

Mission- 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

April 5, 2023 5:30 PM

Meeting Convened: 5:30 PM

I. Call to Order/Introductions

In Attendance

Board Members- Mike Adams, Joel Conder, Brandi Crandall, Becky Delurey, Amy Goulter-Allen, Shannon Gubbels, Pam Zielinski

Key Volunteers- Colleen Busch, Rebecca Turner

Guests: Joseph Billington, FFA; Sarah Coutley, Community Services; Kecia Eberle, Community Roots School; Jill & Scott Ingalls, Ingalls & Associates; Margi Tipton, 4H; Cody Walterman, Marion County Assistant Legal Counsel

Staff: Denise Clark; Chris Eppley, Community Services Director; Kelli Weese, Community Services Manager

II. Public Comments

Kecia Eberle- Community Roots School is having their annual fundraiser auction on May 13. The school receives 20% (approx. \$230,000) less funding than standard public schools. They are reaching out to various organizations for support. Their school has similar values as the Marion County fair including focusing on kids and agriculture. They would be glad to share what we are doing in the community with their followers. Last year they raised \$55,000 through this event.

Denise said the fair's donation policy includes the requester must come in-person to make the request and allows us to donate up to six entry tickets. Jill indicated that last year we donated a fair family fun pack.

Brandi made a motion for Jill to put together a family fun pack to donate to the Community Roots School. The packet is to include 6 entry tickets, carnival ride cards, and ice cream tickets; Becky seconded the motion. Motion passed.

Jill will be in touch with Kecia to get the donation into her hands.

III. Approval of March 1, 2023 Meeting Summary Notes. Denise noted that it was brought to her attention that there was a reference to Jill as "himself;" this should be corrected to "herself."

Shannon made a motion to approve the meeting summary notes with the change in wording from "himself" to "herself"; Brandi seconded the motion. Motion passed.

IV. 4H/FFA Reports

4H- Margi Tipton

Melanie is in Idaho attending a 4H conference so Margi is representing 4H. They are waiting on the state fair book information to finish the local 4H fair book. 4H enrollment just finished; it looks like they are going to have a little over 500 participants. There may be more entries at the fair this year. The fair enrollment deadline is May 26.

Jill said a 4H/FFA camping meeting was held. Decisions made included that there will be no power for campers and there will be a new, modified camping map. The power hookups were constantly being tripped in the past and state fair staff had to repeatedly go turn the power back on. There will still be some ADA accessible power sites.

Margi noted that 4H is developing a back-up generator use policy for those with RV's camping on the grounds. This will include the hours generators can be used and state fire marshal specs. (safety measures) regarding the use of generators.

Scott assured Margi that the grass would be mowed in time to accommodate the campers.

There will be limited day parking allowed on the black top area near the barns.

FFA- Joseph Billington

FFA leaders had a meeting to finalize the logistics of combining their fair processes with 4H. The fair morning meetings will be held jointly with 4H. They will also be purchasing belt buckles together. Their move-in dates will be the same as 4H. Their respective banners will be purchased separately. Some FFA participants are questioning the new process; they will re-evaluate it post fair.

Joseph offered that FFA students can help with the state fairgrounds' mowing as the school has a tractor with a mower and bucket. The kids could use the time to practice on the tractor. All those who operate the tractor have taken the tractor safety course through Chemeketa Community College and have their certification. It was unknown if the kids could operate the tractor on the grounds due to liability issues. Joseph will check on their insurance coverage.

Jill noted that State Fair said that they can ready the greenhouse for use at our fair if FFA wants to use it.

V. Financial Report- Brandi Crandall

Brandi said that year-to-date changes are highlighted in yellow in the document; mostly money that has come in or gone out. She also noted the change in the adopted budget for an increase in the *Attractions* amount per Jill's budget change request approved at last month's meeting. Shannon made a motion to accept the financial report as presented; Amy seconded the motion. Motion passed.

