

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

March 7, 2018 5:30 PM

In Attendance

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

Key Volunteers: Amy Goulter-Allen

Staff: Denise Clark; Tamra Goettsch; Ashley Marshall, representing Commissioner Carlson

Guests: Mike Adams, Adams Rib; David Beem, Jill & Scott Ingalls, Ingalls & Associates; Melanie McCabe, 4H; Susan McLauchlin, community member.

I. **Call To Order**

II. **Public Comments:**

Susan McLauchlin, is representing South Salem High School Music Boosters which is having a fundraiser auction. The music boosters request is to receive family fun entrance tickets for their auction. The money raised goes to helping students in the program. They recently hired an additional part-time music teacher; they supplement funds needed through the auction.

Jill asked how we might build connections with the school to get performers for the fair. Answer- since school will be out at fair time, perhaps music teachers will bring their students.

Scott suggested that Funtastic ride cards could be added to the donation.

Joel made a motion to donate 6 entry tickets and 6 Funtastic ride cards to the program; Heidi seconded. Motion passed.

III. **Approval of February 7, 2018 Meeting Summary Notes.** Heidi made a motion to approve the meeting summary notes; Joel seconded. Motion passed.

Mike Adams has been approved by the board of commissioners to be a Marion County Fair Board key volunteer.

IV. FFA- Riley Davis, an FFA student, will be speaking at the Swine and Wine

4H- All judges have been hired and contracted for fair.

- a. Received a grant to buy more robots.
- b. There will be a meeting tomorrow with the county and OSU to discuss the process for selling 4H fair tickets and wristbands and the processing of the money.

V. **Financial Report-** Tamra

- The dollar amount in carryover (\$66,661) is down significantly as compared to past years.
- The changes during the past month are highlighted in yellow.

- There are many increases in Operational costs for the 2018 fair; Tamra urges caution in moving forward.
- The administrative costs come out of the general fund; the county now contributes approximately \$97,000; \$47,000 for administrative support (Denise) and \$50,000 for Operations.

Joel made a motion to accept the Financial Report as presented; Heidi seconded. Motion passed.

VI. Items of Special Interest

OFEA Conference Update-

- Was held March 4-6 in Seaside.
- Those attending were Dylan, Heidi, Mike and Katrina Adams
- Kelvin Tan was an amazing speaker.
- Marion County Fair won an Ovation award, "Most Innovative Marketing Piece or Campaign" for the public competitions program.
- Marion County nominated the winner of "Vendor of the Year", Adam's Rib. (Jill noted that the Ingalls do not have a vote on the Ovation award nominations.)
- Dylan expressed how much he enjoyed the "fossil guy" talking about "edutainment."
- Information and resources on funding was given.
- Received a lot of information on STEAM.
- Mike expressed that video marketing was really interesting.
- Next year the event will be held in Hood River.

IRFP Review-

Security:

Members participating in the IRFP review process were Joel, Pam, and by phone Heidi and Dylan. Joel expressed concern that there were not more responders. A summary of the responses was distributed. There were three components- security, ticket taking, and gate ticketing.

It was decided to accept TCB's security proposal based on price. Joel made a motion to accept TCB's security proposal, a five year contract with a one year opt out option (by either party.) Brandi seconded the motion. Motion passed. Joel wants to make sure we send out a "sorry you were not accepted" message. *Denise will see that Sarah does so.*

Scott indicated that he had solicited other security companies but that they weren't available due to other events going on at the same time as ours. He also felt that organizations may realize that they do not have the staffing capability once they see the scope of work in the IRFP.

Tamra suggested cash handling training for all fair board members; in this way everyone could potentially help with the movement of money such as when gate "skims" are done.

Electronic Ticketing:

- There were two responders.
- The committee recommends Afton Ticketing.

Dylan noted that in TCB's proposal, the customer pays the administrative fees. Afton's proposal indicated that the fair would take on the fees; we buffered our ticket prices in the past to cover this added cost.

Joel made a motion to accept Afton as the electronic ticketing provider, a five year contract. Heidi seconded the motion. Motion passed.

Gate Services:

For gate services (ticket selling and taking) there was one responder, TCB. The cost was too high. It was suggested we hire temps from a bank, rotary, or a temp agency. We could hire the supervisory level and then have volunteers work with them. This could reduce our costs. Scott indicated that he will aggressively pursue this between now and next month's meeting.

Another suggestion was to hire temps to do the ticket sales with volunteers doing the ticket taking.

The document that Community Services produced regarding how many staff were needed where, needs to be refined for accuracy as some gates don't sell tickets; a person can only get in those via a wristband.

Previously using cadets didn't work out as they were too young and there was a lot of confusion as to the process. With our new electronic ticketing system, things are more streamlined now and less complicated.

Afton has experience training novices how to do the gate entry.

The board directed Ingalls to find alternatives, leaving the IRFP open at this time. A letter will be sent to TCB telling them we are delaying the decision.

