

Marion County Fair Board

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

Monthly Meeting

Virtual Meeting by Zoom

July 1, 2020 5:00 PM

In Attendance

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

Key Volunteers: Colleen Busch, Amy Goulter-Allen, FFA; Lesley Johnson, Michael Mendrin, Rebecca Turner

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

Staff: Tamra Goettsch, Community Services Department Director

Meeting Convened: 5:34 PM

I. Call to Order/Introductions

II. Approval of June 3, 2020 Meeting Summary Notes- Tamra noted the change in the original meeting notes sent out, Denise added Rebecca Turner as being present in the meeting. Mark made a motion to approve the meeting summary notes; Shannon seconded. Motion approved.

III. 4H/FFA Report

4H- Melanie

- 205 market animals registered thus far
- Had a tagging event last weekend for sheep, goats, and swine. (Beef were tagged in February.) In that way things will go more smoothly on load-out day, July 11.
- 251 other exhibits registered.
- Exhibit numbers are less than a ¼ of what they usually have participating in fair.
- Due to the low number of static projects, will not be hiring judges; will be judged in-house by staff. (They will have judges for Photography and Expressive Arts.)
- Students with small animal projects will participate only in interviews with judges; no small animal videos will be submitted.
- The Marion County Fair Foundation will be paying for the premiums which will be approximately \$2766.
- Between 4H and FFA participants, there is a total of 461 entries; they will both be paid at the same premium rates.
- The increased participation costs to the kids are not significant enough to raise the premium prices.
- Money, ribbons, and t-shirts will all be handed out at the same time post fair.
- 463 market auction buyers received post card reminders as to how to buy virtually for the coming fair. (The brochure is also linked on the fair web pages.)
- Jill is looking for anything that can be posted on Facebook to remind folks that there will still be a fair.
- Shannon gave kudos to Melanie for helping participants through the process. Melanie said the thanks go to her assistant, Margie Tipton, who has been working long hours and is answering everyone's questions.
- Melanie was asked if she needed help putting together the money and ribbon packets; she thinks she might. She will let everyone know.

FFA- Amy

Amy indicated that Melanie has done all of the work on the virtual fair. Amy said that she did help with the tagging day and expects to help with "load-out."

Mike encouraged key volunteers to ask questions at any time as they are "new to the program" and may not always understand what folks are talking about.

IV. Financial Report- Tamra

- \$32,035 in revenue- state subsidy, commercial space, and sponsor fees
- \$40,675 in expenditures- the public competitions' virtual show and event coordination
- There are adjustments to the contingency, interest earnings, and a long distance call.
- The county general fund money has not come in yet.
- Currently working on year end fiscal activities

Ken made a motion to accept the Financial Report as presented; Mark seconded. Motion passed.

V. Items of Special Interest

Virtual fair Update- Jill

- There are approximately 241 project entries.
- Today was the first day of voting; Jill encouraged everyone to go on-line to vote once per day.
- Share on social media; every share gives more value to the fair sponsors.
- Media will promote the voting as well.
- They recently met with Keizer Chamber Greeters who are supportive of the efforts.

It was asked if photos that are oriented the wrong way can be adjusted? Jill is working on that manually behind the scenes.

Kudos went to Jill for her doing this; Jill suggests it can be carried forward to future fairs.

The contest will end July 12. The winner of each category will win a family pack of free entrance tickets to the fair.

Fair shirts have been ordered and will be shipped soon. There were enough shirts ordered for all participants, around 500. They say, "Marion County Fair Real Farming, Virtual Fair." This is a "nod" to the COVID19 changes this year.

Sponsorship ended close to \$14,000 in cash. *(Total end result of \$14,500.)*

VI. Other

It was suggested to meet in-person for the August fair board meeting. Tamra indicated that she will see if the Senator Hearing Room, on the first floor of the Courthouse Square building, is available.

Fair Premiums Discussion:

- Pam asked if the fair board would be contributing to paying for the premiums this year.
- Tamra said that currently the expenses are coming in higher than the revenues.
- We have underspent in Administration.

- Melanie said that the projected \$5300, budgeted for judges, will be closer to under \$2000.

Mark made a motion to pay the budgeted amount of premiums at \$4,000 for FFA and \$3,000 for 4H; Shannon seconded. Motion passed.

Premium payouts to students will be done via cash and picked up at the 4H office, most likely the week of June 27. A list of the recipients and their earnings will be provided. (Tamra asked that Melanie be sure to provide the list to Denise also.) Pam is willing to help with payouts if needed.

Tamra said that there are still outstanding expenses for the fair that are coming through. The fair budget should be completed by the end of August.

Mark asked about the carnival food booths he noticed on the fairgrounds. Answer- state fair held a parking lot (drive-up) food concessions event.

Jill has been attending the OFA (Oregon Fairs Association) weekly virtual meetings. Discussion is being held regarding the state's funding assistance to fairs. There are serious concerns that the state might stop funding the fairs due to a decrease in Oregon lottery funds. We've previously received over \$50,000. The fair lobbyist is working hard to secure funding. There has been a call out to fairs to give input as to the financial impact COVID19 is having on their operations. Jill noted that we need to be very conservative in moving forward; the 2021 fair is going to look very different from previous fairs.

Tamra noted that her office receives lottery dollars to fund the department's economic development program; she's anticipating a 75% cut for the coming quarter. She'll be writing a letter of support to the state regarding fair funding; it is due this coming Friday (July 3).

Ken gave kudos to Amy, Shannon, Melanie, and Jill for all their hard work this year.

It was suggested to have an after fair appreciation meal for the fair board and associates like we've done for fair volunteers in the past. Mike suggested he could put on a BBQ at his house; he asked folks to think about it.

Meeting Adjourned: 6:25 PM