VI. Items of Special Interest

Event Coordinator Contract Update- Kelli Weese

Kelli reviewed the history timeline of the Event Coordinator Contract. The fair board had decided not to move

forward with another year on the contract, to instead go out for procurement in the fall. This was the recommendation that was presented to the Board of Commissioners (BOC). The fair board's Request for Proposals (RFP) review team is now reviewing the document; their findings will be brought back to a future fair board meeting.

Work Session Update- Kelli Weese

The annual fair board/BOC work session was held March 23; 18 people attended. Kelli thanked all those that attended. The BOC expressed appreciation for the fair board's work. The BOC would like to see more free activities for fairgoers and ways to connect with youth. They'd also like more picnic areas provided.

The fair board would like to see improved communication between the BOC and the fair board. In the past a BOC liaison attended fair board meetings that kept communication open.

Brandi heard the BOC say that they would like to meet with us during daytime work hours. She agrees we need more regular communication established. She suggested that they be sent the agenda and meeting minutes. (Denise will find out if they would appreciate that; she noted they have access to them on the web.)

Becky said she heard them say that they might be willing to attend the first half hour of an evening meeting.

Shannon feels that it's "a big ask" to change the fair board meetings to daytime hours because so many fair board members work during the day.

Kelli said that the BOC suggested that we hold quarterly work sessions. Brandi expressed she was not in favor of that.

Kelli said a compromise would be to hold a board work session in the fall, addressing the results of the most recent fair and then hold another work session in the spring to address what is being planned for the upcoming fair. The other two quarters invite the BOC to attend our regular board meetings, like a January and June meeting. If that was approved, we would add the additional work session to the strategic plan.

Rebecca feels it's reasonable to ask them to attend a fair board meeting twice a year.

Update on State Fair Meeting- Kelli Weese

In attendance representing our fair were Jill and Scott, Kelli, Denise, and Shannon.

The meeting discussion included:

- 4th of July event logistics (the concert will be the country group *Alabama*)
- Use of Columbia Hall
 - New restrooms
 - Re-roofing will take all summer to complete
 - Some of the east side parking will be blocked-off for the contractor's storage area
- Security on the east side of the grounds
- Next year, there will be a \$5 per car parking fee; parking is not included in our current contract/agreement. We received a letter saying they were increasing our fees. The fees will go to improving the gravel parking area.

- Brandi noted that other county fairs own their fairgrounds and therefore benefit from the parking fees; we don't.
- It was asked what impact this will have on the 4H/FFA participants coming and going.
- It was noted that Les Schwab has sponsored parking at fairs in the past; perhaps they could sponsor it. Jill said that we would still budget for it as an expenditure; Ingalls do their best to raise revenue to offset expenditures. They raise sponsorship money but don't associate it with a certain item. We'd have to set up a special agreement with state fair that they don't charge for the cars instead we would track it and pay them "x" amount per car, or something to that effect.
- We will re-visit this for the 2024 fair as to what impact this will have on our ticket prices.

Joel said to keep in mind that there is also a concert on the fairgrounds on June 21, the annual fundraiser for Family Building Blocks.

4H/FFA static exhibits will move in on Monday. In setting up and decorating Jill cautioned to leave nothing of value out as there will be a lot of the public on the grounds for the 4th.

Marion County 4H Service District Opportunity- Chris Eppley

Chris said that the Marion County Extension and 4H Service District has been asked by the BOC to add an additional \$10,000 to the money given to the county fair (for a total of \$27,000.) They would like the \$10,000 earmarked for a "youth paid internship" to give them work experience at the fair. More information to come. Mike responded that this fits nicely with the fair's mission to support the youth in our community.

