

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

January 3, 2018 5:30 PM

In Attendance

Board Members: Joel Conder, Brandi Crandall (formerly Buxton), Heidi DeCoster, Shannon Gubbels (by phone)
Nathan Leao, Dylan Wells, Pam Zielinski

Key Volunteers: Amy Goulter-Allen

Staff: Denise Clark, Tamra Goettsch

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

I. **Introductions**

II. **Public Comments-** None

III. **Approval of November 5, 2017 Retreat Summary Notes** (The December meeting was canceled therefore no summary notes.) Heidi made a motion to accept the November 5th Retreat Summary Notes; Brandi seconded. Motion passed.

IV. **4H/FFA Reports**

FFA- Amy indicated that the district leaders would be meeting next Monday, January 8.

4H- Melanie

- All judges, except 3, have been hired and contracts completed.
- Sent out superintendents' information; seeking any needed changes.
- Taking club enrollments.
- Western Region is January 27. This is a livestock (goats, sheep, beef, and pigs) field day for both 4H and FFA; about 300 will attend; this is the 3rd year. It is an educational event on various animal husbandry categories in which professionals make presentations. There is also a question and answer time for parents.

V. **Financial Report-** Tamra

- Added \$100 for Sanitation (handwashing supplies)
- Security services has been raised to \$19,000
- Big Name Entertainment components have been modified to stay within a budget of \$65,000. This includes the band fees reduced by \$1,000 to \$54,000 and Transportation Shuttle reduced to \$150 as we are hoping to use a county vehicle. (Joel feels lodging "shouldn't be an issue" this year.)
- There is \$1,000 entered for the coordination of Real Heroes.
- Grill-off BBQ is being held to \$750.
- Volunteer Shirts have gone up to \$600.

- Volunteer Appreciation Event has gone up to \$400.
- Volunteer Hospitality Room has gone up to \$150.
- Pig Races/Tractor Pull is \$6,000, not \$6500 as previously listed.

The Security line item was increased since the RFP is forthcoming.

Under Events & Activities, the \$38,850 listed at the top (not attached to a particular line item) is the total amount available to spend. (The rodeo is still at \$20,000.)

All of Events & Activities are paid through the Ingalls. (Community Services is responsible for the rodeo contract.)

The administrative transfer from general fund of \$47,557 is listed for Denise's wages. It will later be transferred back to the general fund. For now it is listed in the budget as a revenue and an expense for tracking purposes only during the transition. Next year it will not be reflected this way; the county will fund all of Denise's wages.

The state subsidy received is split between the Administration and Operations budgets.

Tamra indicated that the beginning budget carryover for the coming fair is a much lower amount; typically we have \$34,000, to \$50,000 in carryover; almost half that (\$26,496) is available this year.

It was pointed out that on the Fair Administration page and also on the Balance Sheet, titles at the top of the columns should be changed from "proposed" to "adopted." Once the fair board approves the budget, it changes. *(Denise will bring this to Daniel's attention.)*

Brandi made a motion to approve the budget with the recommended changes- increases for volunteer hospitality room, volunteer appreciation event, and volunteer t-shirts; Heidi seconded; there was also a "friendly amendment" to accept the Treasurer's Report as presented. Motion passed.

VI. **Items of Special Interest**

December Fair Board/Board of Commissioners (BOC) Work Session Update- Dylan

Those in attendance were Dylan, the Ingalls, Tamra, Denise, as well as Commissioners Cameron and Brentano. A short CCTV video that Jolene Kelly edited was viewed. Commissioner Cameron asked what fun things for the kids were available in 2017 to do besides being judged. (At the 1/3/18 fair board meeting, Melanie clarified that the 4H horse program does horse games on Wednesday night before the fair starts.)

Sale of Hard Alcohol:

The BOC was presented with information proposing the sale of hard alcohol at the fair. The Board of Commissioners would like to see the fair board's plan so they can understand how this addition will be carried out during the 2018 fair. The board doesn't want this change to take away from the kid-friendly fair environment. Ingalls are creating a plan now and discussing it with Oregon Beverage. (There is a possibility of a Crown Royal sponsorship.) Hard alcohol would be dispersed in a controlled environment like inside a building, in the natural resources area, or in some other appropriate venue.

Dylan indicated that the idea stemmed from information received at the 2017 fall OFA conference. Discussion was held on a fair's success of a "tap house" or "dive bar." The fair raised significant revenue. The "dive bar" included a cranky bar tender and a sloping pool table that created an environment that attracted one of Marion County's target audience: 25-35 year olds.

Commissioner Brentano recommended the plan include no hard alcohol on Sunday, which is Family Day. The Ingalls feel that won't be a problem; also the activity wouldn't start until after 5:00 PM each day.

