

## 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

April 3, 2019 5:30 PM

#### In Attendance

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

**Key volunteers:** Amy Goulter Allen

**Guests:** Erin Carney Bell, Citizen; 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 March 6, 2019 Meeting Summary Notes-** Shannon made a motion to approve the meeting summary notes; Heidi seconded. Motion passed.

#### IV. **4H/FFA Reports**

- **4H Report-** Melanie McCabe

The OFA spring conference attendees joined the 4H *Youth Voices in Action* dinner this year. Fair people expressed their appreciation in seeing 4H kids in a different light outside of the fair. They learned about all of the other activities 4H does. (Melanie distributed a flyer to the fair board that provides this information.)

- There is an emerging interest in 4H shooting clubs.

- The Biosecurity event with Dr. Ryan Scholz was well attended both in-person and on-line. Participants were reminded of things such as don't eat in the barn, always wash your hands, etc. There is a video of the event posted on the 4H web site.

- At fair it is a club's responsibility to spray their pen panels with disinfectant. The fair only sprays the swine ring panels.

#### **FFA Report-** Amy

The spring conference was a success with 2700 kids attending; the speaker was "Walk, Ride, Rodeo" movie star-Amberly Snyder.

Amy talked with the other Ag teachers regarding holding premium payouts at the fair. They don't believe it is feasible this year as it is difficult to get all of the acquired point calculations done in time. Also they require students to help in clean-up at the end of fair in order to receive their premiums. However, they request that the kids receive their premiums earlier than October. Denise noted that they would need to work with Scott Towery regarding the time frame for getting paid, as the county waits for him to provide the information before they can cut the checks.

Amy said that she attended a recent Marion County Fair Foundation meeting representing FFA and requested financial assistance for FFA awards. She indicated that the foundation agreed to support FFA, providing matching funds as to what they provide to 4H.

**V. Financial Report- Brandi**

- The changes reflected are mostly year to date changes.
- The majority of the changes are listed under Events & Activities and the placement of monies.

Budget Change Request Form- Tamra

The Board of Commissioners (BOC) will not be hosting the Salem Area Chamber Greeters for the coming fair. We have received some quotes from caterers with \$500 being the lowest quote. A line item for this needs to be added to the fair budget. (Ingalls will attempt to find a sponsor for it.)

Jill suggested sending a request for a quote from Golden Grill Catering.

The budget request form also included increasing the security contract to \$12,100. (This was incorrectly listed as \$11,000 on the original drafted budget.) This would come out of contingency. Per the approved RFP, the security contract allows for a 10% escalation in fees per year.

Ken made a motion to approve the Financial Report as presented; Shannon seconded. Motion passed.

Brandi made a motion to approve the Budget Change Request Form providing \$500 for the breakfast at the Salem Area Chamber Greeters event and increasing the security contract from \$11,000 to \$12,100; Heidi seconded. Motion passed.

**VI. Items of Special Interest:**

Tamra indicated that she heard from Commissioner Colm Willis that he cannot attend tonight's meeting as he is detained elsewhere.

Swine and Wine Update- Pam

- All of the tables have been purchased; there will be about 200 attendees.
- They've decided not to have a tent outside; they will instead make room inside of the building for the auction items.
- The question was raised as to how a person can purchase a ticket. Answer- there are no individual ticket sales. Tables are sold for \$500 (returning sponsor) or \$600 (a new sponsor). Attendance is mostly by "invitation only." It was noted that clubs are asked to donate items to the event, but are not invited to attend.
- In past years the foundation has donated \$15,000 to kids at fair.
- It was asked how a fair board member can attend. Answer- they can buy their own ticket; Joel is the contact for identifying a seat.

Regarding getting sponsors for the event, Joel said that when Dean approaches sponsors, he indicates that anything they give does not take away from the Marion County Fair or the market auction. Ingalls will stay on top of it to make sure "the communication loop is closed." Joel told Jill that if there are any problems, to please bring them back to the fair board.