County Fair Profit/Loss Statement- Kelli Weese

The BOC, at a recent Management Update meeting, requested that Kelli produce a fair profit and loss statement. She said it is difficult to develop because fair planning is done in one fiscal year and the event itself is held in another fiscal year. The document shows the fair's profit and loss compared to the general fund subsidy. The dollar figures are identified by the project numbers associated with each fair. It captures the revenue in, and expenditures going out, for each fair. This doesn't include any networking capital or reserves. The fair's reserves have gone up significantly over the past 10 years. At the work session the BOC suggested reflecting the paving in trade value expenditure for each of the fairs.

Rebeca asked why there was zero transferred from the general fund between the 2015 and 2016 fairs. Answer- it was represented in the previous year. Kelli said it has to do with the fair year vs. fiscal year; a lot of the transfer was allocated to administration for the planning year. Joel said Commissioner Carlson sponsored "an additional infusion of cash because we were upside down." Rebecca suggested adding a footnote on the document capturing this history.

Kelli noted that this is a template that can be used for the future, updating it annually.

Kelli said that Denise has put together a document on the fair revenue over the years along with any variables that may have an affect such as weather, headliners, economic influences, etc.

Fair Foundation Donation Request- Joel Conder

The fair received a letter from the Marion County Fair Foundation (MCFF) requesting a donation for their annual auction. The purpose of the Swine and Wine event/auction, being held April 20, is to raise money to supplement the premiums and the animal bedding for youth at the fair. The MCFF is asking for a package of 4 passes- VIP

seating, Bob's Burgers, and ice cream coupons. Joel indicated that the money raised "goes back into the kids." Currently they are working with 4H in buying small animal cages and horse dressage equipment.

Brandi made a motion to provide a fair entry package to the swine and wine auction as requested in the MCFE letter. The package is to include fair entry tickets and ice cream and food coupons from a vendor once the food vendors are selected in the upcoming food vendor selection committee meeting. Pam and Joel recused themselves from the vote as they are both on the MCFE board. Shannon seconded the motion. Motion passed.

Big Name Entertainment Update- Joel

Both artists' contracts are in and currently being routed for signatures; this should be completed by next month's meeting. Jill said they received "assets" (artist approved publicity information) today to get the information posted on-line. She said she is waiting on the Afton contract to be able to build the tickets and get those posted which will take about three days to complete. The Afton contract is held-up due to IT reviewing their cybersecurity. We noted that we have the advantage of a target audience, and ticket buyers, already in the system.

Our ticket purchasing will be competing with the state fair's concerts. The difference is concerts at our fair are free.

Rozmely and Associates Application- Denise Clark

Denise presented a commercial space application from Rozmely and Associates. In 2022 this organization did not adhere to Marion County Fair's Rules Governing Commercial Vendors. They left early on Saturday and did not return on Sunday. Contractually, a vendor agrees to stay open all hours of the fair. Mike indicated that his booth was located directly across from this one. He witnessed the participants being present all-day Thursday, in which the fair was not open, and they also left early on Friday. Pam also observed them leaving early. Amy made a motion to deny the request for Rozmely and Associates to have a booth at the 2023 fair due to their not adhering to the rules; Pam seconded. Motion passed.

Catering Policy- Denise Clark

Denise said the catering policy has been brought before the board previously; she has made the changes to the document that the board requested. Mike recused himself from the discussion and voting.

Joel indicated that the information about the catering for big name entertainment catering addressed the concerns he had previously expressed. Joel asked if we were notifying food vendors of the possibility of catering at the fair. Denise responded that yes, there is a place on the application for each applicant to indicate if they are interested in catering should the opportunity arise. Brandi made a motion to approve the catering policy with the changes that were made; Amy seconded. Motion passed.

Photo Backdrop- Amy Goulter-Allen

Amy said that some parents have requested having a photo backdrop (a banner that is used similarly to a photo booth) for the kids' use at fair. There is now an existing photo backdrop while the junior market auction is occurring, but it is taken down once the auction is over. Other kids, not involved with the auction, would like to have their photo taken in front of a backdrop.

