

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

January 8, 2020 5:30 PM

In Attendance

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

Key Volunteer: Amy Goulter-Allen, FFA

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

Staff: Denise Clark; Tamra Goettsch, Community Services Department Director; Commissioner Colm Willis, BOC Liaison

I. Call to Order/Introductions

II. No Public Comments

III. **Approval of October 2, November 24, and December 10, 2019 Meeting Summary Notes.** Melanie indicated that she was present at the December 10 meeting however she is not listed as attending. *(Denise will make the change.)* Ken made a motion to approve all three meeting summary notes; Shannon seconded. Motion passed.

IV. 4H/FFA Report

4H Report- Melanie

The Western Region Livestock Education Day will be held this weekend in Polk County. She noted that 4H has seen an increase in quality projects at fair due to this education day.

The Junior Market Auction Committee has officially changed the auction time to 1:00 PM; lunch will be held from 11-1:00 PM. (Registration starts at 11.) The committee will be hosting a May 14 event for buyers- an appreciation/recruitment meal. Talking points will be pointing out individual youths' experiences and the benefit of the auction, also the value of the food donation of meat to local food banks. There were approximately 40 animals donated in 2019. Last year was the first year of the food bank partnership; it will continue in 2020. The auction time change will be communicated to buyers via save the date cards sent out in March followed by a letter in the middle of May.

Mike suggested providing this information to local television stations to increase awareness and garner more support for the auction. It was suggested to have Jolene Kelly do an article on the "food share angle." (Melanie will provide Tamra with more information.)

Fair weigh-ins start February 1. They are held at the Sublimity Harvest Festival grounds. The auction committee brings in the panels, scales, squeeze shoots, etc.

FFA Report- Amy

State convention is coming up in March. Their next leaders' meeting is the 21st of January.

Shannon said her son just received his FFA premium check January 8th. She feels that is way too late; she would like to see them paid 30 days after fair at the latest. She would prefer a cash payout system at fair like 4H does. Amy will talk to the advisors at the meeting on the 21st. She will report her findings to Tamra and Denise and a report will be brought back to the next board meeting.

Mike Introduced Colleen Busch who is interested in becoming a key volunteer. She said her Marion County Fair experience includes being a 4H club leader, has taught classes. She has been involved with STEAM activities and has coordinated the 4H talent night at the fair. Colleen is on the Cherriots (bus) board and has been on many community committees. She feels that we are in the middle of a cultural change; we need to determine how to engage “new blood, getting folks out of their boxes.”

V. Financial Report

December 2019 Final Report

Pam asked why the newspapers/flyers/ maps amount changed so dramatically. Answer- money was shifted around between newspapers (that we are no longer doing) tv, radio and more. Ken made a motion to approve the December 2019 Final Report as presented; Brandi seconded the motion. Motion passed.

2020 Budget Document

Tamra caught an error in the document that was sent out earlier to everyone. It involved the \$897 plumbing bill. She distributed an updated version of the budget. She said that the document reflects the changes requested at last month’s meeting.

Brandi asked about the decrease of \$70,000 in revenue. Answer- it is unknown how the gross sales tax (Commercial Activities Tax) will affect the 2020 sponsorship levels so we need to assume less will be coming in. Joel doesn’t feel that businesses will be impacted enough to affect their sponsorship. Jill said that she is hearing from sponsors that they may be more conservative in supporting the coming fair. She said that she has also talked with a CPA that said folks won’t know the impact. Tamra noted that we are also getting less from the county because previously they included money for asphalt for the paving project with State Fair.

Discussion was held on budgeting conservatively. Tamra said that previously, when she didn’t budget conservatively, she had to request of the Board of Commissioners more money to assist the fair out. She indicated that we are allocating differently this year. Each month the budget is adjusted to accommodate the reality of what is happening. We always start by projecting low on revenue and high on expenses. The Carryover for future rent is recognized as an expense. Previously she used \$40,000 out of reserves for asphalt; she currently listed \$20,000 as a contingency for asphalt.

Brandi suggested adding a column to the budget document that shows the originally adopted figures. She said she agrees with Tamra’s description as to how the budget works; it is a fluid budget. She feels it operates like both a budget and a general ledger.

Joel asked about the wording in last month’s meeting summary notes in which it states \$117,389 is for “future rents.” Tamra clarified that the figure contains money for future rental of the state fairgrounds should we have to pay it. It is not all for rent; we just need to have at least \$20,000 in there. (*Denise will make the change in the meeting notes.*)

Commissioner Willis noted that the *Adopted Budget* figures should remain the same on the final 2019 budget document and on the 2020 new budget document. Brandi is willing to sit down with Lorrie Biggs, County Budget Analyst, to work on making the budget document clearer.

Brandi made a motion to accept the January 2020 budget as presented; Shannon seconded the motion. Motion passed.

