

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

October 3, 2018 5:30 PM

In Attendance

Board Members: Joel Conder, Heidi DeCoster, Shannon Gubbels, Nathan Leao, Dylan Wells, Pam Zielinski

Key Volunteers: Mike Adams, Bry Taylor-Campos, Ken Outfleet

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

Staff: Denise Clark, Tamra Goettsch, Commissioner Sam Brentano, Board of Commissioners (BOC) Liaison

Introductions and welcome to our new Key Volunteer- Ken Outfleet; the BOC approved his appointment as a key volunteer at the September 26th BOC board session.

Meeting Summary Notes- Shannon made a motion to approve the September 5 Meeting Summary Notes; Heidi seconded. Motion passed.

Shannon made a motion to add a 4H Update to the agenda as it was inadvertently left off; Pam seconded. Motion passed.

4H Update- Melanie

A fall "All 4H Leaders Meeting" was held. All enrollments will be done on-line for the coming fair.

Marion County 4H would like to hold the regional 4H Dog Fair on the fairgrounds the Saturday before fair (July 6). Their desired location is the area next to Columbia Hall where the Real Heroes are located. Since we will be setting-up at that time and have all of the grounds rented, it should not be a problem. Jill asked that Melanie send her an email with the specific requirements.

Financials- Tamra

- Tamra reminded everyone that the budget document is a document in which the actuals are listed to allow money to be transferred between line items.
- The changes during the past month are reflected in yellow.
- The Carryover from Previous Fair of \$139,539 should be listed both in the adopted and also the "year to date" Carryover from Previous Fair.
- The County Contribution of \$50,000 is no longer listed on the front page Balance Sheet; it is now located under Operations Revenue and listed as "Transfer from General Fund, County Contributions," page 8.
- Jill indicated that there is still an outstanding invoice for plumbing that she is seeking.
- Tamra noted that in the past we had a state fair credit for electricity. However, now we are starting to see charges for it. The state fair figures out the electricity use via meters and a formula that calculates the cost to our fair.
- Any unspent budget items go to carryover for the next fair.

- The \$47,577 listed as “Transfer from General Fund” in Fair Administration is listed to show the previous accounting for the program coordinator staff wages. This money is now coming out of the Community Services 100 fund. This is the last year that money will be reflected on the document.
- Denise noted that the dues and memberships line item is over budget \$259 as dues have gone up for Oregon Fairs Association, Oregon Festivals & Events, and Travel Salem memberships.
- Tamra indicated that as the new budget analyst comes to the Community Services Department, she’s going to have the person look closely at the last 2-3 years on the budget document to make sure that everything is where it should be as we’ve been in transition since our last budget analyst left.
- The question was raised as to whether the Zero Waste ES grant money for Garten services has been received. Answer- we’ve requested it, it has not been received yet. (The 2018 invoice from Garten was \$17,641.56.)

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

Bylaws Change

The Fair Board Bylaws changes discussed and approved in last month’s meeting were presented to the BOC at last week’s regular session, September 26. The recommended changes were approved. (The Bylaws will be posted on the county fair’s web page.)

Communication- Dylan

Dylan reminded everyone to be good communicators and to provide updates on projects such as whether or not they will be attending meetings and any “between meetings” communications that occur. If receiving some information about your area of responsibility, share the information to keep everyone in the loop.

Big Name Entertainment Update- Joel

- At this point in time we have only received a list for country artists for a Saturday night act.
- Tracy Byrd is no longer available.
- Eric Marcuse has indicated that it’s too early for routing information on most artists for this year.
- Joel requested that he receive five name suggestions for acts to give to Eric ASAP.
- Dylan suggested that the Programming Team put some ideas together and get a list to Joel by next Wednesday (Oct. 10.)
- Friday night is a difficult night for finding the right act to draw a crowd. It was suggested that we not put out so much money for a Friday night act. Friday is Awesome Day with a focus on kids. We’ve been bringing in rock music which is not kid oriented. We will put some energy into this at the upcoming planning retreat.
- It was suggested to have a comedy act for the evening and adding an act like a magician during the day.
- Have a “Who’s Line is It?” improv type activity.

Strategic Plan Items- October

2.1.5 *Maximize use of “free media” (press releases, radio promotions, etc.) in addition to traditional print, radio, and TV ads.-* On going

3.1.1 *Select an Event Coordinator as needed.-* Not needed

5.2.1 *Schedule work session with BOC for annual report; prepare docs.-* Denise is working on it; if no dates available in December, may have to go into January.

2.2.1 *Schedule opportunities for FB members to increase public awareness through presentations, promotions at service clubs, chambers, and other public meetings.-* Jill would like a list of organizations that member’s belong to; she can put something together for presentation at the meetings. Shannon is willing to go and present to organizations.

4.6.2 *Organize and develop other new activities.*- Ongoing, will be discussing more at the retreat November 17. (Denise will send out a Perfect Potluck on-line sign-up list for bringing food.)

Other-Foster Care Promotion Coupon Book- Tamra

Tamra received a request that the fair provide free, or discounted, tickets for a coupon book that is being developed for foster families. She said that the Community Services Department annually puts resources (money) aside for providing 500 "Children of Promise" free entry tickets to the fair. These tickets go to non-profits that serve kids and family. Some recipients are from the Department of Human Services, however most of the time they go to foster families. There is an average of 5 kids in a foster care family. Tamra noted that 500 tickets do not meet the need. However, the return rate (redeeming at fair) is lower than we would hope. *(Of the 500 given in 2018, 153 were redeemed.)*

Jill cautioned that we need to consider Afton's ticketing device tracking of any entry tickets developed for this. The return will probably be slim but it would show that we want to help. Jill would like to see a bar code on the ticket in order that it can be scanned. There will be a cost to the design and ticket printing; approximately \$75.

Scott noted that if someone gets in free to the fair, there is an average return rate of \$4.78 in revenue to the fair. This is based on a "per head count", not on "paid gate." (It was noted that we won't get the \$4.78 back from foster families as they don't have the money to buy "extras" at the fair.)

Additional Thoughts:

- Have the free entry on Sunday because kids (12 and under) are getting in free already. There are also more free activities on Sunday.
- Find a charitable sponsor for this.
- For budgeting purposes, we put the cost of an activity in the budget and then search for a sponsor. Sponsor revenue all goes into one pot; we do not target sponsor money. If a potential sponsor is found, Scott will meet with them so he can control the "deliverables."

Heidi made a motion to donate two adult tickets for free entry to the fair on Sunday for foster families; Shannon seconded. Motion passed.

Newsworthy Items:

Tamra has put a request out for a facilitator for the upcoming retreat in November. Jill has also reached out to the Non-profit Association of Oregon for a list and the cost of their facilitators. The retreat will be held at the Salem Farm Bureau Building on November 17 at 9:00 AM.

Meeting Adjourned: 6:36 PM