

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

June 5, 2019 5:30 PM

In Attendance

Board Members Present: Mike Adams (by phone), Brandi Crandall, Heidi DeCoster, Shannon Gubbels, Ken Outfleet, Pam Zielinski

Key volunteers: Amy Goulter Allen

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

Staff: Denise Clark, Tamra Goettsch

I. **Call to Order/Introductions**

The fair board agreed to Denise's request to add "Commercial Vendors Selling Hemp Products" to the agenda.

II. **Public Comments-** David shared how he is promoting the fair. He is working with Cherriots to see if there can be a special bus run for the fair, "promoting that it's a way to get to the fair."

III. **Approval of May 1, 2019 Meeting Summary Notes-** Brandi made a motion to approve the meeting summary notes; Heidi seconded. Motion passed.

IV. **4H/FFA Reports**

4H - Melanie

4H is up in every species for animals with additional numbers of 49 pigs, 39 sheep, 37 meat goats, 35 rabbits, and 79 chickens. We need 18 more pens for open class llamas. There are 30 more kids this year. Horses are down by 12. Static exhibits are up also; horticulture alone has 300 entries.

We don't need to order any more shirts as they already have extra; just need to adjust some sizes.

Tamra asked if there will be more money needed for premiums. Melanie will approach the Fair Foundation about it. Judges may hand out more blue ribbons per class. Not every class gets premiums. Discussion was held on how to make ends meet with the existing money they are allotted.

Pam wondered if the Fair Foundation (FF) runs out of money at fair time, can they get more from the county? Answer- not necessarily as we can't co-mingle funds. (There is a process for transferring money using the "Monetary Exchange Form" for tracking.)

Currently, the premium payouts are \$6, \$3, and \$2.

It was suggested to give FF the option to allow for lowering of the premiums, increase the amount given, or put a cap on it. Melanie will talk to the FF first. It can then be brought back to the June 26 meeting.

Denise asked Pam if we could get the FF payment agreement document back from the chair. Pam will check into it.

Pam and Melanie won't be at the next meeting (June 26.)

FFA- Amy

Amy reports that FFA is also up based on the number of stalls requested. The leaders will meet on the 13th of June. Buckles have been ordered and work orders are in.

V. Financial Report- Brandi

- Items highlighted in yellow are year- to-date updated amounts.
- The \$1000 change for AutoCad is just it being moved to the correct line (private provider) as Public Works is no longer doing this work for the fair.

Tamra noted that on the budget document, there is a prior year comment that shouldn't be included in this year's document. Under Fair Operations Revenues the transfer from general fund for asphalt, the language "includes \$18,144.78 for asphalt" this was specific to 2018 and should be removed. (Lorrie will be notified to make the change.)

Ken made a motion to approve the budget report with the changes noted by Tamra; Brandi seconded. Motion passed.

VI. Items of Special Interest

Approval of Budget Request Forms

Denise:

- \$200 for Open Class, increasing from \$1150- \$1350.
- Internet domain name 5 year renewal \$100.85
- Printing of food vendors' Z-tape forms for \$43.25

Jill:

The budget change request form that Jill is submitting for \$16, 430 is being covered by the county's increase of \$20,000 that is being given the fair above the usual \$50,000.

- \$420 for wristbands; was accidently not included in this year's budget- there was 0 in the line item.
- The shade tents will cost \$9,310.
- The ad budget (which will include signs and day sheets) is increasing to around \$3,500.
- Jill needs budget authority to move forward on The Woods entertainment (\$2,400) and the veterans' event band (\$500) in case Joel doesn't provide any funds from local entertainment. The Woods cost of \$2,400 is for entertainment and signage. Gabriel Cox (blues) will be performing Friday night in the Woods.
- Shilo Inn has agreed to work with the fair; the lodging costs need to be increased to \$400.

The shade tents will be placed west of the floral garden for the company picnics (Diana Foods and Public Works.) A 10x30 tent will be in front of the pirates' tent and over the bleachers. There will be a shade tent over the green gate "will call" table and an 80x60 tent on the main lawn from the pavers to the main stage. The tents are all fireproof and have been approved by the state fire marshal. On three sides there will be four water misting stations.

