

## Marion County Fair Board

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

### Monthly Meeting

Held outside at Ken Outfleet's Home and also  
a virtual meeting by Zoom  
August 5, 2020 5:30 PM

#### In Attendance

**Board Members:** Mike Adams, Mark Banick, Brandi Crandall, Shannon Gubbels, Ken Outfleet

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

**Guests:** Jill & Scott Ingalls, Ingalls & Associates

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

**Meeting Convened:** 5:40 PM

#### **I. Call to Order/Introductions**

#### **II. Public Comments-** None

**III. Approval of July 1, 2020 Meeting Summary Notes-** Mark made a motion to approve the meeting summary notes; Ken seconded. Motion approved.

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

4H- Melanie (submitted a written 4-H virtual fair recap)

- There were a total of 416 exhibitors between 4-H and FFA.
- 207 animals went through the Market Auction, the total as of Monday, August 3, 2020 is \$455,224.
- The Woodburn Livestock Exchange was used as the transfer site for Market Animals, this went very well (Amy was there as well and can give more detail)
- T-shirts and premiums were handed out through our office the week of July 20<sup>th</sup>.
- The Marion County Fair Foundation provided \$6.00 for Blue ribbons and \$3.00 for Red ribbons for breeding animals, small animals and Exhibit Hall exhibits. Each youth who sold a market animal (large animal) received \$20.00. Pam and Amy were there to help hand those out.
- The total spent on judges for 2020 was \$2184.00 (spreadsheet attached), this was our only expense for 2020. We chose not to order ribbons or special awards.

FFA- Amy

- All animals in the auction sold.
- The Woodburn Auction Yard was great to work with. They staged the animals there. They were finished with the animals being brought in by noon; then the processors came and picked the animals up after that.
- The animals were all set at a minimum bid and but most kids received an "add on" figure.

- There were repeat buyers from past years; be sure and give them your business wherever possible.
- Parents were very appreciative of organizers putting on the virtual fair.

## V. Financial Report- Brandi

Activity since last month's report:

- Some sponsor fees were received.
- Expenses for the public competitions' virtual show

We are looking at an operating loss of \$10,000.

Tamra indicated that there is still some outstanding activity that will affect the budget:

- A transfer of county general funds of \$85,000 (\$70,000 for Operations and \$15,000 for asphalt materials)
- Approximately \$2200 in payment for 4H judges
- OFA membership fee of \$2000
- 4H premiums cost of \$3,000 (Fair Foundation will invoice us.)
- FFA premiums are still to be paid.

Mark made a motion to accept the budget report as presented; Ken seconded. Motion passed.

## VI. Items of Special Interest

### Virtual Public Competitions Update- Jill

- Jill thanked everyone for their input on the virtual fair.
- There were a good number of participants.
- Winners were chosen by popular vote; the shares worked in reaching a participant's contacts.
- The number of hits was "pretty high."
- There is interest in moving this concept forward to the next fair.
- It was a "popularity contest" which generated good traffic; it may have brought in new people that don't usually come to the fairgrounds.
- To make it more official, can have people submit photos that judges can judge properly.
- The public competitions committee will work on something similar for the coming fair.

### Anticipating Impacts for the 2021 Fair- Jill/Tamra

Jill noted that serious planning and assessments are needed for going forward. We need to consider the risk and impact in every aspect of the fair; assessing with COVID19 in mind. They have been attending informative webinars.

Things to consider:

- Financial impact- will people come?

- There will be more costs in keeping attendees healthy.
- The public is starting to get tired of virtual events. Some things may still work, but interest in the virtual concerts is starting to wane.
- Some big suppliers/businesses are going under; this effects sponsorship.

Scott reiterated that the fair board needs to evaluate every aspect of the fair. We need to save everywhere we can. We need to scale back; probably not have a main stage act. He said to think “Old Fashioned Fair.”

Mike noted that as a sponsor, he is doing 10% of the catering business that he usually does by this time of the year.

Scott has the tools to help the board walk through mitigating the risk (a risk/reward assessment tool) to identify the least risky activities.

Jill suggests the board meet earlier than the November annual retreat to plan the next fair.

Crook County, in Prineville, is holding their fair and Wyoming State Fair will also be held. Perhaps we can learn from them.

Brandi asked if we should still use the state fairgrounds due to the costs associated and possible regulations they might put into place.

Jill said we need to plan for new scenarios for everything. The fair is going to look different; maybe use a different part of the state fair’s footprint. We need to have a back-up plan.

The cost would be prohibitive to build the fair somewhere else if there is not already some infrastructure in place.

Tamra noted that we have a contract to use the fairgrounds through 2027 through our pavement trade agreement. This year was zero against that account with our fair being canceled. She rewrote the contract with them to indicate that if we cancel future fairs, the rental agreement moves forward to the next fair. The rental cost has been \$40,000 for many years. Last year the State Fair Council said that they wanted to increase the fee. She negotiated that any increases in rental fees be capped at \$45,000 for 2026 and 2027 as we cannot afford anymore beyond that. If fees go down, she can still go back to them to negotiate our facility use fees.

Tamra is concerned that the CAP tax is also affecting businesses and sponsors.

It was encouraged that now is the time when board member’s relationships with businesses matter. Everyone needs to “go arm-in-arm with Scott” to reach new sponsors. We need to target more sponsors with smaller contributions versus relying on only the big sponsors.

Jill suggests that we have a mini retreat in September to put all the fair options out there and then in November make decisions accordingly. (Ken said we should call it a “Pretreat.”)

Jill indicated that there are so many moving parts going forward that the board needs to meet as frequently as possible, “pivoting” as needed.

Mark noted that Salem/Keizer Pickle Ball is holding a tournament in October in the pavilion at the fairgrounds with 300 teams expected to participate. We could see if that “pans out without any issues”, he suggests that we could “piggy back” on that in the summer.

Jill indicated that the “fight” continues at the state level to keep fair funding; lately it sounds like the lottery dollars will be cut.

Jill said all elements of the fair need to be considered, such as no carnival or concerts and public competitions implications.

Members were encouraged to email in new fair ideas to Denise for consideration in developing the agenda for the “Pretreat.”

Options for where to hold the “Pretreat” were the county’s Senator Hearing Room, Keizer City Hall, and a board member’s home; we’ll decide at a later time.

Denise will send out a Doodle poll to find a date that will work for all.

It was suggested combining September’s monthly meeting with the “Pretreat” as there is not much regular business to do at this time.

Some folks are not available any of the Saturday and Sundays in September; a work day evening is best.

**VII. Other- None**

**VIII. Meeting Adjourned: 6:34 PM**

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