More thoughts on having hard alcohol:

- The activity should not increase the cost of security as Oregon Beverage will be responsible for the alcohol monitors to meet OLCC requirements.
- It was suggested that it also be available at the rodeo.
- No alcohol is allowed in the barns.
- Ingalls will have a hard alcohol proposal ready for February's fair board meeting.
- Melanie doesn't want it available at the market auction as there are too many kids and their parents present. Response- since this is still a youth activity and the auction is held in a barn, no alcohol is allowed.
- It was mentioned that hard alcohol is allowed at the state fair and they haven't reported any problems.

The design, planning, and decisions pertaining to the fair are the responsibility of the fair board; however, since the county and the fair board are operating under a management agreement which impacts activity, it was determined that it is best to have the BOC's blessings before moving forward with this new fair activity. Tamra indicated that this could be presented at a management update or perhaps another work session in order to answer any questions the BOC might have as the planning advances.

Review of Conflict Resolution/Meeting Ground Rules- Reviewing this annually is a reminder of the processes the fair board has in place.

Subcommittees- Jill

Continue to keep these responsibility assignments in mind; need to break into core groups as we get closer to the fair. An example of how it is used, STEAM is its own team, which is part of the programming committee. (Denise will email out the bubble chart that spells out everyone's individual responsibilities.)

Tamra noted that Garten received their QRF (Qualified Rehab Facility) certification. The Marion County Fair needed to be added to their QRF scope of work before receiving the certification. This will require less administration work on the county's part. It does mean we don't have to put out an RFP to search for other zero waste-type of providers.

Garten is now considered a vendor and its services are price controlled by the state. (Previously they were in the sponsor category and we provided them free entry tickets.) We can negotiate with them for our food vendors as to what is going to be required with the zero waste requirements. Staff can arrange Garten to come to the fair board to talk about options, if needed.

Strategic Plan Review- Denise

- The 2017-18 changes are reflected in red on the document.
- The question was raised as to how many floral baskets are used and sponsored at fair time. Answer approximately 90.
- Heidi made a motion to accept the changes to 2017-2018 strategic plan document; Joel seconded. Motion passed.

Programing Discussion- Jill

The Barn Yard Adventures will be returning. Jill asked for feedback on Muriel's Petting Zoo; the fair board thought it "lacked luster" last year. The variety of animals was not as large as previous fairs. It was suggested that Jill have a conversation with Muriel before approaching another vendor. Jill will follow up on this.

The STEAM Team met prior to the Fair Board meeting. They plan on having more activities on the stage and around the grounds. There will not be an increase in partners, instead will expand on the existing partners, solidifying what they are doing. Goals are to be set by March to be able to promote at AGFEST.

Melanie reported that 4H received a Google grant (a joint Marion and Polk counties grant) which provided 30 Google Chrome Books (computers) and 20 sets of virtual reality glasses that she will use for fair programming and other activities.

The same theme days will occur at the 2018 fair: Thursday- Honor Day, Friday- Awesome Day, Saturday- AG Day, and Sunday- Family Day

Big Name Entertainment Update- Joel

We received 25 questions from Easton Corban's people; questions like how many people attend our event, the alcohol allowed, provision of motel rooms, etc. The determination day (day in which they indicate whether they are coming to our fair) is January 26. The price for Easton Corban is \$40,000.

In addition to the big name act, it would be cost saving to have local tribute bands. There are some competing events happening the same weekend as our fair: Hair Fest in Canby; Whisky Fest in Pendleton; a Tim McGraw and Faith Hill concert in Eugene.

RFP Updates- Tamra

- No Zero Waste RFP needed due to QFR certification.
- Security, ticket taking, and ticket selling RFPs are being drafted. Sarah will take suggestions from Ingalls as to where to send the security RFP. (Ingalls would like Sarah to send them a copy so they can send it out to their contacts.)
- Melanie noted that the ticketing vendor needs to be selected and under contract by spring break in order to have 4H pre-sale tickets available on-line.

Storage Unit Update- Dylan

The fair's storage located on the Oregon State Fairgrounds is not secure. Dylan has looked into other options, such as purchasing a \$1500 storage container (pod) with an additional delivery/drop fee of \$300. There may also be a fee for having some welding done to secure the lock. Tamra indicated that she has talked with the Sheriff's Office regarding a possible storage area for a pod or trailer.

Tamra had a meeting with Facilities regarding fair storage options. The county is willing to let the fair have some extra modular desk units to replace the large, cumbersome office desks. The modular units break down for storage purposes and this would make room for some of the items stored at the fairgrounds. The Ingalls have determined that the blow-up men were stolen out of the fairground storage barn in the most recent break-in.

Denise suggested that perhaps a building contractor office trailer would be an option. We could just pull in a complete office, including the storage items, at fair time. However the cost would be exorbitant. Tamra suggested she can look into a Capitol Improvement Project and also grants options. She said she could also have county fleet look for a semi-truck; however, we would have to license it as a commercial county vehicle.

