

## 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

October 4, 2017 5:30 PM

#### In Attendance

**Board Members:** Brandi Buxton, Joel Conder, Heidi DeCoster, Dylan Wells, Pam Zielinski (by phone Shannon Gubbels and Nathan Leao)

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

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

**Meeting convened:** 5:37 PM

- I. **Introductions**
- II. **Public Comments-** None
- III. **Approval of September 6, 2017 Meeting Summary Notes-** Brandi made a motion to accept the notes; Shannon seconded. Motion passed.
- IV. **4H Report-** Melanie

October 1 started the new 4H enrollment year and all new programming. A joint Marion and Polk counties grant was received for computers and virtual reality equipment.

For fair, 4H is considering moving the fashion review and performing arts entries from Saturday afternoon to Thursday evening; this may include other county's showcases.

Denise asked if there is any further information on the change in the fair ticket sales process that OSU brought up post fair. OSU is no longer allowing 4H to accept cash or checks for ticket sales, camping, stalls, etc. This was a past practice and the funds collected were then given to the county at a later date. Only credit cards will be accepted. Tamra suggested that perhaps we can do a contract for services, similar to what is done with Afton. Melanie will talk with Donita (OSU) to determine next steps.

- V. **Financial Report-** Brandi

The majority of the changes reflected on the document were year to date changes and motions that were passed at the last meeting.

Jill noted that the golf cart rental and wheel chair rental line items need to have a zero entered in the cell as they were sponsored in 2017.

No \$250 invoice has been received from Abiqua Animal Clinic for fair animal check-in; Shannon will look into it.

Daniel will be closing the budget year out the end of October.

Heidi made a motion to accept the budget as presented with the zero entry changes made; Brandi seconded. Motion passed.

## VI. Items of Special Interest

### Discussion on Entertainment Buyer- Tamra

- At a previous board meeting, it was discussed what went well, and what didn't, with the entertainment buyer at the 2017 fair. Some areas of the entertainment buying went better this past year and some did not. Joel was not present at that meeting so those present asked for the discussion to be brought to a future meeting. Feedback will be provided to the entertainment buyer that reflects performance comments from the prior meeting and those expressed over the year through a newly developed performance review form that is based on the contract's scope of work.
- The current contract is for 3 years, with the option to renew each year.
- Any major changes to this contract, such as going out for an RFP, would need to happen in August; it's too late to cancel. The Fair Board has been behind in identifying its big name acts for the last 4-5 years.
- Better management of fair contracts includes clear, up-front, communication with the desired result of less conflict.
- The entertainment world is a different business; "they operate in their own circle."
- Joel reminded the board that they can't control the bands, but all agreed that the board does have an impact on how the booking agent performs.
- Perhaps ask Mike Paulazak, from the state fair, what his experience with the buyer has been.
- Put the buyer on probation.

Tamra stated that staff is preparing reviews for all of the fair's major contracts- Event Coordination, Marketing/Sponsorship, Entertainment Booking Agent, Security, and Ticketing.

Denise was directed to add to the September Strategic Plan items "performance review of contractors."

**Upcoming work Day (November 5)** - The meeting will start at 10 AM with review of the performance feedback forms. The first hour (10-11) can be an executive session. Dylan will host the meeting at his house.

Joel said that he just received news that singer Tracy Byrd will be touring. His opening price is starting around \$27,500. The fair board is interested in pursuing him. Brandi made a motion to attempt to sign Tracy Byrd for under \$30,000; Pam seconded the motion. Motion passed.

A list of the available country acts and prices was distributed. A classic rock acts list should be available within the next 10 days.

Jill asked that staff work with Eric to develop a list of artists that are of interest with millennials.

### **Volunteer Appreciation Night Update-** Dylan

There were approximately 50 volunteers who attended the event, in addition to Pam, Denise, Heidi, Jill, Dylan, Commissioners Carlson and Cameron, Tamra, and the volunteer coordinators Mary Grim and Lisa Miller. The Round Table pizza was good and the volunteers seemed to really appreciate the event.

The Volunteers Budget Request Form items will be added to the 2018 budget, which will be brought to the November meeting.

## Storage Unit Discussion- Dylan

- The blue storage barn out at the fairgrounds was broken into again; it's unknown if any items were stolen.
- Possibly purchase a Conex box/container replacing the blue barn and the secure storage unit on Silverton Rd.
- Need to ensure items such as ribbons and paper stay dry and don't mold wherever they are stored.
- Purchase a semi-trailer that could be stored, hooked up to, and hauled.
- Trailer problems- rubber tires deteriorate from sitting; licensing issues.
- Need to come up with some price quotes on other options.
- Perhaps find a sponsor for a unit.
- Tamra is discussing possible storage options with the county.
- Jill has the STEAM signs and Heidi has the public competition materials in their possession.
- If dispersing items out, need to have a map as to where things are stored.
- Jill has a tentative inventory sheet of items in storage such as signs and entrance items; is being updated this month.

## Event Coordination RFP Results (Jill stepped out of the room during the discussion)

- Two proposals for Event Coordination were received- Class Act Event Coordinators and Ingalls and Associates.
- The evaluation committee (Joel, Brandi, Pam, Heidi, Denise, Tamra, and Sarah) met prior to this meeting to review and score the submissions.
- The recommendation for the Event Coordination is based on the score; Ingalls & Associates had the highest score.
- Only one responder to Sponsorship and Marketing- Ingalls & Associates.
- Changes- slight increase in fees; some items will be reimbursed at a flat rate.
- Any concerns will be identified when the contract is written.

Heidi made a motion to accept the Ingalls & Associates proposals for Event Coordination and for Marketing and Sponsorship; Brandi seconded. Motion passed.

The question was raised as to whether the Ingalls were willing to do the marketing and sponsorship if they didn't receive the Event Coordination contract. Answer- "Yes, they submitted separate proposals for the Event Coordination RFP and the Marketing/Sponsorship RFP.

## VII. **October Strategic Plan Items:**

*2.1.5 Maximize use of "free media" (press releases, radio promotions, etc.) in addition to traditional print, radio, and TV ads.* Discussion was held regarding items to be negotiated into the marketing contract. Shannon thought there was good use of social media this past year. Jill said that Jolene Kelly has been very helpful; she's a great asset to the fair.

*3.1.1 Select an Event Coordinator as needed.* Done

*5.2.1 Schedule work session with BOC for annual report; prepare docs.* Denise will do. (Denise has since scheduled the work session for **Tuesday, December 19 at 9:30 AM** in the BOC office.)

*2.2.1 Schedule opportunities for FB members to increase public awareness through presentations, promotions at service clubs, chambers and other public meetings.* Dylan said that he promotes the fair at the Farm Bureau meetings. Jill would

like FB members to give her the name of all the organizations they are members. Jill will create a “canned” message for FB members to take to those meetings. She requests that the information be sent to her.

**VIII. Ingalls Report-**

They are closing their books on last year’s fair and are currently working with Daniel on outstanding reimbursements on budget items.

Tamra reported that the Fair’s Management Agreement was presented to the Board of Commissioners and it was approved.

**Meeting Adjourned: 6:40 PM.**