

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

December 6, 2023 5:30 PM

Meeting Convened: 5:32 PM

I. Call to Order/Introductions

In Attendance

Board Members- Amy Goulter-Allen, Shannon Gubbels, Pam Zielinski

Key Volunteers- Greg Martin, Rebecca Turner

Guests: Jill Ingalls, Ingalls & Associates; Melanie McCabe, 4H; Cody Waltermann, Marion County Legal Counsel; Pat Wood, Source Management

Staff: Denise Clark; Sarah Coutley, Fair Volunteer Coordinator; Chris Eppley, Community Services Department Director; Kelli Weese, Economic Development Program Manager

II. Public Comments- None

Strategic Plan Item- Big Name Entertainment Update- Pat Wood
(Item moved up in order on the agenda.)

Pat has confirmed Matt Stell, the artist paired with Ned LeDoux that we were considering for Saturday night's act. Ned LeDoux originally said "no." However, recently his people asked for us to re-submit an offer.

Uncle Kracker is unavailable.

Pat is still working on finding a Friday night act.

New Board Member Interviews

Three candidates were interviewed to fill the three open fair board member positions. Applicants were Dana Castano, Brandi Crandall, and Greg Martin. Amy made a motion to recommend all three candidates to the Board of Commissioners (BOC) for appointment to the fair board; Pam seconded the motion. Motion passed.

III. Approval of November 1, 2023 Meeting Summary Notes. Amy made a motion to approve the meeting summary notes; Pam seconded. Motion passed.

IV. 4H/FFA Reports

4H- Melanie

It is currently the enrollment period for 4H; new members can register until April 1. The judges are all hired. In February they will have a better idea of how many market steers they will have for the coming fair.

FFA- Melanie said she had spoken to Joe, nothing to report on FFA other than in January they will know what their numbers might be for the coming fair.

V. Financial Report- Denise

Denise indicated that she will now be responsible for maintaining the fair budget document, previously the department's budget analyst did it. She will be more intimately involved in developing/editing the document every month and will better control where expenditures and revenues are reflected in the document. She is also drafting the 2024 budget document.

The changes during the last period include \$1716 in County Administrative Charges and a credit of \$402 for board member bonds. This is for the remainder of the terms of those board members that resigned.

Amy made a motion to accept the Treasurer's Report as presented; Pam seconded. Motion passed.

VI. Items of Special Interest

Management Update 11/21/23 Items- Kelli

The first item presented at the Management Update was the 1-year extension of the Ingalls' Contract for Event Coordination; the contract includes an increase of \$1850. This will be presented again to the BOC for actual approval next Wednesday, December 13, at the weekly board session.

The second item presented was the results of 2024 Fair, an annual report that is given to the BOC. They were asked if they still wanted to hold a work session to review this information with the fair board. The BOC indicated that they would like to meet with the fair board, perhaps in late January or in February. It has been recommended that two work sessions be held between the BOC and fair board, one in the fall and one in the spring.

The third item presented was information on the new State Fair policies concerning the following changes:

- Assessing a parking fee of \$10 per vehicle for all fairgoers
- All events must use the state fair's concessionaires
- Fees charged for all RV parking and camping

We are a government agency producing an event for the community and should not be charged these fees; we are a non-profit organization. Many of their renters are for-profit businesses.

The presentation included suggesting the fair board and the BOC coordinate a written response to these changes. Commissioner Cameron suggested that he make a phone call to the state fair before we take this step.

The fair board would like to see an agreement in writing allowing the county fair to be excluded from these charges.

Jill said that we would incorporate the same language in our annual spring meeting with the state fair regarding our use of the grounds.

It was asked if we would be charging our fair partners to park. Answer- vendors will be given “x” number of passes and will be able to buy additional passes at a discounted rate. It was noted the fair’s 85+ volunteers aren’t going to want to pay to park.

If we end up being charged for parking, we will need to re-visit our gate entry fees.

Agfest organizers had requested a flat fee for parking; their request was denied.

We may be able to negotiate the cost per car. They will also probably negotiate on the number of passes given.

If an event is a closed party (such as a quinceanera) the state fair won’t charge for parking.

Marion County Fair gave all of their allotted 2023 capital improvement funds (\$277,000) to the state fair.

Jill indicated that Oregon Fairs is going to continue to lobby for capital improvement funds be given to county fairs.

Retreat Facilitation- Kelli

Kelli said that we would like to bring in a professional facilitator to the upcoming retreat to help guide the process and also do some team building as we will have several new board members. Denise has reached out to four different organizations and received responses back. The cost of a facilitator may be anywhere from \$2,000 to \$4,000.

Amy made a motion to approve staff to move forward in finding a facilitator for the retreat with a fee not to exceed \$4,000; Pam seconded the motion. Motion passed.

Retreat Date

The ideal retreat time is a half-day on a Saturday in January. Jill indicated that the only day she is not available is January 27. Shannon said she is not available January 20th, February 3rd, or February 10th.

Eventeny Software- Denise

Denise presented the benefits of purchasing Eventeny software for fair coordination of vendors, volunteers, and camping. There would be an annual cost of \$2800; for the first year they would charge us half that, \$1440. She attended a session on the program at the recent OFA convention at the Deschutes County fairgrounds. She said those that use it “rave” about it. She also had a 45-minute on-line interview with an Eventeny representative. She is now working with county finance to ensure the program’s credit card procurement process will work with county requirements.

Melanie was excited to consider the program managing the fair's 4H/FFA camping.

Pam made a motion to move forward with the purchase of the Eventeny software contingent on the county's acceptance of the program; Amy seconded. Motion passed.

VII. December Strategic Plan Items

1.2.1 *Reminder to members to pursue recruiting new vendors and sponsors for the upcoming fair.-* On-going.

1.2.2. *Review pricing structure for vendors.*

Denise had distributed data on the vendor booth fees over the years. We haven't increased the fees for years. Jill indicated that all prices are going up. We should increase the amount of vendor fees. Jill says she will look at other fairs and see what their prices are and bring the figures back to the next meeting for approval.

2.1.5 *Reminder to pick fair theme in January.* It was suggested that this be moved to the upcoming retreat.

Jill suggests that we don't "re-brand" the fair every year. The brand is *Made in Marion*, the theme is separate from that. We may want to consider a theme this year. It was noted that it is fun to have kids (clubs) participate in suggesting a theme. Jill also suggested it's time to refresh the logo.

3.2.3 *Identify carnival vendor as needed (next RFP fall 2024)*

Jill indicated that a lot of fairs are trying to recruit Midwest fairs to come to this area as there are so few carnivals here. Local fairs are ending up without a carnival. She recommends we stay with what we have; renew what Funtastic is already doing.

3.2.4 *Identify security and ticket taking agency as needed (next RFP fall 2025)*

5.2.2 *Make BOC work session presentation.-* We will schedule once we have a full fair board.

5.2.3 *Review bylaws and communication/conflict resolution procedures-* To be done at the upcoming fair board retreat.

VIII. Other:

Denise indicated that Becky Delurey submitted her resignation from the fair board this week, effective immediately. We will need to start another recruitment process.

IX. Meeting adjourned: 6:54 PM