

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

October 5, 2022 5:30 PM

In Attendance

Members: Mike Adams, Mark Banick, Brandi Crandall, Shannon Gubbels, Ken Outfleet,

Key Volunteer: Rebecca Turner

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

Guests: Joe Billington, FFA; Jill Ingalls, Ingalls & Associates; Michael Kauffman; Melanie McCabe, 4H

Meeting Convened: 5:33 PM

- I. **Call to Order/Introductions**
- II. **Public Comments-** None
- III. **Approval of September 7 Meeting Summary Notes-** Mark made a motion to approve; Shannon seconded the motion. Motion passed.
- IV. **4H/FFA Reports**

4H Report- Melanie

The new enrollment year started October 1. There are 16 new volunteer leaders and three new clubs. They held an all-clubs fall meeting. In 2023 all clubs will be re-chartered to USDA. This body approves 4H clubs and allows the use of emblems and associated activities. They must re-charter every year ensuring that they meet all the requirements to be a 4H club.

FFA Report-

Joseph Billington will be attending these meetings representing FFA; he is the Salem/Keizer FFA advisor.

- V. **Financial Report-** Brandi

Changes since last month's report are highlighted in yellow; blue highlights indicate holes that still need to be filled. The holes are the Children of Promise tickets payment; Zero Waste grant money; general fund transfer money; the plumbing invoice; veteran's uniform display, and FFA invoice reimbursements.

It was suggested that the Afton charges be reflected in the document. (Currently only the revenue is listed with the service charges already removed from the dollar figure.)

Mark made a motion to accept the financial report as presented; Brandi seconded the motion. Motion passed.

VI. Items of Special Interest

From September's agenda- Hold a 3 or 4 day fair?

Jill had a conversation with Funtastic; they'd like us to hold a 3-day fair again due to the 4th of July landing on Tuesday. It's a challenge for them to get their equipment broken down from the last event and make it to our fair on time. Ingalls recommend a 3-day fair in 2023. This is just the public portion of the fair as 4H/FFA will not be changing their schedule; they will still be coming in earlier in the week.

It was asked about the state fair holding a 4th of July event at the fairgrounds. If it were to occur, it would be held over by the pavilion. However, our contract includes rent of the full fairgrounds, so it would be outside of our contract. An extra event on the grounds might also be competitions for our fair dollars.

Melanie indicated that 4H is interested in bringing in static projects on Monday for the upcoming fair.

Shannon questioned when we would be able to go back to a 4-day fair? Answer- we are dependent on the carnival. Eastern Oregon fairs had to cut back their hours also. Four different county fairs have lost their carnivals this past year; this might not be the year to try and go back to a 4-day fair.

It was suggested that we could ask a couple of food vendors to come in early to serve the 4H families.

Lesley said having a 3-day fair causes less "burn-out" of the fair volunteers.

Shannon expressed that she doesn't appreciate the carnival "holding us hostage." It was suggested that this coming year isn't a "normal year;" it's a "one-off" this year.

It was noted that the fair has been in this position before with the 4th of July landing in the middle of the week. We didn't go to a 3-day fair then; perhaps look at the revenue generated at that time.

This topic is to be brought forward to next month's meeting agenda for the retreat November 12. (There will not be a meeting on November 2, the 1st Wednesday of month.)

From September's agenda- Updated Dogs on Fairgrounds Policy

Page 9, 3.4- Change the language to just the animal is out of control. Remove "does not take effective action to control it." Remove the second 3.4 numbering. 4H dog obedience occurs before fair.

Brandi made a motion to accept the updated *Dogs on Fairgrounds Policy* with the suggested edits-removing some of the words, and also renumbering; Ken seconded. Motion passed.

Event Coordinator and Marketing/Sponsorship RFP Contract Extension- Kelli Weese

Recently, the fair board held special meetings; the board approved a two-year extension on the Ingalls' contracts. Potential changes to the contract would be needed with inflation/ CPI (Consumer Price Index.)

At a recent management update with the Board of Commissioners (BOC) the two-year extension was presented. The BOC recommended a one-year extension instead, with the possibility of extending an additional year. They want to ensure we are providing the same dollar amount on events, and at the same time, the same quality of events.

Kelli indicated that now the fair board's options are:

1. Recommend a 1-yr. extensions with the option of an additional 1-year extension, as directed by the Board of County Commissioners.
 - a. Either with the amendments proposed, or
 - b. Direct staff to negotiate different terms
2. Recommend a 2-year extension, as recommended by the fair board at the 9/26/22 special fair board meeting.
 - a. Either with the amendments proposed, or
 - b. Direct staff to negotiate different terms.