Ken made a motion, and Brandi seconded, to approve the Budget Change Request forms as presented. Motion passed.

David suggested making sure that there is water for the bands during fair. Tamra said they will discuss it with Joel the first day of fair.

Food Vendors Compostable Requirements Committee Meeting with Garten Update- Denise

In attendance were Joel, Tamra, Mike, Brandi, Jessica Ramey from Public Works and three Garten representatives.

- Our fair recycling efforts will be called "waste less" not "zero waste" as not as much is accepted in the processing plants anymore.
- There will be waste stations placed around the grounds; they will be staffed during peak attendance hours. Scott said that the stations need to be strategically placed. (Jill is the point person; she will work with them as to placement.)
- Garten will be using a larger dumpster to contain all of the new garbage generated.
- Garten is making a flyer to give the food vendors stating what can, and can't, be used. Jill will talk to Jessie Dejager regarding their utensil use.

As "Mayor of Food Town" Mike Adams does a walk-around at fair time checking on vendors. He can't "police" what the vendors are doing, however he is aware. He has stepped in and helped a vendor purchase the right product before. Judy Skinner, with Garten, inspects what vendors are using and helps them with purchasing also.

Commercial Vendors Selling Hemp Products- Denise

Denise presented two commercial vendor applications with requests to sell CBD products (by product of cannabis/hemp.) The fair board was not opposed to having them participate.

Jill said that they have had good luck with quality CBD commercial vendors at their events in the past. Also that Marion County and the Farm Bureau have embraced hemp farmers.

It was suggested that the Board of Commissioners (BOC) might have some concerns about this as there is no vaping allowed at the fair and this product can be vaped. Tamra will take it to the next BOC Management Update for review.

Ken made a motion to move forward with a presentation to the BOC for having CBD products at the fair approval; Heidi seconded. Motion passed. *(On 6/11/19 the BOC reviewed the fair applications, and other information given them, and decided that due to the FDA not having enough proven data on the impacts of CBD*

use by humans and the vendors selling products that can be vaped, the board determined that they wanted to wait another year to see if there is more concrete FDA information before allowing CBD products to be sold at the fair.)

VII. Strategic Plan Items - June

2.2.6 Create activities schedule to help with public awareness and insure coordination. (Working schedule master list of specials, daily printout.) Working on it.

Jill needs schedules submitted to her; she has 4H/FFA and their demos. She needs the animal open class shows information that's on the work order. (Shannon said she would send her an email.) She also needs the main stage schedule. She needs this information ASAP, by this Friday (June 7) would be best. She said the website is being updated now.

3.1.2 Confirm garbage and clean-up is handled by an organization; coordinate any 4H/FFA specifics with them. Jill and Judy (Garten) will get together at the end of next week. She will make sure that there is extra staff where needed for events.

3.2.14 Submit "Fire Permit Application for Special Event/Trade Show" to the Salem Fire Dept. 3.2.15 Submit Tent or Canopy Permit Application to Salem's Building and Safety Division/Permit Application Center. Ingalls have met with the fire marshal and done a walk through. The tent canopy permits will be submitted after the fair board approves the rental of the tents.

3.1.5 Food Vendors - % sales tracking (daily z-tape pickup) It was unknown as to what this is referring. Denise will look into it; if not needed, will eliminate. *(Denise has since found that this can be included in December's "View pricing structure for vendors." 3.1.5 will be removed.)*

3.3.1 Maintain two information booth notebooks- Working on it.

3.3.2 Improve "signage" throughout the fairgrounds- directing people to commercial exhibits, posting prices at ticket booths, etc. Jill indicated that they are working on improving signage and have increased the dollar figure in the line item. In closing Columbia Hall early this year (8 PM), there will be signs indicating "Exit this Way." There will be signs placed on the doors that indicate the hours of the building. Will place more signs indicating what's in the buildings; she said every year a few more signs are added.

