

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

September 7, 2022 5:30 PM

I. In Attendance

Board Members In-person: Joel Conder, Brandi Crandall, Ken Outfleet, Pam Zielinski

By Zoom: Mark Banick, Shannon Gubbels, Rebecca Turner

Key Volunteers: Colleen Busch, Amy Goulter-Allen

Guests: Jill Ingalls, Ingalls & Associates; Justine Flora & Amanda Horn, Marion County Risk Management

Staff: Denise Clark; Chris Eppley, Community Services Interim Department Director; Tamra Goettsch, Business Services Department Director; Kelli Weese, Community Services Manager

II. Public Comments- None

- III. **Approval of August 3, 2022 Meeting Summary Notes-** Ken made a motion to approve the notes; Pam seconded. Motion passed.

Dogs in Barns and ADA

Justine Flora, Marion County Risk Manager, gave a Power Point presentation on animals at the fairgrounds according to the Americans with Disabilities Act Section Two, State and Local governments; Service Animals. The Marion County Policy 525 pertains to all owned or leased Marion County facilities; the state fairgrounds would be included.

Support animals are different than service animals; only dogs and mini horses are service animals. (Can't exclude support animals in housing agreements; thus, the confusion occurs.)

The fair has no legal obligation to accommodate support animals; Marion County facilities do not allow them on their premises. This discussion is just about dogs and mini horses.

Discussion:

- The fair does have an existing policy on dogs on the fairgrounds which includes ADA requirements.
- This year at fair, two dogs were barking at each other in the barn causing a commotion.
- The fair has established rules for safety such as not allowing the animals in the barn. Large animals such as livestock, may be afraid of dogs. There is a safety issue when a 10 yr. old child is leading a large 1200 lb. animal and the animal becomes dangerous in response to a dog. Parents react when they see dogs in the barns.
- Have a hand-out available for those that bring in a service animal.
- Put a notice in the 4H handbook.
- Have appropriate signage at the fair specifically around the barns.
- Have positive messaging; only registered animals allowed in the barns.
- There are areas on the grounds in which service animals are allowed; just not in the barns.
- State fair allows dogs on their grounds.
- We need to coach parents on the best way to approach this issue.
- During fair orientation, we talk to our volunteers and security as to what is expected regarding dogs in barns.

- It is important to always have the same point person for communications.
- We are also trying to protect the parents that are concerned for the animal or their child.
- We don't want to exclude the person, only the dog. Perhaps the dog is held by someone while the owner goes through the barns.
- The barn is not unsafe for a legitimate service dog that is just lying there at the feet of its owner.
- Jill noted that you can't separate the service animal from the person according to ADA.
- We need to define areas that are off limits; develop a map that includes aiseways between barns.

Ken made a motion to declare that the livestock barns portion of the fairgrounds is off limits to all dogs (including service dogs) due to safety concerns; Pam seconded the motion.

It was asked for an updated policy to be brought back to next month's meeting. Justine indicated that she is willing to help.

IV. **4H/FFA**

4H- No member present

FFA- Amy Goulter-Allen

The high schools are back in session.

FFA is considering merging the FFA entry process with 4H's process; with all registrants going through the 4H office. This would be beneficial in that the barns set-up folks would have a clear picture as to how many total pens are needed. They may also share the cost of ShoWorks and the Ipads utilized. It would "streamline things." They also could utilize more of the volunteer pool assisting with the clerking of the classes in the shows; currently just FFA advisors are carrying out this task and they don't have time to do any of their other fair duties.

Paying the 4H and FFA premiums at fair has worked out well.

There was discussion regarding FFA approaching the Fair Foundation about supporting FFA by helping pay the fair premiums as the foundation does with 4H. There was a conversation on this topic in the past when they met at Elmers Pancake House; they will re-visit this. (Currently the Fair Foundation just "fronts" the money for the payout at fair time and the fair board reimburses the foundation the full premiums amount.)

