

Marion County Fair Board

To promote the diverse agricultural and cultural heritage of Marion County through active participation of its citizens.

Monthly Meeting

Virtual Meeting by Zoom

May 20, 2020 5:00 PM

In Attendance

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

Key Volunteers: Colleen Busch, Amy Goulter-Allen, FFA; Lesley Johnson

Guests: Jill Ingalls & Scott Ingalls, Ingalls & Associates; Abby Lewis, 4H; Melanie McCabe, 4H; Margie Tipton, 4H

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

Meeting Convened: 5:09 PM

I. Call to Order/Introductions

II. Public Comments

III. Items of special interest

Retain Romeo Entertainment Contract (Randy Houser) for the 2021 Fair- Joel Conder

Joel said that Romeo Entertainment is offering to lock in their proposed 2020 fair contract for the 2021 fair, same night (Friday night) same price. Joel wants approval from the fair board to authorize a verbal agreement with them.

Discussion Followed:

- Don't commit to it at this point in time, instead save money for next year's fair and get a big name act for Saturday night.
- We don't know the financial impact of COVID19 on next year's fair; it is too early to make the call for next year.
- We would only be making a verbal commitment, however it is "kind of binding." They want to "build their route" around this for next year.
- More due diligence is needed.
- A lot of events won't be held next year, so naturally Romeo would want to get things locked in now.
- The money for entertainment originally came from the asphalt project trade with state fair.
- State lottery revenue is way down; the state of Oregon may not have any money to give the fairs next year.
- Next year will start "a new normal"; it may not look like the fair's we've had in the past.
- It was asked if Romeo Entertainment is requesting we pay for this year. Answer- No.
- To date we have no main stage sponsorships lined-up. Sponsorship is going to be challenging next year; it's hard to project what money will be coming in.
- In the state of California all concerts are canceled for one year.

- We need more time to determine if the contract is good for the fair or not; it could be the act that anchors the fair and Ingalls could market it earlier.
- It was decided to have Joel go back to Romeo and tell them the fair can't commit to it right now, that the fair needs a few more month's to make a decision. Joel isn't confident that we'll be able to get Randy Houser again next year for the same price.

Vendor Fee Refunds Update- Denise Clark

Denise has reached out to all vendors who have paid booth fees thus far for the 2020 fair and asked their refund preference- refund all or part of fees, or have the fair retain the fees for next year. She's heard back from most of them, still waiting on a couple. Thus far \$4995 is to be returned (including one sponsor) \$875 is to be retained for next year.

4H/FFA Special Show Update- Melanie McCabe

They are moving ahead with a virtual marketing and breeding show auction via ShoWorks. Participants upload a photo, documents, and a short video. It will be an EBay style sale with on-line bidding of the animal.

- Melanie showed a PowerPoint presentation on virtual shows.
- A live animal sale isn't the best option at this time.
- A fee of \$5 will be charged for each photo uploaded.
- Entries taken starting June 1.
- The auction judging will be July 1-6.
- Meat processing starts July 11.
- Only 1 animal for each market class.
- Breeding classes will be for females only.
- For 2020 only, if their animal is purchased, youth can buy back the animal. The fee will be taken off their sale check.
- Every lot will have a pre-determined minimum bid which helps the average participant re-coup their costs.
- Meat processors expect to receive our animals on our set fair dates; they schedule in relation to other fairs' scheduled dates.
- Marion/Polk food share can still be a recipient/partner of the locker meat.
- Exhibit hall will be judged differently as they will schedule a virtual interview (through Zoom) with a judge. They will use Signup.com for the kids to sign-up for their interviews. There are no costs to the participant. Entries will be done through ShoWorks.
- No horse show at this point as they don't want to do a virtual event; may possibly do a one day (in person event) in the fall.
- Anyone student in Marion County can enter this new Marion County Youth show, they don't have to be in 4H or FFA.
- There will be no awards above a blue, red, or white ribbon.
- Ribbon packets will be given to the club leaders.
- After the statics are judged, participants will receive written feedback from the judges.
- T-shirts will have "Marion County Youth Fair" and the Marion County emblem on them.
- Amy will be helping Margie and Melanie with the FFA component of the Youth Fair.
- Margie asked Amy to send her all of the FFA chapters and their contact information to be added to the ShoWorks file. She also needs a contact person for the FFA classes they want in the system.