VII. December Strategic Plan Items

1.2.1 Board members set individual goals to recruit new vendors/sponsors to the fair- Ongoing.

2.1.5 Reminder to pick fair theme in January (if applicable.) There are costs associated to picking a new theme such as updating graphics, changing the website, etc. The Ingalls would like to see the overall theme of "Social Local Fun" continue. There can be a sub theme, if desired such as using the fact that 2018 is the county's 175th anniversary.

Heidi noted that public competition superintendents have expressed interest in having a new theme. It was suggested that fairgoers could vote on a theme at fair time.

Dylan remarked that he likes the consistency of the theme "Social Local Fun," but feels that if public competitions want to develop its own theme for the program, they could submit it as a sub-theme to the fair board for approval. Jill said that she has a little money that she can spend on a sub-theme logo.

Melanie noted that 4H does its own "theming" within its programs.

Scott handed out a marketing plan document which included new costs that effect the marketing budget: additional fliers needed; more onsite signage; a professional photographer; day sheets; and web site updates. He suggests potential reductions to cover the new costs, such as dropping the Statesman Journal (SJ)fair program insert and reducing the cable "buy." He's willing to put more money into social media, but feels not all communication should be done by cell phone either; there are many components of "media buys."

The SJ programs were not used enough last year, a lot were thrown out. There will still be an advertisement in the SJ, but not the program inserts. Radio and TV will be used to reach those that aren't getting the fair program from the SJ like in the past. We will do the program by electronic signs and simple day sheets. The day sheets won't have everything that is happening, instead will include the highlights of the day to draw people in.

The program will also be on the internet so that people can pull it up independently on their phones and carry that around. (There will be a phone app. of some kind developed.)

Websites now have to become ADA compliant.

3.2.4 *Identify carnival vendor as needed.* Done

3.2.5 *Identify security/ticket taking agency as needed.* Working on it.

5.2.2. *Make Board of Commissioners work session presentation.* Done

5.2.3 *Review bylaws and communication/conflict resolution docs.* Done

January Strategic Plan Items

1.2.2 *Review pricing structure for vendors.* Will continue the same as the prices are comparable to other fairs. (Move this item to December per the fair board.)

1.2.8 *Review special days (Sr./Teen Day) tickets.-* Done

2.1.2 *Build on broad-based and segmented marketing approach (TV, radio, internet/social networking, newspaper ads, yard/field signs, banners, etc.) -* Ongoing

2.1.5a *Vote on fair theme in board meeting (if applicable)-* Done

2.1.10 *Determine date for holding BOC board session at the fair.* Working with the BOC.

3.2.1 *Work with event coordinator to assign tasks, determine which tasks are assigned to coordinator, fair office staff, and fair board members.-* Done

3.2.6 *Identify and coordinate ground crews to do set-up and takedown.-* Working on it. Jill will be confirming with the Sheriff's Department. Tamra said Tad Larsen is no longer serving in this capacity, so there will be a new contact.

4.1.2 *Work with event coordinator on potential entertainment as a draw for fair attendance.-* Working on it.

4.2.1 *Identify talent show coordinator.* Jill indicated that she is determining what dollar figures are left in the budget for this activity; wants to reach local community participants.

4.2.2 *Contract with sound and lights contractor-* Jill would like to get preliminary quotes from multiple providers; she feels that it's a big budget amount and worth looking at.

4.6.1 *Coordinate dog related activities (Flyball, Rescue Row, K-9 dog demos, etc.)* Debbie West will no longer be coordinating Rescue Row. Also, Debbie felt that requiring rescues to show evidence of liability insurance may negatively effect participation.

4.6.4 *Discuss continuing the beer garden, pretty baby contest, Real Heroes, grill-off, etc.* The Programming committee will be meeting to discuss these things, specifically whether to continue the pretty baby contest.

4.7.1 (Teen Plan) *Build teen and youth participation.* The fair board requested that this be removed from the strategic plan.

4.7.1 (Family Plan) *Contact Boys & Girls Club and other family organizations re: the children's area.*- Working on it.

VIII. **Other**

Ingalls Report:

Per the board's request, the sponsorship progress report has been minimized. They will only be reporting on what they've touched, or are working on, including a potential decision date. This will give the reader a better idea of what is currently going on. It will not be an extensive list that includes all of the potential partners.

Sponsorship Codes- "BRIK" (Budget Reducing In-kind) refers to something that is currently identified in the budget, it is listed as a line-item. Since it is being sponsored, it represents a reduction in the budget. "Inkind" refers to an item that does not exist in the budget. An example- getting the transformer truck to come to the fair; it was not identified as a budgeted item, but was something that came along and the fair benefitted.

Newsworthy Items- None

Tamra noted that she received confirmation from the Fair Foundation that they will be providing \$14,740 in assistance for the 2018 fair.

IX. **Meeting Adjourned:** 7:48 PM.