

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 6, 2019 5:30 PM

In Attendance

Board Members Present: Joel Conder, Mike Adams, Pam Zielinski

Board Members Participating by Phone: Brandi Crandall, Heidi DeCoster, Shannon Gubbels, Ken Outfleet

Key volunteers: Amy Goulter Allen

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

Staff: Denise Clark, Tamra Goettsch

I. **Call To Order/Introductions**

II. **No Public Comments-** None

III. **Approval of February 6, 2019 Meeting Summary Notes-** Brandi made a motion to approve; Shannon seconded.
Motion passed.

IV. **4H/FFA Reports**

FFA- Amy

- The FFA state convention will be held at the beginning of spring break in Redmond Oregon.
- District leaders will be discussing fair at the upcoming meeting, March 11.
- FFA is to work with the Fair Foundation on arranging for the premiums at fair. They will most likely do the payout at the end of fair once the points are all gathered and compiled. (Denise said that she had invited Scott to this meeting per the chair's request; however he did not respond.)
- Amy will check with Scott as she doesn't know anything about this.
- The Fair Foundation's next meeting is Tuesday, March 19th at 5:30 PM at the Zielinski home should an FFA representative want to attend. (Shannon indicated that she would like to attend the meeting.)

4H- Melanie

- On April 2 at 6:30 PM at 1320 Capitol St NE in Salem, there will be a presentation on bio-security by Dr. Ryan Scholz. Participation in the presentation is required for all youth that plan to show an animal at the fair. (Ingalls would also like to view the presentation.)
- The 4H judges are hired. Jill requested that Melanie give her some kind of documentation regarding the judges' lodging needs for her use when speaking to area hotels about sponsorship.
- The auction committee's fair preparations are going smoothly.

V. **Financial Report-** Tamra

- Revenue has come in from commercial vendors.
- The annual state subsidy revenue has been received and is split between Administration and Operations.

- Due to recent changes, there are new line entries for “Permit & Code Compliance” and “Floor Plans and Specs.”
- Jill noted a correction is needed- move the \$2,285.70 from 525715 Promotions and Advertising Marketing (Social Media) to 525715 Marketing Campaign Coordination.

Pam made a motion to approve the financial report with the suggested changes; Mike seconded. Motion passed.

VI. **Items of Special Interest:**

Swine and Wine update- Joel

- The event will be held April 11 at the Zielinski farm.
- All of the 24 tables have been sold.
- A large (20x30) tent will be set up outside of the building for holding all of the auction items. This will make table room inside.
- Sponsorships and donations are coming in including some from Coastal Farms and Les Schwab. The question was raised as to how this might affect the existing fair sponsors. Jill requested Joel provide Ingalls with a list of the sponsors and the amount they are contributing; this will help the Ingalls in future sponsor negotiations. Tamra expressed that she appreciates the Swine and Wine’s focus on helping the kids, however there are other operational costs for the fair that are needed to be covered by sponsorships. Scott will send the 2018 sponsor list to Joel for the Fair Foundation.
- Joel will send Denise the Swine and Wine flyer for distribution to fair board folks.

OFA Spring Leadership Conference- Denise

Denise reminded folks of the OFA’s spring conference happening March 24 and 25. On the 24th there will be workshops at the Oregon State Fairgrounds. Denise will be setting up appointments on the 25th with senators and legislators. Fair board members are encouraged to attend these scheduled meetings.

The Ingalls will be out of the country at that time. Jill suggests that there needs to be a “show of force,” as the fairs need to “fight for those lottery dollars.”

Tamra noted that we can create our own talking points for the individual meetings; we attend as a group.

Pam, Ken, and possibly Shannon, are interested in attending Monday’s event.

Self-Evaluation Tool Review- Joel

- This tool is meant to be done collectively.
- It’s an opportunity to address any concerns fair board members might have.
- Denise noted that she added the, “I’d like to have a private conversation with someone” sentence per last month’s suggestion. (The private conversation would be held with the chair or Tamra.)
- The tool will be used at the end of the coming fair, in the August/September time frame.
- Mike feels that if this tool is needed, than the board has problems. He noted that he works with people all the time in his business and he has to be aware of how he is coming across to others, how he is conducting himself.
- Tamra indicated that the purpose of the document is to be a communication tool for self-evaluation; to reflect back on our own behavior. It was brought forth because, “The board has gone through some bumpy times recently.”

- Melanie noted that the private sector (Mike's example) is different than government. In the public sector you are required to do written evaluations of yourself all the time.
- Shannon feels it is a tool for encouraging good communication.
- Joel indicated that the tool will be used on an interim basis to "see how it goes."

Pam made a motion to approve the self-evaluation tool for the fair board's use; Mike seconded the motion. Motion passed.

