

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

**Marion County Fair Board**

**Monthly Meeting**

Board of Commissioners' Board Room (and by Zoom)

June 1, 2022 5:30 PM

**I. Call to Order**

In Attendance

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

**Key Volunteers:** Colleen Busch, Rebecca Turner

**Guests:** Jill & Scott Ingalls, Ingalls & Associates; Heather Holcomb- Acres of Hope

**Staff:** Tamra Goettsch, Community Services Department Director

**Meeting Convened:** 5:37 PM

**II. Public Comment-** Heather Holcomb- Acres of Hope Executive Director

Heather is requesting fair admission tickets for the Acres of Hope upcoming fundraiser. They serve 160 "hurting youth" who they pair with horses. They are a non-profit which is fully funded by donations.

Pam made a motion to amend the agenda to include the Acres of Hope donation request as an action item; Ken seconded. Pam said that she had attended this event last year and it was a good event. Motion passed.

Jill suggested that she could put together an attractive fair package, a Family Fun Pack of 4 admission tickets, 4 burger baskets from Bob's, ice cream cones, and two carnival ride cards. Jill will generate a gift certificate to give them for the auction.

Pam Made a motion to provide the fair event package to Acres of Hope; Brandi seconded. Motion passed.

Heather expressed her thanks and invited everyone to attend the fundraiser on Saturday.

**III. Approval of May Meeting Summary Notes** Ken made a motion to approve the May 4, 2022 meeting summary notes; Shannon seconded. Motion passed.

**IV. 4H/FFA**

4H- Amy

All fair entries are in, the due date was last Friday. The participant numbers are up; by the end of the week they should have the exact numbers.

FFA- Amy

School is finishing up; any scheduling changes will be submitted soon. There will be an art component in this year's fair as they did last year. Their silent auction netted \$4500.

V. **Financial Report-** Brandi Crandall

Year to date items are highlighted in yellow.

\$34,650 in sponsorship has come in.

Commercial vendor revenue is up; we are having more requests for booths. Jill had to add more booths into the outside layout for Denise to sell.

Ken made a motion to approve the financial report; Shannon seconded. Motion passed.

VI. **Items of Special Interest**

The Fair Board Of Commissioners' Presentation will occur June 22 at 9:00 AM at their regular board session; this will be an update on the coming fair. Jill hopes to have some small animals brought in as an attention getter. Fair board members and key volunteers were encouraged to attend the meeting. Amy will check on animal availability.

Fair web domain decision- Jill Ingalls

The domain MCFair.net will be expiring soon. The question has arisen should we keep this domain. Jill feels that we don't need it anymore as we use the one Ingalls and Associates maintains- marioncountyfair.net.

The MCFair.net currently just forwards people to marioncountyfair.net. Tamra will see that the domain is canceled.

We have a Twitter account that Dean Sweeny (former fair event coordinator) set-up, but we don't have access to it as the associated email and password have not been found. We can't control the account. It does pick up whatever Facebook posts we generate, and people can re-tweet the information there. The new Public Information Officer is trying to gain access for us; he thinks he might have a contact that can help.

VII. **Ingalls Reports**

Jill discussed some Budget Change Request Form items.

**Cost of sponsorship:**

Picnics are sponsored; Ingalls don't invoice organizations for the picnic, instead employ a sponsorship package. (The picnics this year will be Diana Foods, DSP, and Pacific Stair.) The appeal of large picnics is bringing in a whole lot of people to the fair eating and taking in fair activities. The fair pays for carnival rides, catering, and other miscellaneous such as additional handicap bathrooms. Brandi made a motion to accept the increase to expenses of \$21,740, and anticipated increase to revenue of \$39,250, for a net revenue of \$17,510 for picnic sponsors and costs of sponsorship.

Discussion:

Joel asked if the catering for the picnic was put out to bid. Jill said we try to use one of our existing food vendors chosen by the food vendor selection committee. Joel asked if any of the other vendors had a chance to bid on it. He said he's bringing up a perceived conflict of interest with the fair board chair getting the catering job. Answer- the sponsor was given a list of fair vendors for their picnic coordinator to choose their preferred food vendor. Tamra would like to see a "practice" put in place for the picnic coordinators choosing a particular vendor.

No further discussion. Ken seconded the motion. Motion passed.

