

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

March 4, 2020 5:30 PM

In Attendance

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

Key Volunteer: Colleen Busch, Amy Goulter-Allen, FFA

Guests: Josh Davalos, 4H; Jill Ingalls, Ingalls & Associates; Melanie McCabe, 4H; Michael Mendrin, Citizen

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

Meeting Convened: 5:34 PM

I. **Call to Order/Introductions**

Approval of February 5, 2020 Meeting Summary Notes- Ken motioned to accept the notes; Shannon seconded. Motion passed.

II. **Public Comments:**

Michael Mendrin introduced himself and indicated he is interested in becoming a fair Key Volunteer. His background is in sales. He grew up on a farm. He said he responded to Mike Adam's invitation, at Salem Chamber, to volunteer with the fair. He loves Marion County Fair. He is willing to work in whatever area he is needed. He is on the board for Santana Park and a Network of Salem. He is a Marion County resident.

Since Michael previously submitted an application for a regular county volunteer (not the application for a board or committee member) the fair board has not had a chance to review his background information. He is working on getting the correct application to Denise. Joel motioned to move forward recommending Michael as a key volunteer to the Board of Commissioners (BOC) pending review of his application; Pam seconded the motion. Motion passed.

III. **4H Report-** Melanie

- The auction committee is planning on holding the lunch in the Woods area at 11 AM.
- An auction alumni reception will be held the evening of May 14.
- Only one judge is left still to be hired.
- The 4H schedule is "status quo" except for the change in the auction times.
- Melanie indicated that they want to move some STEAM activities from the 4H auditorium into Columbia Hall.
- They will have four employees at the fair.
- Jill will meet with 4H at their office to talk "fair big picture" in two weeks.

Josh Davalos was introduced; his background includes doing Latino outreach in Albany. He will be working on entrepreneur programs for Latinos and getting the STEAM program and more 4H information into schools.

IV. Financial Report- Brandi

- Year to date changes and reflected in yellow.
- Last month's budget change requests that were approved are reflected- the increase in the Veterans' Appreciation event dollars and the ShoWorks upgrade.
- The contingency now at \$3,000.
- Denise mentioned that there will be a \$1200 increase in OFA membership dues for the 2021 budget.

Shannon questioned as to whether we will have increased costs (such as more handwashing stations) due to the Corona Virus pandemic. The impact at fair time is unknown. Tamra said we can have a conversation with the Health Department; they might have some resources to share with us. The warmer weather that time of year may improve the status of the virus.

Ken made a motion to approve the financial report as presented; Shannon seconded the motion. Motion passed.

V. Items of Special Interests

2020 Fair logo Selection

Tamra indicated that she heard from the BOC that they strongly disliked the logos that were presented. She said that the BOC has offered their staff as a resource to help with a new logo design.

Jill indicated that it is too late in the season to continue working on finding a new logo that everyone will agree on. She suggests using the old logo and just changing the tag line to *Made in Marion*.

The fair board would like to know why the BOC does not like their new logo options. They request that the BOC come to a fair board meeting to discuss this. The question was raised as to who has the authority to change the logo, giving input on fair marketing.

Tamra suggests holding the discussion after the fair at a Management Update meeting. At that time we would present the results of the fair and discuss changing the logo.

Brandi made a motion to keep the existing logo for now and to change the tag line to "Made in Marion"; Pam seconded. Motion passed.

Entertainment Update- Joel

The Randy Houser contract is being reviewed by Legal Counsel. Tamra needs to discuss with Joel some of the contract components. They are requiring more security presence than is usually required at our fair. It was suggested a meeting be held with Jill, Tamra, and Joel.

- The Saturday night bands' contracts are in Jill's hands. The signatory needs to be Jill (instead of Joel) as she is the one who writes the checks to them. The Jessie Leigh band will cost \$1750, Brewers Gray is \$2500.
- A possible opener for Randy Houser would cost \$3,000.
- Considering a walk-a-round act for \$1500.
- The local talent schedule is set.
- Jill will take care of Sunday stage time; Joel has a dance group that can take up some of the stage time.
- Cathy and Tim Crosby will do a "stage takeover" on Sunday featuring local talent.

OFEA Conference Update- Mike Adams

Oregon Festival and Events Association is a membership organization that has 226 members. Their annual conference was held February 27-29; 142 members attended. From our fair, Mike, Heidi and Denise attended. Mike encouraged everyone to attend at least once. He stated it's a "meaty conference." There were a lot of good speakers including a

Homeland Security presentation. There was a presentation from the Oregon Jamboree on how to retain your volunteers from year to year and a session on sponsorship trends. Next year the conference will be held in Seaside March 4-6.