Bylaws- Denise

Denise explained the recent changes in the Bylaws, she said that it had been sent out to all members not present in last month's meeting for feedback. A new component is establishing term ending dates for key volunteers- three years, the same as board members' term length.

Amy asked about her status as she has already been a key volunteer for 3 years. Tamra said that for the current key volunteers, re-appointment paperwork will be submitted.

Fair board member vacancies are filled by key volunteers. Joel suggested adding language to the bylaws that includes key volunteers are to be approved by the fair board before being recommended to the BOC for filling a fair board member vacancy.

It was requested that Denise make the changes to the bylaws and bring it back to next month's meeting.

Columbia Hall Hours Updates- Jill

Jill said that she and Denise have been working on communication with vendors about the changes in the Columbia Hall hours. Information is going out by email, in confirmation letters, and eventually will be posted on the web. The logistics are still to be worked out. Scott said that Ingalls and Associates will be responsible for sweeping and locking the building.

Intercept Survey- Scott

- Scott has done some research and looked into the costs of developing an intercept survey at the fair per Commissioner Willis' request. Scott will send the information to Denise for dissemination.
- It would be an exit survey, done as people are leaving the fair.
- If it's too hot, people won't stop to participate in the survey.
- Pam indicated that Agfest does similar surveys.
- This information is to be given to Commissioner Willis to see if the survey meets his needs. After he has had a chance to review, bring back to the next month's meeting for further direction.

VII. March Strategic Plan Items

1.2.1a *Discuss possible sponsors for ground's floral baskets.* Jill indicated that Fessler's Nursery have confirmed participation this year. (It was suggested that Denise remove Shannon's name as the point person and replace it with the Event Coordinator.)

3.2.9 *Negotiate the use of state fairgrounds for the fair activities and events.*-Done

3.2.13 *Arrange for a Big Name Entertainment transportation van; perhaps use one from the county's vehicle pool.* Joel said two 12-15 passenger vans are needed. (The vehicle doesn't need to have room for equipment because we are providing the backline.) Tamra indicated that she will look into it with the county vehicle pool.

4.4.1 *Inventory ribbons, order exhibit tags, update dept. classes per superintendent's requests.*- In process.

4.4.5 *Place Public Competitions application and information on web site.*- In process; Jill indicated that on March 15th the attractions will be posted.

4.5.4 *Vendor issues- complaints, hand holding sales (sell booth;) vendor/fair expectations; improved inside layout; change outside layout; re-look at food vendors' contract re: deposit.*- In process.

VIII. Other

- Scott recommends hard alcohol sales be allowed in the rodeo. This would be outside of the Woods and would become a walk-a-round opportunity. Mike made a motion to allow hard alcohol as a walk-a-round at the fair. It would not be allowed in the barns, or in the carnival area; Ken seconded the motion. Motion passed. This will be taken to the Board of Commissioners for approval.

Melanie told Scott that the sale of beer for the auction barbeque needs to be made available until 6:30 PM.

Jill submitted a budget change request form:

- Under Events and Activities \$12,225 has originally been allocated.
- Adding new activities of Puzzlemania and Pirates Parrot Show will bring that total to \$15,430.
- STEAM costs are being reduced from \$7,000 to \$3,205.
- There will be zero net change.
- The Disney characters will be doing Sunday walk-a-rounds.

The Pirate's Parrot show will be at the fair all four days; the hours of the shows will be posted.

Pam made a motion to approve the budget change requests that Jill submitted; Shannon seconded. Motion passed.

Scott brought forth information regarding shade cloth for the coming fair.

- It is expensive.
- He is doing further research, contacting other fairs who use the product.
- There is a possibility of working with a Salem vendor; it's an asphalt product.
- Areas to cover are the main stage and the picnic area.
- Traditional tents can hold 200 people on picnic tables.
- Scott will bring back more information to next month's meeting.

Tamra noted that she and Joel met with Public Works and State Fair personnel regarding the asphalt paving project in trade for rental of the state fairgrounds. The project will be done in May. She will be submitting another monetary request to the board of commissioners in next month's decision package.

Melanie confirmed with Ingalls that there will again be a fence constructed back by the gold gate.

Shannon said that the pygmy goat organization will not be returning to the fair this year. Melanie suggests putting a tractor, or some other large vehicle, up for display in the area that will be vacated.

Mike gave an update on his OFEA conference experience. He said that he and Heidi attended the event and that he appreciated the fair board's support in sending members to conferences. He felt that there were good speakers and good activities. He would like to see two acts that he met perform at our fair- a helicopter guy and Briana Renea. There was also an attendee that had recently lost his mother and was grieving; Mike was impressed as to how everyone came along side this man and showed him support.

Meeting Adjourned: 7:12 PM