Jill did some research on the costs of a backdrop; the least expensive was \$223. She said we would need to add it as a budget item, even though we might be able to get it sponsored, as we do with all potential expenditures.

Amy suggests having an option or feature in which we can change the date for use over multiple years. The banner would hang all four days of the fair.

Jill said the prices listed may have changed since she produced the document, the prices may have gone up. The banner does not come with any framework; we would have to make that.

Mike said that he would purchase the banner. Joel said that MCFE would also be willing to purchase one. It was suggested to have two, one in the back by the barns, and one in the front-end for general fairgoers to utilize.

Jill said that this is usually a sponsorable item that is easy to get sponsored and the fair can make extra money (above and beyond the cost of the banner) in sponsorship. She asked if the fair board wants to take it out of that inventory and just have them purchased.

Becky asked if the design is already set as she knows someone that could possibly provide a better product. Jill said if Becky wants to pursue something different, to see Jill.

Brandi made a motion to approve the purchase of two 10'x8' banners to be utilized at the fair; Shannon seconded the motion. Motion passed.

It was suggested to sell advertisement space on the banner to generate more revenue. Response- the photo is all about the kids and their fair memories, just have it say, "Marion County Fair" with no businesses listed.

VII. Ingalls Report

Jill contacted Tom Hurt about coordinating the Real Heroes. He is willing to do it even though he has another event going on at the same time.

Jill's Report:

- Working on grounds' layouts
- Working on identifying a janitorial provider
- Joel is getting the entertainment schedule to her.
- Posting activities on the website.
- Focusing on the newsletter; getting people active on "social."
- Not having a finalized Afton Tickets contract is holding things up.

Scott's Report:

Scott said that he was "thrilled" as to how the state fair meeting went. He said state fair was "incredibly cooperative." He had expressed concerns to them regarding the contractor's materials being stored in an area that blocks the fair's emergency lane. They responded by working with the contractor to move the materials. Scott said he feels more confident than he did before.

Sponsorship commitments are already at \$80,000; he is expecting another \$40,000. He feels that sponsorship is looking good for the coming fair.

DSP Connections will hold a party again at the coming fair; they want even more features than they had last year.

Coastal is still participating as a sponsor even though they were recently bought out. They are closing their Albany headquarters; it's moving to Boise Idaho. (Their stores will remain the same, just the headquarters is moving.)

VIII. Strategic Plan Items- April

2.1.10 Determine date for holding BOC board session at the fair.

Kelli will ask the BOC if they want to hold a regular board session at the fair as they've done in the past. She does know that they are planning on holding the Opening Day BBQ again at the fair.

4.4.2 Pursue public competitions' award donations.

Jill said that the superintendents seek the small awards, Ingalls approach sponsors about the big things. They have to be careful with cross-over; superintendents are not to approach fair sponsors.

4.4.3 Hold PC superintendents' pre-fair meeting; ensure superintendent positions are filled.

Rebecca is still looking for supers for help with Creative Arts, Foods, and Textiles.

Commissioner Bethel had suggested that the fair reach out to South Salem High School's culinary director for a Foods' Super. Mike also has a contact for a Foods' super that he will give to Rebecca.

4.4.5 Send out public competitions press release.

A press release has been delayed because we haven't gotten the handbook out yet.

Rebecca said that we are looking at developing a contract for our public competitions' judges including getting comps on how much to pay them. She believes that there is enough money in the Public Competition's line item. Jill noted that this fair hasn't paid judges for many years. Qualified judges go from one fair to the next and expect payment. Denise noted that we used to pay them; that she found an existing contract in the file archives.

4.6.2 Process/sign Big Name Entertainment contract- discussed previously in the meeting.

IX. Other

Joel announced that if anyone wants to go to the Swine and Wine, even though the tables are all sold out, to see Joel or Pam.

X. Meeting Adjourned: 7:27 PM