V. **Financial Report-** Tamra Goettsch

To update the fair budget document, Tamra has gone back as far as July of 2021 to view the general ledger numbers. There are some totals still to be completed. She is wondering if some items may have landed in the wrong categories. For example, it looks like the line item for marketing and promotions is over budget. She will work with Kelli and Denise to make sure items are put into the correct line items.

All revenue has been recorded.

Joel asked Jill if they were confident that the \$52,000 for marketing will come down to the established budget number. Jill responded in the affirmative.

There may still be some outstanding invoices; plumbing has not come in yet.

Ken motioned to approve the budget document as presented; Brandi seconded. Motion passed.

VI. Items of Special Interest

Volunteer Appreciation Event August 17 Update - Denise Clark

Denise said that the fair volunteer coordinator had received around 50 RSVPs for the event; only around 30 or so volunteers attended. It was a very hot evening and that may have affected the attendance.

The venue at Mike Adam's place was very nice; there were outdoor games available and a large shade tent covering the tables. Mike also donated all of the food for the barbeque.

Amy agreed that the event went well; she liked having it outside versus an indoor event and she thought that the food was really good.

Denise noted that Mike addressed the volunteers indicating that the fair couldn't occur without their assistance. He also acknowledged Tamra Goettsch for her work on the fair. (She is now leaving the Community Services Department and going to Business Services. The fair will have a new director soon.) She was also given a plaque thanking her for all her contributions.

Big Name Entertainment Update- Joel Conder

Joel indicated that our talent buyer, Pat Wood, reached out to the entertainment committee to say Aaron Watson is still available at the same price we were quoted last year. (Aaron canceled last year due to illness.) Pat is moving forward on retaining Aaron for the 2023 fair.

Brandi made a motion to accept the entertainment committee's recommendation to bring back Aaron Watson at a cost of \$30,000 for the 2023 fair; Pam seconded. Motion passed.

The Entertainment Committee consists of Mike, Brandi, Joel, and Jill. (Jill gives input to the committee but does not have a vote.)

Joel will be attending the International Entertainment Buyers Association conference that will be held in Nashville October 9-11. (He will be paying for it out of his own personal funds.) Joel also noted that he is now on the Oregon State Fair Council.

Anyone is welcome to be on the entertainment committee. Currently the committee consists of Jill, Joel, Brandi and Mike. Committee assignments are made at the annual retreat. Tamra said that we have this committee to help move the purchasing of entertainment along so that it doesn't get "bogged down" between meetings. The board has authorized the committee to have "offer power" to an act; after which it is brought back to the fair board to be ratified.

Hold a 3 or 4 Day Fair in 2023- Jill Ingalls

The State fair is considering having a 4th of July (Tuesday) event at the fairgrounds in 2023; this could affect our fair set-up. 4H and FFA usually check-in their projects on Tuesday with the animals moving in on Wednesday.

To determine whether it will be a 3 or 4-day fair, we need to work with our carnival provider to see what their plans are. Jill will be confirming with them.

Jill noted that both supplies and suppliers have dwindled since COVID hit but the demand for both at new events has increased. She said that if we are going back to a 4-day fair, she doesn't believe 2023 is the year to do it.

Kelli will be meeting with the state fair regarding their plans for the 4th of July. Denise noted that we hold an annual meeting with the state fair to discuss our plans for the upcoming fair and the use of their grounds.

Denise was asked to carry this item over for discussion to the next month's meeting agenda.

Social Media Plan:

Jill said that the fair needs to be "active and not let down" on their fair information push. We should be advertising now with "save the date" type notifications. The fair board needs to decide if they want to budget for year-round activity or just seasonal coverage. (Denise was asked to put this on next month's meeting agenda for budget authorization.)

It was suggested that we have signage at the fair where a person could get their picture taken to boost views on Facebook. A parent might be interested in sponsoring something like this.

Have a student's animal project photographed when it is a young and then again at fair time to show the growth.

Fair Board 2022 Retreat- Denise Clark

Denise said that the fair board's annual retreat is usually held around the first half of November. It is usually on a Saturday from 10 AM- 2 PM. Denise will send out a Doodle poll to find a date that works for all. (*It has since been scheduled for November 12.*)

VII. Ingalls Report:

The Ingalls are still working on closing out the last fair. All of the sponsor invoices have been paid.

