

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

August 2, 2017 5:30 PM

In Attendance

Present: Heidi DeCoster, Shannon Gubbels, Nathan Leao, Dylan Wells, Pam Zielinski

Key Volunteers: Amy Goulter-Allen, FFA

Staff: Denise Clark, Tamra Goettsch, Commissioner Janet Carlson (BOC Liaison)

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

I. **Introductions**

II. **Public Comments-** None

III. **Approval of Meeting Summary Notes-** Shannon made a motion to approve the June 28, 2017 Meeting Summary Notes; Heidi seconded. Motion passed.

IV. **FFA Report,** Amy- The post fair report has been submitted to Denise. No issues to bring forward.

4H Report, Melanie- The fair went well. The 4H post fair report has been submitted along with the 4H invoice and supporting documentation. The judges' cost alone was \$9,000; they had to hire an additional sheep judge due to a judge having to leave early. The auction went well; more money was raised this year than in previous years.

Dylan thanked Amy and Melanie for their good work.

V. **Financial Report,** Tamra- The budget document distributed is just a preliminary look at the financials; there is still financial activity yet to be documented.

Revenue:

- Gate receipts are down approximately \$10,000 from the 2015 fair high. (However, there is still some revenue due in.) Variables that affect this figure are:
 - Afton Ticketing is paid up-front now out of the gate receipts. (Daniel will add a note reflecting this in the document.)
 - The Children of Promise tickets JE (Journal Entry), which is a transfer of money, still needs to be done.
 - 4H gate revenue has not been received.
- Sponsorship- Approximately \$7,000 is outstanding.
- The Permitted Activities revenue is not reflected; it was paid at fair time. (Denise will check with Daniel.)
- Zero Waste income of \$18-\$20,000 is still to be reflected.

Attendance:

- Brandi's preliminary attendance figures spreadsheet was distributed; it still needs to be finalized.
- Jill felt that the 4th of July landing on the Tuesday of fair week affected fair attendance.
- Daniel and Denise are reconciling Afton's numbers and our attendance figures.

Operations:

- New payments since last month's report were reflected in yellow.
- Shannon stated that \$250 in vet fees still needs to be paid out for the open class animals' vet check. She'd like to see \$1,500 remain in the line item for next year's budget. (\$1,200 of that figure is for shavings/haul-out from the Fair Foundation.)

Tamra explained that the Fair Program Coordinator (Denise) salary and benefits costs won't be shown in the upcoming budget document because it's paid fiscally; the budget document goes from fair to fair. The balance sheet shows county entries of \$50,000 (Operations) and \$47,557 (Administration.) The Fair Coordinator total costs are around \$52,000 annually. That Administration revenue will stay with the Community Services Department Budget to cover the cost of Denise's position; it won't appear in the fair's budget in the future. Only the fair temp wages will come out of the fair budget.

2017 fair temp (office staff) wages costs were down because there were hiring issues and delays. Also, Denise cut back on the temps' hours and had each temp work just half days (4 hrs.) until fair week, in which they worked 8+ hours per day. In reviewing issues regarding the earlier closing of the fair office, there was just one incident in which the gate personnel couldn't figure out how to sell tickets to a senior; the customer was sent to the fair office to take care of it, but the office was closed.

A savings of \$1,500 for the fair's insurance premium is due to having the insurer address just the operating budget, not the full budget, when calculating the premium.

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

Budget Change Request Forms-

1. Big Name Entertainment Lodging Change

Jill explained that a sponsorship was negotiated for rooms at the Red Lion Hotel for \$2,000 to cover the Barn Yard Adventures and the Big Name Acts' Lodging. The total came to approximately \$3,700. Enough rooms had been reserved, but then more were required once the big name acts arrived. The increased amount needed is \$631.28.

Melanie said that 4H would not be using Red Lion again next year. The rooms were bad (moldy, and not clean) and there were invoicing problems. (The Night Ranger manager went through four rooms before they met his satisfaction.)

Jill has reached out to Double Tree for next year's room sponsorship.

Heidi made a motion to increase the Big Name Entertainment & Barnyard Adventures Lodging by \$631.28 and decrease the carry over by the same amount; Shannon seconded. Motion passed.

