

## 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

February 6, 2019 5:30 PM

#### In Attendance

**Board Members:** Joel Conder, Heidi DeCoster, Ken Outfleet, Pam Zielinski

**Guests:** Jill & Scott Ingalls, Ingalls & Associates; Melanie McCabe, 4H; Dean Sweeney and Clarissa Martinez, Sweeney Promotions

**Staff:** Denise Clark, Tamra Goettsch, Commissioner Colm Willis

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

#### II. **No Public Comments**

#### III. **Swine & Wine Event-** Dean Sweeney

Dean's Background:

- Marion County Fair Coordinator for 9 years.
- Helped start AgFest.
- Worked on the bond measure to get 4H funding.
- Helped develop the Fair Foundation as a 501c3 body for receiving donations to the fair.
- Helped develop the first Swine and Wine event; wants to help raise premiums for 4H and offset their costs.
- He would like to see the fair board participate by attending and/or buying a table. He suggests that the fair donate a packet- concert tickets, meet and greet passes, carnival passes, etc.
- The event will be held April 11.
- The menu will be ham, scalloped potatoes, and Zielinski wine.
- Tables are \$600; a table seats 8; there are 24 tables.
- There will be sponsorship opportunities.
- The event will include a silent and oral auction, door prizes, and raffle tickets.
- A Swine and Wine flyer will be available by the end of next week.

Joel said that the Fair Foundation would really like to see the county represented at the event with both officials and fair board members.

Tamra noted that the fair board could direct staff to fill a table; this would be a way for fair board members to support the fair. She also said that in the past, fair board members indicated that the cost to attend was prohibitive for some of them. The county doesn't participate in sponsorships unless the county is conducting the event. She suggested that perhaps there could be a reduction in cost to fair board members.

Jill indicated that they could put together a couple of different packages for the event that promotes the fair.

IV. **Approval of January 2, 2019 Meeting Summary Notes-** Heidi made a motion to approve the notes; Pam seconded. Motion passed.

V. **4H/FFA Reports-**

No FFA representative present. Denise gave information on the recent meeting held with Scott Towery (FFA Treasurer) regarding the transfer of money to 4H for judges' support. Discussion was held as to the possibility of providing 80% of the FFA support money up front in order that they could pay out premiums at fair.

It was suggested that FFA also approach the Fair Foundation for support to the FFA program. Denise said that suggestion was made in their meeting and that she had given Scott contact information for reaching out to them. Pam said the Fair Foundation would be willing to do an FFA premium payout's table at the fair as they do for 4H.

Joel asked Denise to bring this item back to the March meeting. He also suggested that Scott Towery come to the fair board meeting to give an update on this.

Pam said that she is talking to the FFA state area director about providing a speaker for the Swine and Wine.

**4H Update- Melanie**

- Their first fair enrollment deadline (for returning members) has passed.
- They held their beef weigh-in on Saturday (Feb. 2), 30 kids participated.
- State fair has indicated that the beef barn will be available to use at fair time.
- She will need to get together with state fair personnel to figure out the new layout.

Melanie explained the 4H budget document that was included in the packet.

- She noted that Denise put the documents together based on the information Melanie had provided her.
- Livestock user fees go to OSU Extension to pay for overruns and "fun things."
- Livestock camping and horse camping fees go to the fair for reimbursement.
- 4H Premiums are handled by the Fair Foundation.
- Shavings and haul-in/out costs are covered by the Fair Foundation.
- The auction committee supports the program. One of their mandates is participation in educational activities, thus they support 4H/FFA in their judges and ribbons costs.
- Students pay \$5 to participate in fair, \$60 for camping, and \$16 for a season pass (half price) for one parent. The student gets in free.

Melanie would like to see better communication with FFA families regarding parents' ticket purchasing. They need to be notified early that they can purchase tickets at half price on-line. Last year they kept the on-line ticket sales site open up until the day before fair. Melanie had a hand-held scanner on the Wednesday before fair to enable her to scan the tickets being exchanged for wristbands.

Pam will send Melanie the Swine and Wine event flyer for Melanie to distribute out to all 4H families.

## VI. Financial Report- Tamra

- All items highlighted in yellow are the year-to-date expenditures since last month's report.
- Jill noted that on page 13 the \$1142.85 located under "newspaper" should be located under "marketing social media" instead. (*Denise will have Lorrie make the change.*)
- Public official's bond payments are for recent board member bond updates. (We are also waiting to see if there is a pro-rated figure for when a board member is not being re-appointed.)

Pam made a motion to accept the financial report with the marketing social media entry correction made; Ken seconded the motion. Motion passed.