3.3.3 Increase communication around gates, parking, camping and tickets. We are always working on this. There need to be more ADA parking signs including at the blue gate. Yellow gate will have "no public entry" posted.

VIII. Other

Ingalls Reports:

Scott noted that they have \$84, 850 in cash for sponsorship agreements; with “in-kind” it comes to a total of \$136,000.

Melanie indicated that Highway Fuel is interested in sponsoring shavings. Scott said that he can do a budget reducing in-kind sponsorship with them. (4H orders 45 units of shavings.)

Fair Exit Survey

- Scott has the questions and figured the cost for producing an exit survey; it will require another budget change request form. He said that it would cost \$2,760 to use an electronic tablet with trained staff. (It would cost less to use volunteers and do it on paper.)
- Tamra suggests going out for a grant for future fair surveys.
- Scott said that from a marketing standpoint, he’d design different questions.

(David says 700 people watch his wrestling television show on Channel 22. He suggests that it can be used to get more people to come to the fair.)

Survey Suggestions:

- Brandi noted that it will take additional staff to do the survey.
- A paid staff member could do it by tablet instead of paper.
- Tamra suggested an “organic process” where people write down on a surface answers to questions such as “What did you like about the fair?” or “What would you like to see at the fair?”
- Add surveys to day sheets for providing feedback.
- Clackamas County is using the electronic kiosks; Melanie will look into it.
- Hold the surveys by the food vendors where they have to stand and wait in line.
- To get a valid sample, you only need 428 participants for a representative sample for overall.
- Scott read allowed the current questions. Scott suggested giving the questions to the commissioner (and the costs associated) in order to determine if the fair board should move forward on it.
- Scott would like to see the survey done elsewhere like at a mall; it could be a marketing ploy.
- Jill would rather do an outside survey versus an internal survey next year as they could put together a better report.

Brandi made a motion to pre-approve \$2,760 to come out of contingency should the BOC approve the survey. Ken seconded. Motion passed.

Jill reported that Ingalls & Associates have arranged for ice at the fair. As a fund raiser, Salem/Keizer FFA sells it and delivers it. The Ingalls lose money on it every year. She talked with Melinda today about having the ice sold through the volunteers at the information booth. It requires renting a cooler trailer and paying someone to handle it. The ice process hasn’t worked for 4 years now. A vending truck would be perfect. Jill will approach the state fair provider and see if they would like to help us out.

Denise said that the BOC 2019 fair highlights presentation will be held at their regular board session on June 26. Those interested in attending are David, Ken, and Mike Adams.

Veterans' Event Update- Ken

- Ken has three pallets of SWAG arranged for.
- It was suggested that the military have a booth/table in the barns to reach students.
- An "invitation" to the veterans' ceremony and opening night kickoff event is available.
- They have a band (local talent) which will play traditional music.
- Planned events include a national anthem singer and the Pledge of Allegiance.
- Oregon National Guard color guards will be wearing their combat uniforms.
- The guest speaker is the new director of the Oregon Veteran's Association.
- Awards presentation to the BOC by Employers Support of Guard and Reserve (ESGR) an organization that helps hire veterans.
- Emcee is Ken, with Scott as the back-up.
- Ken would like to see guard kids involved with fair kids. Melanie said that both 4H and Operation Military Kids jointly attend the summer conference the end of June.

Misc.:

Set-up Crews are scheduled for July 1-3 and July 8-10.

Tamra noted that the work crew and setup with the tents is going to require more man-power. She asked if the set-up crews are aware of this. Jill answered that yes, she is touching base with them and that there are some challenges.

Tamra reported that the carnival pre-sale wristbands costs and the rides will remain the same, there will be no impact on the budget. Work on the 2020 Carnival RFP for the fair is starting. Jill recommended that carnival personnel also receive a phone call as this time of the year they are all so busy and may not see their mail.

The Public Works Environmental Services' recycle calendar contained the wrong dates for the Marion County Fair. It was recommended that the fair dates be sent to them in September. Denise said that she had spoken to them about it and they reported it is produced by an outside company that just plugged in those dates; they will pay particular attention to it for next year.

Meeting Adjourned: 7:50 PM