The Ovation awards were held on Saturday night. The Marion County Fair won *Sponsor of the Year* (Adam's Rib Smokehouse) and *The Wow Factor* for The Woods. (Thanks were given to Denise for writing the nominations.) Jill said that she is the executive director of the organization but that she has no input on who receives what award; a separate committee is responsible for the awards.

VI. March Strategic Plan Items

3.2.8 *Negotiate the use of state fairgrounds for the fair activities and events.* Tamra indicated that we are currently in the process of negotiating the paving project. There was a "snafu" of having two different paving designs. Mike Paluszak had a different drawing than the one Public Works held. We currently have a state fair contract through 2025; the new project would go through 2027. Jill wants to have a meeting with them about fair expectations.

3.2.11 *Arrange for Big Name Entertainment transportation van; perhaps use one from the county vehicle pool.* Randy Houser's group is coming by bus; they won't need two 15 passenger vans as was needed last year. Joel will identify their specific needs and give the information to Tamra. Michael Mendrin suggested contacting Power (a car corporation) for sponsorship support. This could have budget implications.

4.1.1 *Respond to requests to participate that come into the fair office.. Hold Event Coordinator/Entertainment Coordinator meeting to discuss stage openings.* Joel and Jill are working on it.

4.4.1 *Inventory ribbons, order as necessary...* Denise is working on it. The question was raised about car show and BBQ contest ribbons. Denise will work with Mike Adams on that.

4.3.3 *Discuss any needed changes for 4H/FFA.* Amy will bring back to the fair board information about premiums payout at fair as FFA is still discussing it. The auction changes are noted. The sold auction animals will continue to be moved out of the fairgrounds at midnight.

4.4.5 *Place Public Competitions application and information on web site.-In process.* It was asked if the BBQ grill-off and the car show are part of public competitions. A- They are not. There are special requirements and an application/registration process to participate. Tamra indicated that the registration forms need to be posted on-line in a fillable format. The car show waiver needs to be included with the registration form. Jill will work with Mike in updating the existing documents. We will need to place a person at the event entrance gate to make sure the waiver is completed before a car show participant enters the grounds.

It was asked if the web pages have been updated. Jill responded that not all pages; until new information is available, she prefers to leave up last year's information so viewers can see what has been done in the past.

4.5.4 *Vendor issues, complaints, handholding, etc....* On-going.

Jill said that Denise had given her some information that she learned at a conference session on commercial vendors.

- Create a new image, or enhanced atmosphere, for the commercial vendor area. Market it as the "shopping place" or have "shopping this way" directional signs.
- Reach out to vendors through social media; advertise which vendors are going to be present at the fair.
- Advertise *Made in Marion*; reach out to local makers and cottage industries.
- Bring in cheese and wine folks (will need to work with Oregon Beverage on alcohol products.)
- Don't just bring in food products add new products such as applications and software.
- Bring in unique products, something you can't buy on-line.
- Infuse new ideas that come from our new members and key volunteers.

Marketing to Latino populations-

- Sunday is family day; we don't have a large attendance.
- Washington County fair does a good job reaching out to this population.
- Jill talked to Armando Gonzalez at the conference. He hires Hispanic talent; it can be rather expensive.
- We need to target inclusively, to all cultures.
- Colleen suggested reaching out to Salem for Refugees.
- Sunday is family involvement day. Jill says we need the community "to step in and shine" creating ownership; give the message, "Here's a stage; we want you to be part of the fair and our community." Just hiring a band is not connecting; it's "not honoring."
- The World Beat might be a good resource.
- Contact the churches; perhaps we put a poster in their buildings.
- Tamra noted that there is a new Latinx radio station; Levi Herrera Lopez would be a good contact.
- Jill indicated that we've had some success with translation of our fair program.

Ingalls' Report- Jill

Jill met with Jolene Kelly, the county's Public Information Officer. There are social media challenges because we are a county organization. Jill wanted to do some micro targeting for digital advertising. It can't be done this year. The government doesn't have a policy in place to allow this type of advertising. Jill said that they used it for their wine show and it was very effective.

It was suggested to do a newsletter instead. Fair goers will be able to sign-up for news that they are interested in.

Jill noted that the sponsorship documents she distributed are for member's eyes only; it is not to be discussed outside of this meeting.

Other:

It was suggested that Denise make name tents for all fair board participants as we are quickly growing in numbers.

Those interested in being on the Food Vendor Committee are Ken, Pam, Brandi, Jill and Denise. Denise will send out a message poll to find the best time for all. Mike would participate but he feels it may be perceived as a conflict of interest; the fair board agreed. He will not participate.

Mike will not be in attendance at the April meeting due to surgery; Shannon said she would be present to run the meeting.

Meeting Adjourned: 7:35 PM