## VII. Items of Special Interest

BOC Fair Board Work Session January 29<sup>th</sup> update- in attendance Joel, Mike, Pam, the Ingalls, Tamra and Denise. Denise was complimented on the new format of the annual report.

Discussion Items:

- Have mechanisms in place to relieve fair goers from extreme temperature conditions.
- Tamra has submitted a supplemental budget request for \$20,000 to help with developing some options for cooling fair goers. She requested that this be included in future years' contributions adding to the current base budget of \$50,000.
- Questions were raised about entertainment costs and what it would take to, "get to the next level."
- Addressed the paving project and the rental trade with state fair.
- Other entertainment suggestions included holding a soccer tournament at the fair.
- It was suggested to move the fair dates up earlier (from the second weekend in July) to avoid the heat.

Variables to moving the date:

- Our fair dates are currently one of the first for the season.
- Fair dates are scheduled through the Oregon Fairs Association and timed so that they do not conflict with another county fairs happening in Oregon at the same time.
- It would take two years to transition to another date in order to work with 4H/FFA animals breeding dates and weight requirements for fair. Meat processors cannot handle all of the auction animals when fairs are held too close together.
- Participating vendors schedule their fair participation commitments based on the current schedule of Oregon fairs.
- When you move it earlier, you run into school events and school makeup days.
- The weather is unpredictable; you could have rain earlier in the season.
- The 2019 Salem Art fair is the weekend after our event.

## Big Name Entertainment Update

- Jerrod Neimann, a William Morris artist, is confirmed for Saturday night at a cost of \$30k.
- Restless Heart, a United artist, is confirmed for Friday night at a cost of \$20k.
- Joel indicated that Jill can submit her marketing requests of them now.
- Jill asked for an update on Restless Hearts' lodging needs. Joel does not know yet.
- Jill confirmed that the backline has been arranged for with Cascade Sound.

## Member Self-Evaluation Tool

Joel indicated that this tool was developed to assist in the board member re-appointment process. He said that evaluations are done on our contractors; he is suggesting the same can be done for board members.

Heidi expressed doubt that the tool would be effective. She believes that the problem isn't how you see yourself, instead how others see you. She doesn't believe we are as accurate, or honest, in our assessment of ourselves. She would like to see mechanisms in place for giving feedback to others.

Joel noted that the intent of the tool is for individuals to be introspective.

Tamra said that Denise brought forth three different self-assessment tools. This one was chosen as it provides the opportunity for evaluation of how you see things regarding the collective body and also a component for evaluating yourself that is kept private. (She noted that this was an already published document that Denise made some modifications to, personalizing it for our purposes. We have no ownership to it.)

Jill suggested that a component be added that says something to the effect of, "I'd like to talk privately with someone," referring to a staff member or a mediator.

Joel expressed that he'd like to see the self-evaluation component submitted to staff only, and kept private. He feels we need to look at ourselves, instead of always looking outwardly at others.

Heidi thinks the questions are too general and that a person is going to regard themselves as doing just fine.

Tamra expressed that this shouldn't be just an exercise in completing the process, it should be about how we enhance what we are doing and how we communicate with one another. She said that if ones and twos were received by an individual, staff could be directed to "explore it and see what's behind that."

Ken suggested that this tool is more of a "climate test." His suggestion is post fair have a two to four week pause, then an "off the books, end of fair review" in which there is no recording of the interactions. He said if there is a problem, it can be addressed personally "right then and there."

Jill said that in re-building the group dynamics of the fair board, there needs to be a "safety net."

Tamra suggested that after the evaluation, conflict resolution protocols could be brought forward if needed. The goal would be to put challenges to rest, addressing the things that need to be changed, but also identifying how to build on a person's talents and strengths.

Referring to a statement that Joel made in last month's meeting, Heidi asked Joel what it looks like to, "Get the fair back together." Joel responded that for 7 years he enjoyed being on the fair board. He hasn't been enjoying the experience lately as much as he has in the past. Heidi responded by encouraging Joel to, "get to know his board members."

Ken noted that the structure of this group, being only a seven member board which is dictated by Oregon State Statutes, is challenging. He says that there are 33 people on another board that he is on. The responsibilities for that event are spread out amongst many people. He suggests focusing on recruitment, getting more people on board as key volunteers. He suggests every board member have a personal goal of bringing on "x amount" of volunteers.

Joel asked that the board think about the self-evaluation tool between now and next month when we will re-visit the document. Tamra asked Denise to also seek input from those board members not present and to bring back their suggested changes to next month's meeting.