- ### 2. Post fair, Joel told Tamra that the Big Name Entertainment food expenses were greater than budgeted. Tamra edited the contract before signing stating that we would accommodate requests that were within our budget. Joel returned unused supplies that were purchased. Big Name Entertainment is \$1,450 over budget. Tamra noted that next year we need to negotiate what we will, and won', accommodate with each act; we need to

manage overall costs. Jill said that based on her experience, entertainers put all requests in the contract rider just to see if they can get it. These need to be negotiated harder in the future.

3. Big Name Entertainment Transportation- Tamra mentioned that Joel has been responsible for the transportation in the past, and at times, paid out of his own pocket. He submitted receipts for these costs this year. In addition to the cost of the van itself, we were charged for high mileage due to the number of trips that were needed to get the band to the fair. Next year, perhaps we can negotiate a van through the county's van pool. (We will add to the Strategic Plan for March- addressing the Big Name Entertainment transportation.)

There were some issues in which the volunteers helping back stage for Night Ranger were treated poorly. People felt that Romeo Entertainment could have been more helpful. Tamra addressed her concerns with Eric during the fair. Jill said she also had a conversation with Eric regarding security coverage needs and she told him those type of requests need to go through her. More conversation needs to be had with the security company regarding chain of command.

The Big Name Entertainment VIP passes were not agreed to contractually.

4. Janitorial services (ABC Windows)- With more fair attendees this year, there were more bathroom issues. Also the catering caused more janitorial needs. Melanie said that the barns' area bathrooms needed more attention; however, it was better than it has been in the past. (Jill was pro-active in asking ABC to increase their staffing numbers for Friday and Saturday nights this year.)

Pam made a motion to increase the Big Name Entertainment catering and janitorial services by \$831; and increase Big Name Entertainment Transportation by \$230.51; Heidi seconded. Motion passed.

| Budget Item | Budget Change | Taken From |
|--|----------------------|------------|
| Big Name Entertainment & Barnyard Adventures Lodging | Increase by \$631.28 | Carryover |
| Big Name Entertainment Transportation | Increase by \$230.51 | Carryover |
| Big Name Entertainment Catering; and ABC Janitorial Services | Increase by \$831 | Carryover |

VI. Items of Special Interest:

OFA (Oregon Fairs Association) Awards- Dylan strongly suggested that our fair submit nominations to OFA to showcase the great things that go on at the Marion County Fair.

Category Nomination Suggestions:

- Business Fair Supporter:
 - Adam's Rib Smokehouse- Mike Adams showcases the fair from Facebook and speaks publically about the fair at Chamber Greeters. They also provide sponsorship money and in-kind to the fair.
 - K&E Excavation was also suggested as they do sponsorship; bring in equipment to hang the barns' ceiling signs/banners; store and haul the weigh-in scales; John Kuenzi (owner) is president of the auction committee. They also send the 4H mailings out of their office.

It was decided to go with K&E as the nomination for this year.

- Local Fair Supporter- Marion County Fair Foundation (4H premiums, shavings/haul-out, market auction, Herdsmanship Award; youth open class premiums.) Will not include the swine and wine event as that has been previously submitted.
- Youth Local Fair Supporter- Marion County Farm Bureau (t-shirts, support for STEAM)
- Youth Project Award- STEAM (recognize SKEF in this and include a list of other partners.)
- Fair Premium Book/Fair Schedule can be submitted
- Marketing/Advertising Entries- Ingalls can showcase the website, TV, Facebook (reached 50,000 people.)
- Fair Board Member of the Year- Tamra feels that it is important to recognize someone annually, rotating the nominations. Tamra encouraged everyone to send her their thoughts on who might be a good candidate.
- The “whoops” award could also be done privately if a person wants to send suggestions to Tamra.

Tamra asked everyone for help in writing these nominations. Melanie said that she would write the nomination for K&E Construction.

The due date to submit the nominations to OFA is September 20. Please have the written nominations to the Community Services’ office by September 15. They can also be brought to the September 6th board meeting.

