

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
December 10, 2019 5:30 PM

In Attendance

Board Members Present: Mike Adams, Joel Conder, Shannon Gubbels, Pam Zielinski

Key Volunteer: Amy Goulter-Allen, FFA

Guests: Jill Ingalls, Ingalls & Associates

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

I. Call to Order/Introductions

II. Public Comments- None

III. Approval of October and November Meeting Summary Notes (This will be moved to the January meeting agenda.)

IV. Financial Report

2019 Closing Report (This will be moved to the January meeting agenda.)

2020 Proposed Budget-Tamra

- \$118,000 in potential carryover for future rents.
- Projected revenue is intentionally low.
- The Children of Promise tickets (given to organizations that help children and families in need) money is no longer available as the funds have been depleted out of the Children and Families Commission budget. Unless a sponsor is found they will not be available for the 2020 fair.
- The Sponsor figure has been decreased \$12,000 due to the upcoming gross receipts tax that starts Jan. 1, 2020. Sponsors are saying they don't know if they'll have money available until after the first quarter. Tamra said that the county is in the process of re-organizing the Ingalls' contract in order that they can manage this tax themselves. Some internal adjustments are being done with the county taking on the Ingalls' previous "reimbursables" of pipe and drape, tents, fencing, sound and stage, and porta potties.
- Pam asked that it be noted on the budget document that the open class premiums are for kids under the age of 18. "Youth" will be added to the line item.
- The Service District budget revenue is reduced to \$17,000 from \$25,000 in 2019.
- Public Works is willing to provide the zero waste grant for one more year; it will need to be revisited in 2021.
- 4H premium payout will be capped at \$9600 (it's a place holder if the Fair Foundation doesn't provide the funds.) In 2013 the premium payouts were doubled. Melanie indicated that she makes the "ask" of the Fair Foundation for 4H needs (premium payouts, shavings haul-in/out, and market auction belt buckles.)
- Shannon indicated that the open class livestock funds can be decreased a little if needed for the budget; for now it will be left at \$1500.
- Shannon wants to see FFA kids paid their premium earnings at the fair, the same as is done for 4H. Currently the kids are waiting up to 4 months after fair to receive their money. Shannon will follow-up with FFA.
- Sponsor fees fluctuate based on the amount of sponsorship that is brought in.

- There is still one outstanding invoice from the 2019 fair, the plumbing invoice. Jill has been negotiating with them. She believes it should come in around \$400 instead of the \$1000 that they originally invoiced.
- The Security Services figure is based on the contract; it covers escalation in costs.
- Jill indicated that there may be some new costs in replacing banners/signs as some old ones need replacing.
- In 2019 the program day sheets were not translated into Spanish as they did not have any one to do it. Joel said that Public Works would probably do it as they have done it in the past; he will check on that.
- The 2019 Local Entertainment figure of \$9500 includes the talent show money and the Woods' entertainment costs. (That line item was not overspent; money from other line items was just included.) The figure is back to \$6,000 for the 2020 fair.
- Joel said that he has no update on big name entertainment; Eric said that they have until next Wednesday (12/18) to give us a response to our offer.
- Jill asked that the Events & Activities line items go back up to what they were prior to fair last year; in that way she has room for movement in case they don't come in at a reduced rate as some did last year.
- Jill noted that she would like to keep the Talent Show line item intact as that money has been going to local entertainment (showcasing local performers) and walk-around acts on Sunday.
- This is the last year on the rodeo contract.
- Fair Temporary Positions- Tamra said that Community Services has recently had an increase in a position's hours; she believes that she will be able to allot some additional hours at fair time to support the fair operations. She also noted that closing the fair office hours earlier in the evening has helped decrease the cost of temp wages. *(Denise has also been diligent in cutting the amount of hours a temp puts in prior to fair to help with budget constraints.)*
- Fair Survey- Jill suggests doing an exit poll to follow up on last year's survey. The cost should be less with limited staff training required and only a couple of questions being asked of the fair goers.

Joel made a motion to accept the proposed 2020 budget; Pam seconded the motion. Motion passed.

V. Items of Special Interest

Work Session Update- Mike Adams

Mike felt it was a good session. The Board of Commissioners was complimentary and expressed their thanks and appreciation to the fair board.

Performance Reviews- Denise Clark

Denise said that these were emailed out previously. The fair board is to review them, make any notes they have on them and bring their input back to the January meeting to finalize.

Public Competitions Meeting Update- Heidi not present; will remove this item from future agendas. Our time will be better served to determine what we want out of the coming fair's competitions versus reviewing what happened last year.

Update on new board member recruitment- Mike has an interested party that he thought was going to attend this evening's meeting. Jolene Kelly has sent the recruitment notice out to all of her email contacts. Melanie will put a notice on the 4H Facebook page.

VI. Strategic Plan Items

From November (carried over from retreat):

The following items were completed by approving the 2020 proposed budget:

1.2.3 Analyze and determine- ticket prices, promotions, fees, ribbons for Public Competitions, and passes, for impacts on revenues.

1.2.4 Analyze expenditures to determine where efficiencies can be gained, or costs can be borne by a sponsor.

1.2.9 Determine ticket prices- Determined that they should remain the same at the November retreat.

2.1.1 Adopt marketing budget.

December Strategic Plan Items:

1.2.1 Board members set individual goals to recruit new vendors/sponsors to the fair- If you are part of an organization, let others know, and someone will come and speak about the fair to that body. Jill said that it's all about relationships; you just make the introductions for Jill and Scott and they will take it from there. If an organization already sponsors something else, that's a good lead. Think about new businesses or new owners of an existing business. *(Denise was directed to send an email to remind members to send Ingalls one lead from their circle of influence.)*

1.2.2 Review pricing structure for vendors. Jill recommends keeping figures the same as it is in-line with current market norms. The board decided to not change the fees for both food vendors and commercial vendors.

2.1.5 Reminder to vote on fair theme in January (if applicable)- Melanie said that 4H animal projects don't need a theme for their displays. Jill feels it's time to refresh the theme as it has remained the same for five years. Public competitions come up with their own theme each year. Ingalls will bring something back (including art work) to the January meeting.

VII. Other

Mike is working on some other BBQ competitions; maybe he will have some roll-up to our fair. For the 2020 fair's grill-off they may use chicken and rib-eye.

Denise asked who would be attending the upcoming OFA convention in Douglass County in January; only Joel is planning on attending.

FFA Report:

Amy noted that the Stayton FFA won "Best of Show" last Saturday in the Sublimity light parade.

4H Report:

- Melanie noted that the Marion County Fair Foundation received an "OSU Extension Association Cooperator Award" for the foundation's work with Marion County 4H. (Pam brought the award plaque with her to show everyone.)
- In the process of hiring fair judges.
- Extension has a new person coming on staff; it is a 4H faculty position. Marion, Linn and Polk all hired one new person. Melanie indicated that her responsibilities would not change.

Contracts Update- Tamra

- Krista Ulm (Contracts Coordinator) is in the process of getting signatures on the Funtastic contract.
- Garten Services contract expires the end of this month; Krista is looking to see if we can get one more year in with them without going out for a new RFP.
- Krista and Jill are reviewing the Ingalls and Associates contract to determine needed changes.

Meeting Adjourned: 6:50 PM.