### Hard Alcohol at the Fair- Tamra

The BOC was approached at a Management Update to allow open hard alcohol consumption during all hours of the fair. They not only didn't want the hard alcohol allowed in all areas, they didn't want to allow hard alcohol at all. (The State Fair sells hard alcohol in controlled areas; it can also be consumed all over the grounds.) Post meeting, Tamra requested to have an additional discussion regarding this issue. A work session was held to discuss the roll of sponsorship that is tied to the hard alcohol. Joel and Mike attended that meeting. An additional commissioner was present who wasn't present in the first meeting. He was supportive of the request. The BOC decided to allow the selling of hard alcohol in the Woods only for this year's fair. (Perhaps this can be revisited in subsequent years.)

Jerrod Niemann will not be participating in any event in the Woods.

### Customer Service Policy- Denise

Denise indicated that this is a revised document (originally established in 2011) that Legal Counsel has now reviewed and made suggested wording and format changes.

Joel questioned the definition of "associates"? The document refers to "associates" as "fair board members, county staff, contractors, and key volunteers." All parties are to be held to this customer service standard.

Shannon made a motion to accept the revised Customer Service policy; Ken seconded. Motion passed.

### Columbia Hall Commercial Vendor Hours Update- Jill

- Jill indicated that this item also includes devising a new entry such as through the green gate. She is holding a meeting at the fairgrounds on April 10, at 4:00 PM to determine implications of changing the entry to the green gate. She wants to make sure everyone is comfortable with this and that she's not missing anything.
- Puzzlemania will be a nice draw into Columbia Hall.
- An "informational piece" will be prepared to go out to all of the vendors.
- The building will close at 8:00 PM.

Jill was asked how many booths should be identified for Rescue Row. Answer- maybe have a 10x20 area in which they can rotate through and share the hours coverage. There can be flexibility in how the floor plan is developed. They are also working on designating room for demonstrations.

### Customer Intercept Survey Update- Scott

Scott is seeking information as to Commissioner Willis' goal for an intercept survey, what does he specifically want to know. Denise said that she had sent an email to Commissioner Willis with Scott's information (from the last meeting) and asked if he wanted to give input. She said that she has not yet received a reply back. Tamra said that she will follow up with Commissioner Willis as to his interest in the survey and what outcome he'd like to see. (She said she will see that it is put on an upcoming Management Update.)

## **VII. Strategic Plan Items**

3.2.11 *Check to see if Comcast will be sponsoring internet service in the log cabin.* In process.

4.1.1 *Send press release seeking local entertainers for the community stage...* A press release is not needed as Joel indicated he has plenty of acts approaching him. It was suggested to change the wording on this in the strategic plan to

“Hold meeting between the Event Coordinator and the Entertainment Coordinator to identify openings on the main stage.” This should be held in March.

Jill noted that she has reached out to nine local performing arts groups regarding coordination of the stage’s local talent. She found that it is hard to find a time that works for all. She’s currently targeting this event for Sunday.

4.4.2 *Get public competitions sponsors; work with Marketing Coordinator.* It was suggested to change the word “sponsors” to “donations” in the strategic plan.

Tamra said that she is working on getting more community engagement in the fair. She suggests having a competition to develop the coloring sheets. (The artwork now costs about \$75.) It was proposed to have another discussion on this post fair.

4.4.3 *Organize activities for the exhibit hall stage.*

- There will be the Lego live build.
- SKEF (Salem Keizer Education Foundation) is interested in participating again this year.
- There will be no bean bag baseball this year.
- Senior Bingo will be held.
- Perhaps develop STEAM activities for seniors.
- There will be more room for demonstrations and reading programs
- No musical entertainment in the building as it is not a good fit with the vendors

4.4.4 *Hold superintendents’ meeting; assure superintendent positions are filled.* Heidi indicated she needs help with this. Supers are needed for Textiles, Quilts, Floral, and Foods. A fair volunteer coordination meeting was held today with Melinda Hautala, the new fair volunteer coordinator. Heidi said Melinda is willing to help find superintendents and that she is developing a flyer that she will take out into the community to talk with folks. She’s also going to be reaching out to volunteers by email.

Heidi noted that she is now the lead for Public Competitions, previously Bry held that role.

Tamra will send out Melinda’s flyer. She is also going to do some promotions through the all-county email and through her personal Facebook pages.

Heidi cautioned to be careful in how a person reaches out to potential volunteers as the word “superintendent” or “lead”, scares people off. Instead say something like, “We need help in these departments.”