Commercial Vendor Feedback Forms (previously distributed):

- The vendor feedback forms received were emailed out to everyone earlier for review.
- Denise said that all commercial booths are to show proof of liability. She suggests Rescue Row participants should do the same. Some Rescue Row organizers said that they won’t be able to participate next year if it is required of them. Denise will research this with the county’s risk management to see if there are any options.
- Change commercial vendor booth fees? No, it was decided to leave as is; the fees are comparable to other fairs.
- To consequent those who do not keep their booths open all hours of the fair, change the *Rules Governing Commercial Vendors* to include wording similar to “Prior performance may impact future participation.”
- The vendors that left early on Sunday were DISH, the Board of Commissioners’ booth, and Love Cosmetics & Health. Those known to have not kept fair hours during fair were outside vendors Lularoe and Aveti Arts. If anyone has information as to additional vendors who did not comply with any of the *Rules Governing Commercial Vendors*, please give that information to Denise.
- Add to September’s agenda- discussion regarding closing the commercial exhibitors’ building (Columbia Hall) early.

Keeley letter:

A copy of a letter Denise received from Dan Keeley was discussed. The letter was written to the market auction committee (with a cc to Denise) regarding white ribbons given to hog projects. Dylan received a phone call from a grandfather concerned that his grandchild’s project (hog) was not allowed to go through the market auction because it received a white ribbon. Dylan gave the grandfather Melanie’s contact information.

Melanie said that there were only two white ribbons given for hog projects this year compared to 11 last year. The judges are fair and qualified in determining the ribbons a project receives. 4H takes recommendations on who to hire. Last year the hogs’ judge was well received; the judge was personable and gave good instructions. Melanie indicated

that they hire from all over, including outside of the state. Their judges are nationally known and qualified. Everything is judged on a standard. If the project meets the standard a red ribbon is given; exceeding the standard receives a blue. Those that received a white ribbon did not meet the standards. There is also a weight standard. This has been the standard used for 20 years.

Shannon feels that this is a market auction issue and not a fair board issue.

Included in the letter was a complaint about the music being too loud during the Friday night concert. Everyone agreed it was too loud.

2017 Herdsmanship Awards:

The Fair Foundation received information from Melanie as to who the Herdsmanship payout was to go to. They paid out to two different groups. Melanie said that the one group that was chosen (Silver Adventures and Livestock) split up the responsibility; they took one barn, and that "Camelids & Critters" took the other. The question was raised as to who is the authorizing body that determines what group is to receive payment. The fair board received just one application (Silver Adventures and Livestock) by the submission deadline and selected the one applicant. After some discussion, it was decided to leave the process as is; applications come to the MC Fair Board for approval who will then notify the MC Fair Foundation who is to receive payment.

Marion County Dairy Women Credentials

The Marion County Dairy Women are a non-profit food vendor. Denise said that each year, Jesse DeJager, comes into the fair office to purchase the credentials (extra tickets) needed to get the organization's volunteers into staff the booth. Jesse is concerned about the cost to the organization. They spent around \$270 for additional entrance tickets for the volunteers this year. Jessie told Denise that she isn't required to buy any credentials for the volunteers for the state fair. It has been suggested that Marion County modifies its rules regarding entry credentials for non-profits, such the Dairy Women. The board authorized Denise and Jill to get together to come up with a proposal for non-profit booth entry credentials.

VII. Strategic Plan Items

4.6.6 Hold an August fair recap meeting to address the positive and negative components of the most recent fair- In process.

4.6.7 Members to submit their attendance numbers at the August recap meeting if have not already done so- In process.

3.2.3 Evaluation of contracts- Identify which contractors are eligible for renewal. Determine which services should be competitively solicited before the following year's fair. The Zero Waste agreement may, or may not, be a contract; it is currently a grant. It's on the contracts list so it won't be forgotten. It's on Sarah's (Contract Coordinator) list to potentially go out for bid for the Zero Waste project for next year.

Commissioner Carlson suggested that a discussion be held with Garten as to what is required at our fair. The fair board should have some say as to what degree of waste that it is willing to accommodate; it can be negotiated. Tamra has talked to Will Posegate, Garten's Recycling Services Manager, about this. In the fall further discussion will be held as to where to go from here.

Dylan is concerned about the increasing cost of the Garten grant even though Marion County Public Works is picking up the cost.