Joel made a motion to delay the decision on gate services until next month's meeting; Heidi seconded. Motion passed.

Food Vendor Selection Committee-

- Those participating in the food vendor selection were Jill, Pam, Dylan, Denise, and Mike (key volunteer)
- Fourteen vendors were selected with the possibility of one other an on-site kettle corn making vendor.
- The new/modified compostable language (to address the Garten Zero Waste changes mentioned last meeting) was crafted
- Jill advised that a good business practice is to include a 20% change in the participating food vendors each year.

Use of Squares for Tracking Sales of Food Vendors-

Brandi suggested that more and more vendors are using electronic methods for tracking sales. They are getting away from using cash registers and z-tapes. She is ok with receiving a nightly report, via the internet, from such devices.

Mike expressed that it is a more convenient manner for the vendor. They personally use the Clover system. The sales are saved in the Cloud and there are no over-rings. You can still print off a report at the end of the day for accounting purposes.

Some fairs charge a flat fee for participating versus getting a percentage of the food vendor's sales.

As long as there is email communication to relay the information from, Brandi feels that it doesn't matter what program, Clover, Square, etc., is used. It was suggested that the food vendor be asked to send a sample of their point of sale (POS) accounting system for electronic sales.

Mike, Denise, and Brandi will develop a new policy for food vendor sales tracking and the associated devices.

Swine and Wine Request-

The Fair Foundation (FF) is requesting a donation for the upcoming Swine and Wine fundraising event March 22. Jill said that in the past a fair VIP packet has been provided for the event. The FF requested two entry tickets, meet and greet passes with Easton Corbin, and reserved seating passes. It was suggested that the package could include VIP rodeo seats also.

Nathan suggested that the packet not be limited to two tickets; he suggests a package for 4. We do have reserved seating at the rodeo, but not at the concert. We do have a VIP concert section, but not reserved seating. It was decided that the package include fair entry, rodeo reserved seating, meet and greet, and concert VIP access. (Youth are not allowed in the concert VIP section.) Brandi made a motion to provide the package for 4; Heidi seconded. Motion passed. It was noted that the meet and greet certificate will have to be subject to Easton Corbin's show manager's approval.

Joel indicated that the Swine and Wine has sold all 25 tables. There are more silent/oral auction items this year than they've had in the past.

VII. March Strategic Plan Items

1.2.1a *Discuss possible sponsors for grounds floral baskets.*- Shannon, Dylan, and Jill can discuss this as we have a "terrific sponsor" currently.

3.2.8 *Negotiate the use of state fairgrounds for the fair activities and events*- Scott and Tamra met with Mike Paulazak of the Oregon State Fair regarding future sponsorship options including possible trades. We are being asked to consider asphalt improvements again. Alan Haley, of Public Works, is being consulted. If it doesn't happen this spring, it would be targeted for the spring of 2019.

3.2.12 *Arrange for big name entertainment transportation van; perhaps use one from the county's vehicle pool.* Joel said a 12-15 passenger van is needed just for the artists' movement around town. (They are traveling by bus so do not need transportation to and from the airport.

4.4.1 *Inventory ribbons, order exhibit tags, update department classes per superintendents' requests.* In process.

4.4.5 *Place public competitions application and information on web site*- Plan to be completed within the week.

4.5.4 *Vendor issues- complaints; hand holding sales (sell booth); vendor/fair expectations; improved inside layout; change outside layout; re-look at food vendor's contract re: deposit.* In process. Jill is in the process of making food vendor booth assignment changes for the outside layout.

VIII. Other

Ingalls Reports-

Pretty Baby contest discussions are still underway.

Jill requested for quotes for sound, lights, and stage to 14 providers. She determined that both Cascade Sound and Yoakum Sound and Light are capable of doing the project.

Joel feels that Yoakum is not able to meet the national act's stage size requirements. Jill thinks that they may not have been able to in the past, but they've since upgraded much of their equipment. It was decided to continue with Cascade Sound for another year.

Veteran's Community Forces Update-

Jill has an upcoming meeting planned with Sarah Web and Mary Grim. That meeting will include clearly defining roles. Jill will help with solicitation of participation.

Scott announced that Santiam Hospital in Stayton will be bringing 400 people on Sunday for a company picnic. It will be catered by Adam's Rib. They will be provided with information regarding all that is available at the fair and also encouraged to participate in the public competitions.

Scott has projected sponsorship at \$60,000; \$28,000 has already come in.

Discussion was held on Friday night's entertainment. There are participants from the HairFest event that might be willing to come. Joel suggested doing a couple of tribute bands in order to stay within the \$5,000 budget. Gabriel Cox was an artist's name that came up. The board gave direction to move forward on this concept.

Ashley Marshall indicated that she is attending the meeting to learn about all of the things that Commissioner Carlson is involved with. Ashley is the new Policy Analyst with the BOC office. Her niche is social services. Commissioner Carlson will not be attending this coming year's fair. Commission Brentano will be coming in her place.

Meeting Adjourned: 7:50 PM.