It was suggested that past volunteers need to have their skills better matched with the tasks they’ve been given. Some highly skilled people aren’t being used to their fullest potential.

Jill will post the volunteer request flyer on the fair web page as it’s currently only located on Facebook.

4.4.6 *Send out a public competitions press release.* Jill has been working with Jolene Kelly on press releases. The first has a deadline of April 15, and goes out May 15. Jolene will also be sending out an all-county email.

Tamra will be attending a department head meeting tomorrow (Thursday) and will be giving out fair information. She will be encouraging fair participation, including an internal challenge to county staff to participate in Public Competitions.

4.6.3 *Process/sign Big Name Entertainment Contracts.* Tamra gave an update-Jerrold Niemann's contract is going through the county process; Eric has made a lot of helpful edits this year and Finance is now reviewing it. Restless Heart is also in the county system. Joel requested that Tamra provide an "ETA" as to when the contracts might be ready as the contractors are asking for them.

4.7.1 *Build on previous year's senior activities.* In process; discussed earlier in the meeting.

## VIII. Other

### Ingalls Report

Jill indicated that their monthly reports were sent out earlier in the month to Denise for distribution. Denise said that she didn't see them. (They will be found and emailed out to board members.)

### Shade Devices- Scott

Scott has done some more research on shade devices; one option is to provide 12- 10x10 pop-up tents, at a purchase price of \$65 each, around the main stage. They would be put up in the morning and then taken down in the evening around 6:00 PM. Another option is to erect trusses to hold up bands of shade cloth, keeping in mind water retention. Also working on shade for the potential picnics; an option for that is to put up 2- 40x80 tents (at a cost of \$2800) behind the floral building. This could handle 400+ people.

Scott is looking for entertainment for the Woods during the period between the main stage general acts finishing and before a national act takes the stage. He would like to see a "good rockabilly act" for two nights. There is 3-4, 20 amp circuits in the Natural Resources area. Joel said he would work on it.

Brandi suggested the Dusty Rhoads Band; they were at the Sublimity Harvest Fest this year. She might have a contact with them; she will check into it.

Another suggestion is the Brian O'Dell Band.

Tamra will seek direction from the BOC as to where they want the new financial resources used. They had originally identified three areas- shade, youth activities, and entertainment. She asked Ingalls to come up with some numbers as to where we could "add value" increasing or decreasing certain areas. Jill said \$3,000 is identified for shade in the picnic area. They are still working on shade options for the common area.

### Miscellaneous:

- Tamra just learned that the county will be charging an increase of \$500 in administrative charges to the fair.
- Jill said that she will be taking sign-ups for the AgFest booth which starts April 27. She'll send an email out regarding that. The booth can include entertainment posters since we have the artists identified early this year.

### Oregon Fairs Association Day at the Capitol Update- Ken

Ken gave an update on the Oregon Fairs Association Day at the Capitol event held March 25. He said he, Tamra, Pam, and Denise all participated. They met with House of Representatives and senators; they had talking points in-hand. All they visited with were positive and supportive of the fairs. Representative Bill Post explained how bills are moved through the process, that everything that has funding attached is easily "buried." Those items that don't have funds attached are "more of a show." Pam said that many of those they met with had participated in 4H when they were young; they have become the leaders of today.

Tamra announced that the Keizer Fest Parade will be held May 18; she is working with Jolene Kelly, in the board's office, on how to promote the fair. Business cards or paper flyers could be handed out by folks walking alongside a float. It was suggested that kids carrying small animals participate. Melanie said that 4H clubs can't participate with their animals due to liability issues, but individuals can. (There is a pet parade held just prior to the main parade.)

#### Competing Events:

- Joel announced that Cherryfest NW (used to be the "Bite & Brew") at the Riverfront in Salem is going to be held the weekend before our fair this year. The organizers say that they are moving to more of a fair-type event including big name entertainment and a carnival. This may affect attendance at our event.
- Tamra said that she was able to speak with the Family Building Blocks organizers as last year they held an event the same weekend as ours. She was able to persuade them to move to a different weekend for this year's event.
- Jill would like to see Travel Salem watch the calendar closer to help people with their event scheduling.
- Jill said that there are state statutes indicating you can't have a fair-like event in competition with the county fair. (She will get the information to Tamra.)

**Meeting Adjourned: 7:40 PM**