The fair board would like to go out for another security RFP (Request for Proposals) restructuring it so that there is an RFP for security and one for gate entry/cashiering. This may bring in more responses; finding one company that does both is limiting. There were a lot of problems with gate entry including people getting in without any credentials. Banks and rotary groups are willing to do gate entry; perhaps this could even be a sponsorship.

Shannon made a motion to put out an RFP for security and ticket taking (cashiering) as two different contracts ASAP; Heidi seconded. Motion passed.

Afton is researching whether they can provide its own staff for events, having them do the cashiering on its devices.

It was also suggested to go out for bid for the entertainment booking agent. It was noted that our contract is with Romeo Entertainment; a different booking agent can also be requested. Joel needs to be present before a decision can be made.

Tamra will let Sarah know that we might be going out for these RFPs. The booking agent discussion will be put on the September agenda.

VIII. Fair Recap- What went right/wrong:

- Include title on member name badges (fair board member, staff, etc.)
- Denise noted that no written complaints or requests for refunds were received this year; so that is one indicator of a successful fair.
- A coloring contest participant complained that they should have received a premium payout (\$6) for the blue ribbon on the project. Heidi took responsibility for this; in the future, superintendents will try to be clearer on premium eligibility.
- Market auction- the aisles need to be wider between the pig pens for people to get through.
- Market auction- there needs to be bleachers for seating on three sides of the arena. The auction pen layout will be changed next year.
- Sunday evening's load-out went well. Participants were allowed to leave at 5:15 PM and they were happy about that. Shannon gave kudos to Jill and company for this.
- Dylan felt that the concerts were "great" and that vendors were happy. He said the fair felt very successful.
- Jill was disappointed in the veterans' groups' organization for Thursday's Veterans' Tribute. There was not enough publicity and therefore limited participation from the veterans' community. She felt this affected Thursday's attendance numbers.
- The theme days went well; Jill thanked everyone for focusing on the concept of the day.
- Sunday didn't come together as well as Jill had hoped.
- The Real Heroes area looked great this year; the flags were a nice addition.
- Heidi felt that the first annual Lego build contest went well; there weren't as many participants as expected but she expects it to go better next year.
- The public competitions entry process needs improvement. The intake folks didn't have the information they needed; the volunteers needed better instructions. Better customer engagement was expected. With only one day for in-take this year, a lot of issues came up. Need to have the entry period go later into the evening to accommodate those that work for a living. Also need to work out the new ShoWorks program bugs.
- Denise noted that the number of participants/entries in public competitions were up; all the marketing made a difference.
- Heidi wants to improve the coloring contest process.
- The 4th of July negatively affected the public competitions entry process this year.

- The talent show (Teen Idol) organizers are a challenge to work with; we would like to see better communication. They do, however, put on a good show. The organizers receive \$275 for prize money and \$900 to put on the adult talent show.
- It was suggested that we could do a karaoke contest instead of a talent show. In some fairs the karaoke contest participants are pre-qualified with eight weeks of tryouts. There is still a cost in having someone coordinate it.

IX. **Other:**

Ingalls' Report-

- Jill is in the process of submitting invoices to the county; the final media invoices will take a while.
- During set-up a food vendor broke a hose and a forklift driver "took out" a pipe.
- The Dairy Women's barn awning was damaged, but it was after our event so not our responsibility.
- The sponsor payments are almost all in.

The Alaskan Pig races had huge crowds and had a good commentator.

The Barnyard Adventures did well; a lot of good activities.

The petting zoo didn't have as many animals and they didn't look as good as they have in the past.

Board members were reminded to save the date on the Volunteer Appreciation Event, September 14; location TBD.

Tamra noted that the fair volunteer process went well and that Mary Grim is utilizing the Volgistics (volunteer data base software) program efficiently.

David Beem was an enthusiastic volunteer this year, however, he needs clearly identified tasks that maintains his attention and provides focus. Perhaps next year a volunteer can be assigned to assist him.

Shannon noted that Godfrey Nursery is interested in a flower sponsorship for the 2018 fair. She asked that this be added to the Strategic Plan for March.

Everyone was thanked for their great work at this year's fair.

Meeting adjourned: 8:35 PM