

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

Marion County Fair Board
Monthly Meeting- By Zoom
March 03, 2021 5:30 PM

In Attendance

Board Members: Mike Adams, Mark Banick, Joel Conder, Brandi Crandall, Shannon Gubbels, Ken Outfleet, Pam Zielinski

Key Volunteers: Colleen Busch, Heidi DeCoster, Amy Goulter-Allen, Lesley Johnson, Rebecca Turner

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

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

I. Call to Order/Introductions

II. Approval of February 3, 2021 Meeting Summary Notes. Ken made a motion to accept the meeting summary notes; Mark seconded. Motion passed.

III. 4H/FFA Reports

4H- Melanie McCabe

- The junior market auction committee would like to keep the 1:00 PM auction start time and change loadout to 10 PM instead of midnight. This will help with the processors getting animals done in a timely manner. Also, if they have more of a “show and go,” where a participant comes in for the day and then leaves at the end of the day, load-out would still be available.
- The Woodburn Auction Yard has closed to processing animals; they are now only doing equipment sales. 4H is looking for a new facility to process livestock.
- The weigh-ins for all other species (beef is already done) will be May 5-6 at the Sublimity Harvest Festival grounds.
- 4H is on track with their regular process timelines even though they have not had any in-person activities. The OSU matrix may be changing next month for in-person meeting.

FFA- Amy Goulter-Allen

- The schools are currently conducting “hybrid learning;” the kids are attending 50% in person and 50% virtual.
- Sports are starting up again in the schools
- They had an extra week off of school due to the recent ice storm and subsequent power outage.

IV. Financial Report- Brandi Crandall

There are no major changes for the month; changes includes Ingalls’ event coordination payment and a few administrative charges.

Denise noted that a change was needed in the adopted budget. The budget analyst had put \$20,000 into the budget for 4H/FFA and mistakenly split it as \$10,000 for each organization. The correct figures should be \$11,000 for 4H (\$8,000 for operational expenses and \$3,000 for premiums) and \$6300 for FFA's operational expenses. Ken made a motion to change the budget document to reflect \$11,000 in the 4H line item and \$6300 in the FFA line item. Shannon seconded the motion. Motion passed.

Mark made a motion to approve the Financial Report with the above mentioned changes; Ken seconded the motion. Motion passed.

V. **Items of Special Interest**

COVID Restriction Update- Jill Ingalls

- Things are “loosening up” around the region; for example the Albany parks concert series is scheduled to be live in late July.
- The fair's first cliff date is April 1st.
- Oregon Health Authority is pleased with their vaccination achievements and is starting to lift restrictions; they are indicating that most people should be done with their shots by the end of May.
- It has not been determined if the events, that are starting to be held in other states, are super spreaders or not.

Contracts Update- Tamra Goettsch

- There are no RFP's (Request for Proposals) needed for this year's fair contracts.
- Since we are not having Big Name Entertainment this year, the booking agent contract is being terminated. We will issue a new RFP for a booking agent in early fall for the 2022 fair. Jill said the earlier the better; she'd prefer right after our fair. Tamra said she would ask Krista Ulm (Contracts Coordinator) to start working on it now.
- Force Majeure language (in case the contract has to be canceled due to COVID) is included in all contracts.
- Mike asked about carrying contracts over from last year. Tamra said we “extended” them for a year as they would have ended in 2020 due to the COVID pandemic.
- We will have new contracts for the fair office (Oregon State Grange) and Memorandum of Understandings (MOU) for open livestock shows. We also may have to do a new sound and lights contract.
- Shannon asked if she should be reaching out to the open class livestock organizations about their participation in the coming fair. Jill asked her to wait as we will be doing things differently this year and don't know what areas will be available as we consider “occupancy loads” and other modifications.

VI. **Strategic Plan Items- March**

3.2.8 *Negotiate the use of state fairgrounds for the fair activities and events*- Jill said that public competitions intake may require use of the fairgrounds additional days. She and Tamra will be discussing this with State Fair.

3.2.11 *Arrange for Big Name Entertainment transportation van; perhaps use one from the county' vehicle pool.*- Not applicable as we will not be having Big Name Entertainment this year.

4.1.1 *Respond to requests to participate that come into the fair office; relay to Entertainment and Event Coordinators for a response. Hold meeting between the Event Coordinator and the Entertainment Coordinator to identify openings on the main stage.*- This is on-hold until it is determined if we are having regional vs. local acts. Joel indicated that he already has some regional acts lined up that are holding our fair dates. He is telling them that May 1 is the drop dead date in which we will make a decision on which acts will perform.

