

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

September 6, 2017 5:30 PM

In Attendance

Present: Brandi Buxton, Joel Conder, Heidi DeCoster, Shannon Gubbels, Dylan Wells, Pam Zielinski

Key Volunteers: Amy Goulter-Allen

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

Guests: Jill Ingalls, Ingalls & Associates

Meeting convened: 5:37 PM

- I. **Introductions**
- II. **Public Comments-** None
- III. **Approval of August 2, 2017 Meeting Summary Notes**

Discussion on summary notes:

Pam requested clarification on the budget change request form regarding the lodging overage. Jill provided the following information regarding the Red Lion Hotel invoice:

Big Name Entertainment Lodging	\$3,209.83
Barnyard Adventure Lodging	\$548.45
Total:	\$3758.28
Less Sponsorship	\$-2,000.00
Balance:	\$1,758.28
Charged to Activity #525930 Barn Yard Adventure	\$-200.00
Charged to Activity #525925 Big Name Entertainment Lodging	\$-927.00
Remaining due on invoice	\$631.28

Joel asked for clarification on the mention of food expenses (for Big Name Entertainment VIP) being greater than expected. Joel thought that he had requested a budget change increase at the June 28th fair board meeting. He also feels that all of the financial issues that came up were directly related to Night Ranger being difficult to work with.

Joel asked for clarification on the Big Name Entertainment VIP passes not being agreed to contractually. The fair printed 30 free entrance tickets for the VIPs. In addition to those tickets, an additional list of names of people was brought into the fair office for free entry. This was above and beyond our agreed upon contract. Also, the fan club VIP free entry wasn't part of the contract; those folks should be paying at the gate. The Big Name Entertainers are authorized to provide free back stage packets if they so choose, but not free gate entry.

Shannon made a motion to approve the August 2, 2017 Meeting Summary Notes; Heidi seconded. Motion passed.

IV. **FFA Report-** Amy. Nothing to report other than the final “paperwork” (premium payments and invoice payment) has been “worked out” with Denise.

V. **Financial Report-** Brandi

- The YTD changes are reflected in yellow on the document.
- Currently the total fair revenue is \$261,163.56, approximately \$9,000 over what was expected.
- Total expenditures are \$280,930.33, however not all expenditures have come in yet.

Permitted activities- the dollar figure is down this year as we only had one permitted activity, the Inflatables. Last year this line item also included the camel rides. (Denise will have Daniel add a note to this effect to the line item.)

Permitted Activities- Madgek

- We will request that they provide z-tapes, or some other method of accounting, for their sales in 2018. We can be flexible and are willing to work with them regarding their accounting method.
- Roll tickets could be used; we record the starting ticket number, with a ticket being given for each sale and then we record the ending ticket number. (They provide unlimited “ride” bracelets for \$20.)
- Perhaps we require a flat fee from them.
- We may be going to chip enclosed bracelets for gate entry; perhaps these could be utilized with the permitted activities.

Garten services showed an increase of \$200 over last year’s costs. Tamra removed from their 2017 contract sponsorship tickets because we are paying actuals now; there is no sponsorship component. There will be an upcoming meeting regarding cost saving measures we can take for 2018.

Promotions- most of the invoices have been turned in, just haven’t been paid out to Ingalls yet. (Ingalls pay up front and then get reimbursed.)

The EMT cost (\$4400 is the amount they quoted) is listed in case it doesn’t get sponsored. Falk brings an ambulance; the cost would be lower without it. They like to use our fair for training their employees for state fair.

Denise noted that the Real Heroes (Grand Safety) JE has been completed but isn’t reflected yet. It will bring that line item to \$239. Also there is a duplicate entry of “Commercial Space Rental #332200” that will be removed. The 2017 Open Class Premiums paid by the Fair Foundation is \$519.

Jill noted that under *Grounds and Utilities* there will be no invoices for the wheel chairs and golf carts as they ended up being sponsored.

The plumbing bill from state fair is higher due to some broken pipes. The Sheriffs’ department and a food vendor each broke a pipe during set-up.

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

Budget Change Forms- Jill

Grill-off correction- over budget \$92.93 not \$69.47 as listed on the budget change request form. The cost of swag bags, prizes, and the meat was higher than expected. It was suggested pursuing a donation for the meat early in the year. Jill indicated that the Beef Council and Cattleman’s Association are both good at giving towards the purchase of meat. An excessive amount of meat is being purchased with the participants taking home un-cooked meat. Less meat should be

acquired. Adam's Rib has been interested in sponsoring this event in the past. Brandi motioned to increase the budget by \$92.93 for the grill-off expenses with the money taken from carryover; Heidi seconded. Motion passed.

Plumbing- overage due to broken pipes. Tamra will look into whether the fair's insurance policy will cover the costs. Ingalls need to be reimbursed for this ASAP. Heidi made a motion to increase the plumbing line item by \$731.78 with the money coming out of carry over; Brandi seconded the motion. Motion passed.

Volunteer shirts increased by \$398 with the amount taken from carry over- Brandi made the motion; Shannon seconded. Motion passed. *(In researching this, it was found that this was already approved in the June 28th meeting.)*

Jill is requesting \$1,000 reimbursement for Ingalls & Associates coordinating the Real Heroes event. Sarah Spinks (Contracts Coordinator) needed more information before paying. Tamra indicated that this was an added element to Jill's scope of work such as "and other approved activities by fair board" wording that would be in her contract. Tamra said that she will take care of it, that Jill doesn't need to submit a budget request form.

