population. Perhaps we curtail activity on that day. She has spoken with the carnival; they are open to not participating on Thursday.
- Suppliers are willing to work with us to reduce the risk. There are no sponsors directly tied to Thursday at this time.

Sponsor Implications:

- Sponsors like to sponsor on Saturday and Family Day. The Woods has a sponsor; barnyard adventure and puzzle mania are sponsored.
- Would possibly have to go back to sponsors and re-align our agreement with them.
- Sponsors and suppliers want to be communicated with as to what is going on. Everyone has been very cooperative in their talks so far.
- In talking with sponsors, Ingalls are finding that they want a COVID19 refund clause inserted in their agreements, which is an industry standard. If they have that, they are still interested in participating. (Jill is working with Tamra on setting this up.)
- We won't receive much sponsorship money ahead of time; they'll want to see the gates open first before committing. Ingalls usually asks that they pay ahead of fair time; however they'll make an exception this year.

Other:

- Making a late decision as to whether to hold the fair will delay 4H registration and increase pressure on their staff.
- Work orders will be delayed; they will be changing right up to the start of fair.
- 4H has said that their "cliff day" is May 30; making a decision any later would result in them not being ready for fair.
- We will re-evaluate things on April 30.
- If the hospital in the Jackman Long (JL) building at the fairgrounds doesn't get used, it will have little impact on us.
- Jill has been talking with the Flyball organizers who use the JL building. We could possibly move them to the pavilion if another location is needed for them.

Tamra indicated that we usually buy fair insurance to cover any possible revenue loss. Since COVID19 is already in play and we don't have a policy yet, there will be no coverage. (If we had this purchased ahead of the virus, there may have been a possibility of coverage.) We usually don't purchase a policy until June. She also looked into seeing if fair board member bond money could be refunded, it cannot.

Jill said that an event webinar on COVID19 implications will be held tomorrow. An insurance expert says even with communicable disease coverage, they are denying fairs payment.

The fair board would like to have a meeting every two weeks. Mark made a motion to approve doing so; Pam seconded. Motion passed. *(Denise will set up a virtual meeting for April 15.)*

Brandi said that she watched a recent special that said the peak of the virus was projected to be from April 11 to May 6.

It was noted that holding the fair doesn't hinge on the governor's current restriction on large group gatherings. However, we'll need to watch the public's response to the virus. We'll have to be careful with our messaging.

Melanie indicated that if OSU says they still cannot meet, they have to be responsive to that. Jill said that won't change the "cliff date" of May 30.

We need to have a contingency in place in case there is a virus relapse.

Jill is trying to control the information/messaging that is going out.

Joel said that the big name entertainers are not making any decisions until after July 1; everything prior to that is being canceled.

The Portland Blues Festival held the week of July 4th has been canceled; however, they have people coming in from all over the world. The Rose Festival (usually held in June) is moving to a later date; both of these events have different decision points than our event.

Brandi noted that our fair will be setting precedence for other county fairs; ours is one of the very first fairs held for the season.

Linn County, which holds their fair the weekend after ours, is looking at their bail out clauses for the big name acts; they are re-doing contracts with Legal. If the government shuts down during a contract, you can get out of a contract.

The Iris Festival in Keizer is postponed, not canceled, at this time.

At the April 15 meeting we will look at Jill's prepared document. The regular meeting will still occur May 6.

Procurement Rules- Tamra Goettsch

Tamra had sent out a procurement rules document previously. The attorney general has required boards to have their own rules for purchasing, not the county's, as the board acts independently. Engineering language is left in there should the fair board ever separate from the county. Not everyone has read through the document yet so the board is not ready to take a vote. (Colleen said that she found some minor items and that she'll email them to Tamra.)

Joel observed that it's pretty much a "boiler plate," standard information. Tamra said that there are some things specific to the fair; that the fair board needs to have its own rules. It addresses dollar limits and who has the authority to sign. Tamra recommends following the Board of Commissioners' (BOC) dollar limits. Every time the county adjusts its limits; it is recommended that the fair board adjust this document in the same way. If there were procurement allegations made against the fair, the fair board would be responsible, not the county.

Tamra said that after reviewing, and acceptance, the fair board needs to move it forward with a recommendation to the BOC. (The board asked to move this item to the May 6 meeting agenda.)

Food Vendor Selection- Brandi Crandall

The food vendor committee met on March 18; participants were Brandi, Denise, Jill, and Pam. The committee reviewed the applications and used the established scoring tool to score all applicants. The number of vendors chosen was 11 (plus Oregon Beverage) with the possibility of a 12th vendor. Of those chosen, 8 are returning vendors and 3 new vendors. The new vendors are Happy Shawarma (kabobs, gyros); The Wurst Food Cart (brats and Bavarian type fare) and The Wrap Around Town- various wraps. Another one under consideration is a vendor that might do on-site kettle korn cooking. One returning vendor applicant is not being asked to return due to a number of issues; also the vendor didn't score high enough points.

The question was asked how many vendors we typically have at the fair. Answer- we do not have a set number, we work with what fits our fair footprint. We have somewhere between 11-13; we have had a high of 15. It was noted that when we reduce the number of booths, revenue tends to go up for all vendors.

We do need to contact the state fair's vendor, Pacific Rim, to see if they want to participate in our fair. They would possibly do the inside Columbia Hall vending.

We do not need a motion to approve the selected vendors as the fair board has authorized the food vendor selection committee to make the determination on which vendors are chosen.

VII. Strategic Plan

4.4.2 *Get public competitions' donations; work with Marketing Coordinator-* Jill is setting up a meeting for Heidi, Mark, and Colleen to discuss public competitions.

4.4.3 *Organize activities for exhibit hall stage.* Currently planning for demonstrations and STEAM on that stage.

4.4.4 *Holds superintendents' meeting, assure superintendent positions are filled.* Heidi said she is working on it.

4.4.6 *Send out public competitions press release-* Jill said that she will be doing this. A few people have registered on-line already. Some organizations are conducting virtual competitions.

4.6.3 *Process/sign Big Name Entertainment contract-* Tamra should have more information on this by Friday (4/3); Legal Counsel will provide the language they want added to the contract due to COVID19. Joel said that entertainers are not pushing to get contracts signed; they are in a holding pattern.

4.7.3 *Build on previous year's senior activities (demonstrations, acts, games, booths, etc.)-* This year we mostly likely will not be catering to seniors as they are the most vulnerable population during this pandemic. Jill has talked with Ken about changing the Veteran's Celebration event on Thursday night. (It was suggested to carry this item over to the April 15 agenda.)

VIII. Other

Denise said that she has made fair board member notebooks for the new participants. These can be picked up in the Community Services' office. (To pick them up, members need to make an appointment with Denise as the Courthouse Square building is currently locked to the public.)

Lesley Johnson is a new key volunteer applicant. The fair board asked that she be invited to the April 15 virtual meeting.

Meeting Adjourned: 7:03 PM.