Brandi asked why the BOC suggested a different course of action then the fair board recommended. Answer- the BOC wants to discuss the fair plan at the upcoming annual fair board/BOC work session. They want to ensure we have a "robust fair." They want to increase their knowledge about the fair.

Brandi expressed that we have had more activities at the recent fairs than we have had in the past. She said that as far as increasing their knowledge about the fair, a BOC liaison previously participated in our monthly meetings to stay abreast of what is happening with the fair.

Concern was expressed that a lot of time and effort was put into the RFP decision including calling everyone together for a special meeting, now the BOC wants to speak into the process. It was suggested that if there was a new contract to discuss, their involvement would make sense, but this action just wasted everyone's time.

It was expressed that originally the fair board was told that there was a new RFP going out, and then it was changed to extending the current contract.

The BOC wants to understand how decisions are made; they want to be educated.

The contract is with Marion County (vs. the fair board) because it is over a certain dollar amount. The BOC does have the authority to over-rule the fair board's decision. A vote is needed tonight as the Ingalls' contract has expired and time is of the essence.

It was requested that a representative of the BOC attend the November fair board retreat.

It was expressed that it feels like information regarding this contract has been shared with the BOC outside of the fair board meetings; if that has occurred, we need to know what they have been told.

It was re-iterated that the fair board would like to see a BOC representative come to the monthly fair board meetings. Kelli will notify them of the fair board's interest.

Brandi made a motion to support the 1-year extension, with the option of an additional year extension, Option 1 on the document; Ken seconded the motion. Motion passed.

Brandi made a motion to extend a formal invitation to the BOC for the upcoming annual retreat and subsequent fair board meetings; Mark seconded the motion. Motion passed.

Management Agreement Edits/Approval

Denise noted that the fair board had approved this document earlier in the season. However, the department's contract coordinator had Legal review it and they had a couple of suggestions for improvement. She indicated that the changes are highlighted in the document.

Brandi made a motion to accept the management agreement with the suggested changes; Ken seconded. Motion passed.

VII. Ingalls Report:

- They are in the process of capturing everything for year-end processing; there are still some outstanding invoices.
- Concerning digital marketing, a variable is whether we are holding a 3 or 4-day fair. We need to identify the attractions and consider when to bring back big name acts. We have reached new markets. It's important to keep the old attendees coming and also reach new attendees. We must not lose the algorithms. She said that the longer we wait, the more we lose. They need to start advertising as soon as possible.
- We need to have the Afton contract in place moving forward to the 2023 fair. The contract expires the end of this month (October). The county is in the process of doing an IRFP (informal request for proposals) which will be going out ASAP. Brandi expressed interest in participating in the candidate selection process. Jill feels that there isn't "another Afton out there." Afton offers a variety of features we employ; we could lose our history. The equipment is "cell based."

Brandi expressed disappointment with the county's "form letter" that she had the opportunity to read for recruiting a new fair board member. She suggested that the messaging should target more specifically. (*Denise indicated that she would pass this on to Sherry Lintner, the county's volunteer coordinator.*)

VIII. **Strategic Plan Items-** October

2.1.4 *Maximize use of "free media" (press releases, radio promotions, etc.) in addition to traditional print, radio, and television advertisements.- Ongoing.*

2.2.1 *Fair board members to increase public awareness through presentations, promotions at service clubs, chambers and other public meetings.- Jill or Scott are willing to come and speak at an organization for anyone, anytime.*

3.1.1 *Select an Event Coordinator as needed- In process.*

5.1.2 *Identify, and submit, OFA and OFEA award nominations- Jill encouraged everyone to think of noteworthy things that happened at the fair and to submit that. She says this type of recognition really promotes the fair.*

5.2.1 *Schedule work session with BOC for annual report, prepare docs.- Scheduled for December 29 at 9:00 AM.*

IX. **Other:**

Discussion was held on whether background checks are done on our fair board volunteers. Answer- yes, a background check is done on all county volunteers. The volunteer coordinator is in charge of the volunteers on the grounds at fair time.

Ken reminded everyone that we had discussed doing a human-interest type story on animal projects preparing for the fair. Jill noted that this focus helps further questions on social media as to how to get involved in 4H. We could also showcase projects that don't end up at fair.

It was suggested pictures be taken at the livestock weigh-ins. Jill could also use static project pictures.

Jill said to do such a student project showcase, all she needs is photos, a short story, and possibly contact information. People can email this to her. 4H/FFA leaders and advisors could take pictures of the projects.

It was suggested members would like to see more FFA landscaping contests. Joe said FFA is interested in that also and would like to utilize the green house that is on the grounds if possible. Jill said that the green house responsibility is a sponsorship agreement between GK Landscape and the state

fairgrounds. Joe said that he would reach out to GK to discuss the upkeep of the greenhouse and its use at fair time.

Adjourned: 7:24 PM