4.4.1 *Inventory ribbons, order exhibit tags, update dept. classes per superintendents' requests*- In process; ribbons already received for the 2020 fair that were unused.

4.3.3 *Discuss any needed changes for 4H/FFA.*- There are no changes needed at this time.

4.4.5 *Place Public Competitions application and information on web site.* Denise said that the Public Competitions coordinators met today and are working on identifying the changes needed to the exhibitor handbook. Once those changes are given to her, she can make the changes in the handbook, and then in ShoWorks. Once that is done, it will be posted on the web site.

4.5.4 *Vendor issues-complaints; hand holding sales (sell booth); vendor/fair expectations; improved inside layout; change outside layout; re-look at food vendors' contract re: deposit.*- Denise indicated that per the last fair board meeting, the commercial vendor application has been modified to include a \$75 fee for a virtual booth if applicable. Jill is working on getting it posted on the web.

Mike said that the food vendor applications have not been sent out yet. Denise said that she has been waiting for Jill to give the ok to send. Jill responded to send them out; in that way the vendors can save the date and also indicate their interest should we have a fair that includes food booths. Denise said she would formulate an intro letter to go with the application that explains that we are not sure what kind of fair we will be having.

VII. Ingalls Report:

Sponsorship- Scott

- Scott said that he is reaching out to potential sponsors and they are responding with "We want to be a part of the fair, but come see us after March." He explained that this is because there is potential legislative action that may affect businesses. No one is ready to sign an agreement at this time.
- He will be meeting with Melanie to see where he can "plug-in with 4H."
- Sponsors want to support the Santiam Canyon Fire recognition at the fair.

Event Coordination- Jill

She has been keeping up with Oregon Fairs Association and the lobbyist's legislative activity. Regarding HB 308, the bill restricting animals that can be used at events, Jill said that there are noises that it may be dropped as it doesn't have enough support. Those who sponsored the bill are feeling "attacked" by the community. The chair said that he will not "hear" the bill, but still does want people to "back off as they are

looking for formal responses to HB 3173 which addresses the increase in lottery funds given to fairs. There is most likely a favorable response to this since fairgrounds have helped so much with hosting disaster and COVID relief sites.

Mark questioned when the fair could get access to the Oregon State Fairgrounds as he knows of state fair employees that are not being allowed back into their offices yet. Jill responded that the state fair is unsure of the future; they are looking at revenue sources and at the same time how to reduce occupancy loads.

Denise reminded folks that she had sent an email out to everyone regarding the Oregon Fairs Foundation (OFF) gift. They said that there was \$144.47 available to fairs, a gift from Pfizer due to the fairs' help with wildfire relief. OFF is asking each fair if they want to receive the check or have OFF retain the money for 4H/FFA member scholarships. Denise asked what action the fair board would like to take. The fair board responded that they would like OFF to retain the money. Mark made a motion to have OFF keep the money for the scholarships; Ken seconded the motion. Motion passed.

Jill gave an update on today's public competitions coordination meeting. She said that we are trying to "reboot" the program. All of the superintendent positions are just about filled. She said everyone has been "stepping up" and she appreciates all the help. Discussion is under way as to whether to produce a live judged show, to have a hybrid show, or have only a virtual show. Denise and Jill are working with the superintendents to modify the department classes and then manage the production of it.

Jill said the social media push will be different this year; it won't be sell tickets and get people to the fair as it has been in the past. Depending on what the fair looks like, they will need to decide how to split those funds. April 1 is the launch date for their campaigns.

Jill met with Jolene Kelley from the Board of Commissioners' Office. They have a media plan which includes having an editorial in the county's newsletter and Jolene is also setting up the *Fair Happenings* newsletter. To give the sponsors value, we have to build the fair's assets- how many emails we have of people tuning into the fair. Advertising money will go towards getting people to be "fans" and sign-up for the e-list.

Warren Franklin has an events app. that might be utilized. It involves a person getting tokens at the fair, kind of like geo-cashing. She said this is an "affordable step-in." STEAM will be offered as a value to our sponsors.

Melinda Hautala, the fair volunteer coordinator attended the superintendents' meeting. Jill expressed that it's nice to have her at the table. Jill feels that we are going to need more volunteers than usual to address COVID implications/restrictions.

Mike expressed that he hopes we won't need to have a mask policy at the fair and that more than 250 people can attend at a time. Jill said that we can cordon off sections of the fair to address any capacity restrictions.

The Oregon Festival and Events Virtual Conference is this coming Friday and Saturday, March 5 and 6th. Mike and Tamra have registered to attend. The Ovations Awards are on Saturday; Jill can provide everyone with a link if folks just want to attend that presentation alone.

Meeting Adjourned: 6:33 PM

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