**Cost overruns and projections:**

Unknowns- lodging and shuttle for bands and ambulance/EMT cost overruns. Ironman will be occurring the same time as our event and is causing us some conflicts, especially for lodging. Tamra said we do have a person who will provide shuttle service at a cost, previously we have had a volunteer do it. Insurance coverage is an issue for paying someone to drive the shuttle. Perhaps we will use a shuttle service.

Joel mentioned that Aaron Watson has been ill and has been canceling performance dates. There's a chance he could cancel on our fair.

Brandi made a motion to authorize Ingalls & Associates to "book" up to 10 rooms per act for lodging, and up to \$1000 per act for transportation to be further discussed and approved at the upcoming June 15<sup>th</sup> fair board meeting; Ken seconded. Motion passed.

Scott said that there is enough money budgeted for the ambulance service. We are not limited on money, the provider is limited on personnel. We currently have service coverage for Friday and Saturday, but not on Sunday. Scott is working on it.

*Wristbands overage*- Ken made a motion to increase the figure from \$500 to \$582; Shannon seconded. Motion passed.

*Oregon Sheep Dog Trials*- The total cost is now \$1,040, was \$500; an additional \$440 is needed. Ken made a motion to approve the increase of \$440; Brandi seconded. Motion passed.

*Golf carts*- An additional golf cart is needed for janitorial at \$429. Janitorial costs came in lower so the money will come out of the excess. Brandi made a motion to reallocate the \$429 janitorial to the additional golf cart expense line item; Shannon seconded the motion. Motion passed. (We are using Jan King for the janitorial service, the same provider that the state fair uses.)

*Family Day Characters*- Princesses coming from Eugene include a stage performance. Brandi made a motion to increase the family day characters expenses by \$1300 to come out of future fair contingency; Ken seconded. Motion passed.

*Opening Day BBQ* moving to the grassy area between the poultry building and the edge of the woods. They will need shade tents at a cost of \$1315. Brandi made a motion to allocate \$1315 for additional shade tents and for the money to come out of contingency; Ken seconded. Motion passed. (There may be other uses for the tent after Friday's BBQ.)

On the Budget Reducing In-kind (BRIK), there is a dollar figure in the line item as a place holder should it not get sponsored; however we may not need to use the money. Tamra said that if an item does get sponsored, she goes back in and places a zero in that line item indicating that we had it at no cost to us.

**Scott Sponsorship Update:**

\$16,580 Confirmed BRIK

\$114,450 Confirmed cash commitments

\$131,030 Total confirmed sponsorship

These figures are all higher than budgeted. Scott is still reaching out to 4-5 sponsors.

Scott asked that board members be around during the DSP picnic on Sunday. He'd like to show them "a perfect time." There will be approximately 200 people on the grounds that have special needs; so fair personnel need to "pay attention."

Jill is working on getting day sheets on the website and also working on work orders. She'll be seeking final details on the work orders.

On-line ticket sales are around 750 tickets sold; we are ahead of last year. It is costing us 10% more due to all of the events going on at the same time so the cost is in "add sales." Jill said she's going to increase their marketing budget by 30%.

Marion County will be purchasing tickets for Marion County employees again this year. Last year it was \$18,000 (we only bill for tickets that come through the gates.)

There is a political fundraiser at the Sublimity Harvest Festival grounds on the Saturday night, July 9, a country music concert.

**VIII. June Strategic Plan Items:**

No comments made on:

1.2.8 Review theme days.

2.1.2 Build on broad-based marketing.

2.1.5a Vote on fair theme- *N/A*

3.2.5 Identify and coordinate ground crews for set up and take down.

4.1.2 Work with event coordinator on possible entertainment

4.2.1 Identify talent show coordinator- *N/A*

4.2.2 Contract with sound and lights contractor

4.6.1 Coordinate dog related activities

4.7.1 Develop veteran's recognition program- *Not occurring this year.*

2.1.7 Are in the process of working on the Courthouse Square (CH2) display window.

4.7.2 Currently working on STEAM and the content in the Quest app. it does away with paper. Sarah is working on STEAM ambassadors.

**IX. Other:**

The Ingalls have reviewed the Emergency Plan document that Denise sent them for editing and made some changes. (Denise will send the document out; the Emergency Plan review meeting will be held June 15 at the fairgrounds. Any interested fair partners are invited to attend.)

The fair volunteers' orientation will be held June 29 at the fairgrounds. Sarah and Jill are working on the program/agenda.

**Zoom Notes:**

00:13:43 Heather Holcomb-Acres of Hope:  
<https://acresofhopeyouthranch.org/barn-party>

**Meeting Adjourned: 7:05 PM**