VI. Items of Special Interest

Budget Change Request Forms

ShoWorks Software Upgrade- Denise

Denise explained the 2020 ShoWorks upgrade features; the upgrade will cost an additional \$399. Melanie said it is worth doing if you want any support from ShoWorks. She said that ShoWorks does not do upgrades every year; the last one was in 2016.

Ken made a motion to approve the budget change request to pay for the ShoWorks upgrade; Shannon seconded. Motion passed.

Open Class Ribbons Budget Increase- Denise

Denise indicated that she compared the costs of ribbons over the years and came up with an average of \$350. Only \$200 is listed in the budget line item. The change to the budget will be \$150. Joel made a motion to approve the budget change; Shannon seconded. Motion passed.

Performance Reviews

Joel noted that he would like to see a change on the talent buyer's review scoring regarding negotiating entertainer fees; he'd like to see it changed from "unsatisfactory" to "satisfactory." The comment supporting the scoring noted that the contract states entertainers are to use fair food catering when available. Discussion ensued. Members feel that entertainers should be accommodated on their food requests (with the exception of alcohol) as much as is feasible. It won't put too much more of a burden on the budget. It was agreed to change the score to "satisfactory," and to leave the comment.

Joel suggested that we go out for bids for catering for big name entertainers; keeping it in-house might come under scrutiny.

Shannon made a motion to accept all of the contractor performance reviews with the suggested change to the talent buyer review; Brandi seconded. Motion passed.

Member Responsibilities Chart Review

- Remove Lapantera and the Pretty Baby Contest.
- Remove the names of fair board members who have resigned.
- Update the chart as new activities come along.
- Mike will be the new point person for chamber greeters.
- Amy will be a back up to the junior market auction.
- Add Rescue Row (Denise and Jill)
- Add car show (Mike and Ken)
- When new individuals come on the fair board, we'll need to remember to add them.

New Member Applications

So far those indicating interest in filling board member and key volunteer positions are Miche Graf, Mark Banick, and Colleen Busch. All applicants coming forward will be interviewed during February's fair board meeting. Board members were reminded to reach out to acquaintances to seek interested parties.

VII. January Strategic Plan Items

1.2.8 *Review theme days (Awesome Day, Honor Day, Ag Day, and Family Day) ticket pricing.* 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. Jill said they are “diving deep” into social and digital marketing.

2.1.5a *Vote on fair theme in board meeting if applicable.* Jill said that the theme and graphics folks she works with have not been available due to the holidays. She is leaning toward a “Made in Marion” type theme and will be reducing cartoon caricatures. *(Will move this item to the February agenda.)*

2.1.7 *Put together CH2 (county bldg.) window display.* Tamra asked Denise to speak with Melinda, the fair’s volunteer coordinator, regarding this.

2.1.10 *Determine date for holding BOC board session at the fair.* Held the first Thursday of July; this year it will be July 9.

3.2.1 *Work with event coordinator to assign tasks, determine which tasks are assigned to coordinator, fair office staff, and fair board members.* The fair board asked that this be removed from the SP as it has been established.

3.2.6 *Identify and coordinate ground crews to do set-up and takedown.* We can remove this because it is done per contract with the Event Coordinator.

4.1.2 *Work with event coordinator on potential entertainment as a draw for fair attendance.* It was suggested the word “attractions” be added, “potential entertainment and attractions.” Jill indicated that requests for entertainment events are out and confirmations are coming in. She hasn’t heard back from the parrot event. She hopes to see new potential attractions at the upcoming OFA conference.

Joel noted that he received confirmation in December that Randy Houser will be coming to our fair.

4.2.1 *Identify Talent Show Coordinator.* This will be done with local performing arts groups who do a “stage take over”; they bring in a lot of local acts.

4.2.2 *Contract with sound and lights contractor.* In Process.

4.6.1 *Coordinate dog related activities (Flyball, Rescue Row, K-9 dog demos, etc.)* Flyball has been confirmed. Jill and Denise met with the Rescue Row coordinator for 2020 ideas. Jill said she hasn’t heard from Marion County Sheriff’s Office yet.

4.7.1 *Contact Boys & Girls club and other family organizations re: the children's area.* The fair board asked this to be removed as we are no longer have a children’s area at the fair. Jill said that we still invite them to participate in other activities however, they don’t have the resources they used to.

VIII. Other

Joel is the only one planning on going to the OFA conference in Roseburg January 9-12. He said that he would attend the fair funding session regarding “legislative asks.” He will give information to Tamra prior to her AOC meeting January 14.

Tamra said that she will be meeting with Public Works on January 21 at 11 AM at Community Services to discuss waste reduction at the fair. With the current changes in recycling practices, and future budget implications, Public Works might want to change their involvement. There will be a dialogue about the impact on the 2021 fair budget. All are welcome to join her. (Denise was asked to send an email out to board members regarding the meeting.)

Meeting Adjourned: 8:04 PM