Mike gave Melanie kudos for all that she has done and is doing.

Sponsorship Considerations- Jill and Scott

Some sponsors may be interested in “sticking with us”; if they do, we need to identify ways to recognize them. Scott guesses there might be \$8,000-\$9000 in sponsorship money that will go to support the kids. Members need to consider how they want to distribute the money.

Marion County Farm Bureau wants to support the kids through providing the t-shirts. Some of the STEAM money may be converted to help cover part of the auction costs. Will be “diverting” the money this year; don’t want to remove it from the budget. Ingalls will be providing Face Book recognition and posts on the web site. Kids will be encouraged to write thank you notes.

Tamra noted that Melanie’s \$5900 projected costs are below what is budgeted in the 4H line item. Melanie said that she hopes she included the \$800 in ribbons expenses in that figure. (She expects the judges’ fees to come in less than she indicated.)

On-line Modified Public Competitions- Jill

Jill said that it will cost approximately \$700 for a Public Competition’s (PC) people’s choice virtual competition to be posted on-line with a “Show Your Stuff” campaign. Doing so will keep us connected with the PC base. There will be a lot of work with handling the submissions. The judges will be the public; a “People’s Choice” award will be given. We can accept or reject a project behind the scenes. We hope to get participants to join the newsletter group to expand our email list.

Fair board members working on PC will determine what type of competitions to allow, develop a short list of rules, and give directions on how to participate. Jill will market on social media and elsewhere.

Ken made a motion to authorize the Ingalls to work towards developing a virtual Public Competitions event, working within the budget allowed; Brandi seconded the motion. Motion passes.

Jill will get together with Heidi, Mark, and Colleen to determine what department/classes make the most sense to offer the public.

Fair Contracts Update- Tamra

In looking at the 2020 contracts, rodeo, 4H, and FFA are all terminating at the end of this fair year. We have two options:

1. Put one more fair year into the existing contract, extending the RFP’s for one more year. The RFP as already issued would be accepted. This would be done in August or September.
2. Cancel the contract, sending letters that say something to the effect of, “Thank you, however we are not holding the 2020 fair and we’ll see you next year.” They won’t be paid for anything this year.

We will need to be consistent, handling all of these contracts the same way.

Rodeo Discussion:

- Do we want to continue with the rodeo, a \$20,000 contract?
- We don't know what next year is going to look like; everything we do will be risky.
- If we cancel the rodeo contract, we can still re-issue the RFP next year if we want to bring the rodeo back.

Ken made a motion to let the rodeo contract expire, not extending for another year. All current contracts will have the same standard as the RFP which was issued; Pam seconded. Discussion- to be consistent we cannot extend any other contracts after this motion is passed. Motion passed.

Tamra said the county is looking into the county's insurance policy to see if we can recoup any financial losses due to a "pandemic."

Tamra said she is working out the final details of the paving contract with the state fair council; it will be a much smaller project this year. Public Works is coordinating the paving. This will go before the BOC on May 27th. There will only be \$7,000 in fairgrounds rental money by the year 2027. She acknowledged how instrument Joel was in getting this trade agreement started many years ago. She thinks we are in the final stages of paving projects with the state fair.

IV. Other

Denise asked the board's preference for meeting frequency from here on out. The board decided to go back to meeting monthly (vs. bi-monthly). The next meeting will be June 3 to get back on the regular schedule of meeting the first Wednesday of the month. (If it turns out 4H/FFA needs a meeting earlier than that, they can call a special meeting.)

Next Zoom meeting will be June 3 at 5:00 PM.

V. Meeting Adjourned: 6:20 PM.