

*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)

April 6, 2022 5:30 PM

In Attendance

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

Key Volunteers: Colleen Busch, Amy Goulter-Allen, Lesley Johnson, Rebecca Turner

Guests: Jill & Scott Ingalls, Ingalls & Associates

Staff: Denise Clark, Fair Program Coordinator; Tamra Goettsch, Community Services Department Director

Meeting Convened: 5:38 PM

Denise requested of the chair to add "Volunteer Appreciation Gift Purchase" as an item on the agenda under Special Interests. Shannon made a motion to approve the addition; Mark seconded. Motion passed.

I. Call to Order

II. Public Comments- None

III. Approval of March 2, 2022 Meeting Summary Notes- Ken made a motion to approve the notes; Shannon seconded. Motion passed.

IV. 4H/FFA Reports

FFA- Amy Goulter-Allen

They have a new student state officer who is from Gervais; this person represents FFA at state. They will also be speaking at the upcoming Swine and Wine event. Many kids made "State Degrees" this year. The FFA animal counts are not significantly higher this year.

Small animal weigh-in is in the first part of May.

4H Report- Melanie not present, no report.

4H fair participation numbers are up.

The Junior Market Auction will be held in the Forster Pavilion; the auction dinner in the Willamette Art Center pavilion.

V. Financial Report- Brandi Crandall

All changes are in the Year to Date column indicating money that came in or went out during the past month. Mostly reflected are the budget changes Jill presented, and were discussed, in last month's meeting.

Ken made a motion to accept the financial report as presented; Shannon seconded. Motion passed.

VI. Items of Special Interest

Big Name Entertainment Update- Joel Conder

The two national acts we approached have been “mutually agreed upon.”

Joel said that he talked with Pat Woods today, “things are moving along.” Joel hopes that by next month’s fair board meeting we are signing contracts.

Jill said that they received the marketing materials from both acts. She said that Friday night’s artist is up for three 3 CMT awards. The web postings are drafted and ready to go. The graphics must be approved by the artists; we can’t announce the artist until they are approved.

The music schedule is full; they are working on merging the main stage entertainment and the Woods entertainment. There will be a meeting on April 19th at 1:00 PM.

Joel said that all of the local entertainers are booked.

Swine and Wine Donation Request- Joel Conder

The Fair Foundation’s Swine & Wine (S&W) event will be held April 21 at the Zielinski farm. They are requesting a donation of four tickets, with reserved seating and *Meet and Greet* tickets, for the Friday and Saturday nights’ concerts.

Scott asked were they requesting VIP tickets or reserved seats? He said a VIP table is easy to hold; the *Meet and Greet* is “subject to approval of the bands.” Jill wants to make the package a good personal experience. If given a certificate to the bearer, it needs to say, “Contact the fair office before this date.”

Brandi made a motion to provide the Fair Foundation a fair package to the Friday and Saturday night concerts for the S&W auction; Ken seconded the motion. Motion passed.

Those planning on attending the S&W are Shannon, Amy, Mike and his spouse and Tamra and her spouse.

Mark made a motion for the fair board to pay the \$100 S&W ticket fee for those that want to attend the event. Tamra said that would exceed the ethics law; board members doing county business are not allowed to receive a gift over a \$50 value. Members who want to attend would need to pay \$50 of the \$100 fee. Mark rescinded the motion considering this information.

Food Vendor Selection Committee Update- Denise Clark

Denise said that the fair’s food vendor selection committee met to review all of the food vendor applications submitted by the deadline. She indicated that 10 vendors (plus three carnival food booths) were selected for the coming fair. There was concern expressed as to whether there were enough food vendors as last year there were long food lines and fairgoers were frustrated with the wait times.

Jill said she was comfortable with the number of vendors and believes that they all have the capacity to handle large crowds. She indicated that if its needed, we can put out a call for more vendors as a back-up. Of the many applications we received, many provided duplicate products or were not a good fit for our fair.

Mike noted that experienced vendors, like himself, know how to handle large crowds including having plenty of supplies on hand and opening a second register if needed to move people through faster.

It was suggested to possibly add food trucks. Response- some of our vendors have food trucks. Mike feels that the average food truck vendor on the street is all about “fresh food, not fast food” and can’t handle the large crowds at our fair.

Jill indicated that having a food truck come in at the last minute, to relieve long lines, isn’t feasible due to logistics such as hooking up plumbing and electricity; doing that for short term participation isn’t practical.

It was suggested that we could send out a press release, or do a special solicitation, for the menu items we are looking for such as Hawaiian foods, gyros, pizza, etc.

Denise said that Gina (Golden Grill) will also be asked to consider having a food cart in Columbia Hall to meet the need in that building as she has done in the past. Jill said that if we need it, Gina can also do breakfast as she is always willing to do anything we need.