#### Columbia Hall Commercial Vendor Hours- Jill

Jill indicated that we are making headway every year on improving public competitions and vendors' satisfaction in Columbia Hall. In response to vendor and other Columbia Hall participants' requests, adjustments will need to be made if we want to change the hours the building is open. The requests have been to close the building earlier, like 8:00 PM, due to limited traffic in the latter hours of fair. This change may impact the main entry through the Red Gate. The Red Gate doesn't look like a grand entrance and we also are limited as to how to improve it as we can't block the fire lane. We may need to move the main entrance to the Green Gate. She suggested that a committee be put together to discuss the logistics of making the physical changes for a new main entry gate.

Scott indicated that he is willing to be responsible for locking Columbia Hall each evening. He would ensure that there is still access to the building's bathrooms for fair goers.

Melanie noted that closing the building at 8:00 PM coincides with 4H's decision to close down their exhibit Hall at 8:00 PM.

Signage will be placed on the building's doors, something similar to store hours.

Variables to a making a main gate entry change:

- Move the vendor entrance from Green Gate to Yellow Gate. (Prior to the fair opening, vendors could still use the Green Gate.)
- Modify the hours of security coverage at the Yellow Gate.
- If at Green Gate, move the ticket window deeper into the fair grounds to make room on the 17th Street side walk to accommodate potential long lines.
- Establish a will-call table outside of the Green Gate instead of inside the log cabin to cut down on congestion.
- Puzzle mania placed in Columbia Hall would draw a lot more people inside that building.

Pam made a motion to close Columbia Hall at 8:00 PM on Thursday, Friday and Saturday nights and 6:00 PM on Sunday night; Heidi seconded the motion. Motion passed.

Joel asked Denise to add to next month's agenda an update on Columbia Hall's hours change.

Commissioner Willis indicated that he had received the ticket sales breakdown document from Denise. However, he would like to see more specific demographics information as to who is the fair goer. Jill said to get that information would require a fair survey at the gates which would cost money.

Scott noted that intuitively we know who the fair goer is; it correlates with our big name entertainment. The marketing gets adjusted accordingly. Scott also offered to show the commissioner his marketing campaign plan.

Jill said that they would do some research on conducting an “intercept survey” and bring the information back to the March meeting.

Commissioner Willis indicated that the BOC would like to know who is coming to the fair this year; this will help in future funding decisions.

#### **VIII. Other**

Ingalls Reports:

Scott would like to get an article into the Chamber newsletters about businesses and organizations holding picnics at the fair. He will work with Jolene Kelly.

Jill is still looking for a replacement activity for the Alaskan Racing Pigs. She’s in the process of reaching out to several different service providers. For a STEAM addition, Puzzle Mania costs \$5200 plus one hotel room and one RV space on the grounds. Puzzle Mania consists of many kiosks with hands-on puzzle activities. There is still \$3500 remaining in the budget for an outside activity. She is considering the Pirate’s Parrot Show in which the performer brings a big ship for a stage and has live parrots fly around.

Pam made a motion to allow Jill to move forward on seeking the Pirate’s Parrot Show; Joel seconded the motion. Motion passed.

Ken made a motion for Jill to pursue the Puzzle Mania contract; Heidi seconded. Motion passed.

Jill will send out a group email with an update on the activities when she knows more.

Jill reported that she and Ken met and that he will be working on Honor Day. Ken confirmed with Joel stage availability for the Veteran’s event on Thursday night. Ken will need the stage starting at 6:00 PM (music begins) the actual 45 minute ceremony will begin at 7:00 PM. (The Opening Day BBQ starts at 5:30 PM.)

Teen Idol will not be conducting a talent show for the coming fair. Jill has interested parties that are willing to coordinate local talent for a show. Money is needed for this and also for the Woods’ musical entertainment. There is also a cost to the walk-around princesses and other characters. Jill would like to find something that is interactive for kids to get their hands on.

It was suggested to encourage young fair goers to come to the fair dressed as their favorite character.

Joel told Scott that Jerrod Neimann’s manager is interested in Jerrod playing a gig within 150 miles of our venue. Joel wonders if we can’t negotiate with them to have Jerrod do something in the Woods, like him interacting with those folks after he’s done with his set. Scott is in agreement.

#### Carnival Performance Review Changes

Denise distributed the edited carnival performance review in which she’s added “needs improvement” and “above satisfactory” categories along with Jill’s modified comments.

Denise also distributed a draft of a form letter to accompany the review to explain the document. The board requested that the letter be from both the director (Tamra Goettsch) and the board chair (Joel Conder.) The letter accompanying the carnival evaluation should come from the director alone.

#### Bylaws Change

Denise distributed copies of the existing bylaws with edits including adding key volunteer term lengths, some re-numbering, and other minor changes. Members were asked to review this before March's meeting at which time it will be put on the agenda for approval. The modifications will then need to be submitted to the BOC for approval.

**Meeting Adjourned: 7:38 PM.**