VI. **Items of Special Interest**

2018 Suggested Changes- Denise

Denise had emailed out a list of the suggestions that came into the fair office. Discussion was held on two of the items:

#6. *4H Camping shouldn't take up customer parking areas-* Jill indicated that the 4H camping can be tightened up in order to get more public parking out of the area. Jill will work with camp coordinator, Carrie Gunther. Also, the parking crew can do a better job in assisting people in parking also. Brandi suggested using the orange parking area; opening it up on large flow days.

#12, 13. *Provide better notification of events/activities in handouts to fair goers.* Jill is willing to make these changes; she would like to revisit having the Statesman Journal produce the program as it may not be the most effective in reaching our fair goers.

Grill-off ribbon. The winner of the 2017 Grill-off called Denise asking how she could get her ribbon. We do not provide ribbons for the grill-off traditionally. Nathan asked that the issue be brought before the fair board. The board decided Denise should give her a ribbon out of the current inventory. For future contests, guideline information should clarify that no ribbons are provided for this event.

Commissioner Carlson requested that the gate attendance/revenue spreadsheet be sent out in a timelier manner following fair. She also asked that once available, the information be brought to a Management Update. Brandi apologized for the delay this year and said she will get it done more quickly next year. The commissioner clarified that she doesn't need the revenue/expenditures report until it is complete, like in November or December. (Tamra asked that this be added to the Strategic Plan for June- to identify a date for the information to be presented to Management Update.)

Commissioner Carlson observed that in looking at the carnival revenue statistics over the years, it appears the percentage of "our take" is going down. Discussion was held on the changes in the carnivals over the years including their costs going up and the change in rides provided.

Herdsmanship scholarship and pygmy goat requirements discussion:

- The pygmy goat responsibilities and the Herdsmanship scholarship should be two different entities.

- Shannon will talk with the pygmy goat organizers and have them identify how to take care of these responsibilities themselves. She doesn't want to lose their participating in our fair.
- Will keep the Herdsmanship Scholarship as is.
- Jill said that there may be other organizations that are willing to do the tasks to raise money; groups like the cheer leading or wrestling teams.
- Amy will discuss it with FFA leaders, asking them to identify students not showing animals at fair time. (Denise will check the wording on the MOU regarding our providing assistance to them on clean-up.)

November Work Session- It was suggested to hold the work session outside of a regular board meeting for more time to "brain storm." Suggested date and time- Sunday November 5 at 10:00AM; location TBD.

Request for Quotes Update-

- Sarah Spinks had requested a contracts meeting to discuss what fair items needed to go out for an RFP/RFQ and any associated changes.
- Those present were Dylan, Heidi, Shannon (by phone) Sarah, Daniel Adatto, Denise, Tamra, Jill and Scott. (The Ingalls were not present when discussion was held on the Event Coordinator/Sponsorship contract.)
- Contracts discussed- Event Coordinator, Marketing/sponsorship, Security, ticket taking and ticket selling, Entertainment Buyer/ agent (did not discuss due to Joel not being present in the meeting.)
- Have security and ticket selling/taking as different entities. These tasks could be broken up and provided by multiple companies.
- Perhaps get volunteers (like a banking organization) to do the cashiering.
- Creative Security has been informed that we are going out for a new contract.
- It was suggested that we have a feedback meeting with all of our contractors as we currently do not have anything documenting what we've discussed with a vendor.
- The event coordination and marketing sponsorship contract is the number one priority to complete. In the description of services, we will add to the contract that the provider must be available to attend the retreat November 5. (Will need to keep the Nov. 1 meeting to vote on the RFP submissions.)

Management Agreement- Is to be reviewed once every 5 years. Regarding staffing, the fair board is to have input on performance; Tamra sends out surveys for feedback. The question was raised should there be an opportunity to give input on the temporary staff that works in the fair office at fair time. A "quorum" is half the number of members plus one. Legal Council is looking at the agreement; it will need to include the new procurement contracting laws. However, we can move this forward without the contracting laws at this time. The procurement contracting laws information will be brought back to a future meeting.

VII. Strategic Plan Items

- 1.1.1 Select a marketing/sponsorship coordinator as needed.- *In process.*
- 2.1.9 Submit sign/banner application to City of Salem- *Denise will do the first day available which is Sept. 15*
- 3.3.7 Hold Volunteer Appreciation Night- *Scheduled for September 14. Denise said that Mary Grim asked her to encourage as many fair board members as possible to attend. Those saying they will be in attendance are Amy, Heidi, Dylan and Brandi.*
- 4.1.3 Discuss whether the fair should have a Big Name Act. *Will move this item to the October agenda to include discussion of the entertainment buyer.*
- 4.4.7 Hold public competitions superintendents' post fair meeting- *Done*

VIII. Other

Ingalls Reports- Jill

- In the process of finalizing invoices with Daniel.
- Sponsorship total- \$57050.
- Sponsor reports have been sent out.

The OFA Conference is October 26-29 at the Linn County Expo Center. Those planning on attending so far are Dylan, Heidi, and Bry. Dylan felt like last year's conference was a "step up" from previous years.

OFA awards need to be done on-line; a maximum of only 200 words are allowed. Melanie is doing the K&E nomination. Nominations are due into Community Services by 9/15.

Shannon noted that the state fair was utilizing a PA system in the barns area to make announcements. She wonders if we can use this at our fair. Jill said that the sound is not very clear in that system. She prefers to use "scripts" with the arenas that have portable sound systems to use in their "dead times." Jill will check into it.

Meeting Adjourned: 7:38 PM