VIII. Strategic Plan Items:

1.1.1 *Select a marketing/sponsorship coordinator as needed.* Tamra indicated that Krista (the contracts coordinator) is working on this. (The current contract expires 9/30/22.) She hopes to have this fulfilled soon so the successful responder can attend the upcoming retreat. Joel asked when the RFP is going out; Tamra answered as soon as possible, possibly this month. She doesn't know how long it will be open. We send out to a list, Oregon Buys, and interested parties. We will need to come up with a review committee. Finance might be on the committee (to ensure the scoring is done correctly) and others. The Security RFP is also due the end of September.

2.1.8 *Submit sign/banner application to City of Salem (9/15 applications are accepted.)* Denise will be handling this. It was suggested to add a banner in Keizer with all the new traffic going to the In/Out Burger.

4.4.6 *Hold public competitions superintendents' post fair meeting.* Rebecca noted that she had sent out a survey asking superintendents how things went for them at the past fair; only two people replied back. There were a lot of last minute folks coming in as supers this year. Her goal for the coming year is to get "solid" superintendents for the coming fair. New superintendents- Jacklin in Floral and Dan Brown in Photography, were great and enthusiastic about their areas. Rebecca received kudos from Tamra that she did an amazing job this year; it takes a lot to coordinate that area and she felt Rebecca "knocked it out of the park."

5.1.7 *Board members complete annual "Board Self Evaluation Questionnaire" tool.* Shannon asked about the purpose of this tool. Answer- This gives members an opportunity to reflect on how they are doing as a member on the board. This is a personal task for each person to do on their own looking at how they contribute to the board and to note if there is any room for improvement. We are doing the same thing we do with our contractors; identifying how well they provided the services requested. Joel said we are one of only a few fairs that do an evaluation of our contractors. Members believe it is worthwhile. (Denise will send out to all.)

IX. Other:

Joel asked about the Community Services department's personnel changes. Tamra indicated that she would still be coming to fair board meetings for a few months during the transition. Kelli will be handling the fair budget as she has economic development experience and has been handling the \$15 million dollar budget for the department. Kelli confirmed that she has budgeting experience and she recognizes that the fair is an economic tool for the area. Chris and Kelli will be attending all of the fair board meetings. Chris said he is Kelli's back-up; together they will determine how to best take things to the board of commissioners if needed. Kelli will be the primary management point person between the fair and the Community Services Department.

Ken said he was at the Indy car races in Portland recently. A couple of car clubs would like to put on an annual car show if they could find a location. It was suggested that the president of the club become a fair key volunteer and then coordinate the car show at the fair.

Jill noted that Rich Bailey has really stepped up in taking on the car show coordination the last couple of years at the fair. There is discussion regarding having different shows on different days. She'd like to see Rich involved in future car show discussions.

Tamra observed that car clubs schedule their events "super early in the year;" the sooner this is determined, the better.

It was suggested to have a "Cars and Coffee" event.

A car club cannot generate revenue from our fair.

Ken will discuss this further with Jill and Scott.

Tamra noted that she hopes to see *Made in Marion* returning to next year's fair. It has also been brought up to consider having the downtown Saturday Market at the fair as they must move the event in July due to the paving of the parking lot. Perhaps they can hold the event at the fair. If this becomes a real possibility, Kelli will bring it back to the board.

Tamra- The fair board re-appointments were taken to a Management Update meeting last Tuesday for review. The board of commissioners has a new process which includes filling out a new application for reappointment. There is going to be one open board member position. We must go out broadly to recruit for this. The BOC specifically asked that we send to wildfire volunteers. Tamra encouraged everyone to consider who they know that might be interested in being on the board.

Amy would be interested in filling the open board position, however she doesn't have time to do "front end" fair tasks (which are needed for this position) as she has responsibilities in the "back end" (barns) during fair time.

Meeting Adjourned: 7:28 PM