Jill said that she will watch the on-line tickets sales and the number of attendees projected; if needed, she’ll take additional steps. Jill assured everyone that she thinks we are in good shape, as far as food vendors go, for the coming fair.

Rebecca asked if we would have back-up water available for our food vendors as last year that was a problem. Ingalls reported that they have a plan in place for reserved water and that the county has a stockpile. Water will also be available to fair goers in both information booths as well as in the EMT carts.

Opening Ceremonies- Tamra Goettsch

Last year’s opening day ceremony was held too early in the morning; this year we hope to hold it around 11 AM. Each day will have an opening day ceremony, Friday’s ceremony will be longer than subsequent days. We will have flags (color guard) on the stage and the national anthem sung acapella.

Ken will not be available to coordinate this year as he has a conflict at fair time.

A master of ceremonies is needed, someone who can project and has a good leader-type personality.

Ken will provide a contact person for obtaining the flags; we can pre-stage the flags.

It was suggested that KYKN radio will be on site, perhaps Warren Franklin could emcee.

Mike will be the fair lead on the opening ceremonies and the stage.

Tamra encouraged all board members, and key volunteers, to attend the Opening Day Ceremony. The chamber breakfast will also be occurring that morning.

Mike is the fair board's lead for the chamber greeters. Jill is the go-to person for prizes and generating enthusiasm for the event.

If items are sponsored for the greeters, Scott wants to make sure the sponsoring business is acknowledged at the event. It was suggested to have a sign posted that indicates who the prizes are sponsored by.

Keizer Fest draws more chamber attendees than our fair does. Jill wants to re-visit how the event is promoted; she wants to work hard on getting the messaging out. It was suggested to promote at the St. Paul Rodeo which is the weekend before our event.

Volunteer Appreciation Gift Purchase- Denise Clark

Sarah Coutley, fair volunteer coordinator, has researched volunteer appreciation gifts for the coming fair and is suggesting a back-pack type nylon carrying bag with logo. (This information was emailed out to everyone previously.) Sarah is suggesting that this be given to volunteers at fair time to be used during the fair itself. Fair board members agreed it was a good item to purchase.

Mark made a motion to approve the purchase of the gift bags, recommending the first one listed on the page; Ken seconded the motion. Motion passed. (Lesley said she has many of these and that this one, containing a pocket on the outside, would be more versatile and desired.)

Mike would like to see that the volunteer appreciation event, that is held post fair each year, be held earlier, He suggests August so that it is before the rainy season. Mike is willing to donate the outdoor venue at his place and also the food for the event.

Tamra said that we need to identify the date of the event before fair in order that we can provide "save the date" notices to the volunteers at fair time. She said that Sarah will work with Mike to find a date that works for all.

VII. Strategic Plan Items

2.1.10 *Determine date for holding BOC board session at the fair-* Not holding one at the fair in 2022.

4.4.2 *Pursue public competitions' award donations-* On-going.

4.4.3 *Organize activities for exhibit hall stage.* It was decided to remove this item out of the strategic plan as there is not a stage in the exhibit hall any more due to limited space with 4H static exhibits in there now.

4.4.4 *Hold PC superintendents' pre-fair meeting; assure superintendent positions are filled.* Still trying to find superintendents to replace those that resigned. It was suggested that Sarah Coutley send out the superintendent's job description along with the partners' "volunteers needed request form," to the fair board.

For recommending superintendents, identify someone you know personally that has leadership skills.

4.4.6 *Send out public competitions press release-* Not ready to announce just yet.

4.6.2 *Process/sign Big Name Entertainment contract.-* Should happen in the near future.

VIII. Ingalls Reports

Scott Ingalls:

DSP Connections, which serves clients in Marion and Polk counties, is interested in bringing their clients and care givers to the fair. They would have an identified area where they would congregate; they'd spend the whole day at the fair. They are especially interested in the animals. Scott would like to see FFA and 4H identify student animal ambassadors that could introduce the animals to the clients. There could be as many as 500 people participating within this organization.

Sponsorship- He is seeing that sponsors want to participate in the coming fair and our offering more money. He said that the first sponsorship contract to invoice went to Denise today.

Jill Ingalls:

Jill is updating the website including getting all the schedules together for populating the pages. She said that she and Denise are proofing the on-line tickets now. There will be "organic posts" going out soon. These are the free postings on social media like Facebook (FB) and Instagram. They "grow" by people re-posting or sending them along.

It was asked if there would be a ticket discount for 4H/FFA. Jill responded that, yes that we will implement all of the previous 4H/FFA pricing. However, there will be no carnival wristbands per the carnival provider's decision.

Fair general admission tickets will be good for any day, not specific to one day. On-line ticket prices increase closer to fair. Participants who purchased on-line tickets last year will get an email as we now have their email addresses. They will have the opportunity to sign-up for the fair newsletter and to get updates.

Jill will be having a meeting with the chamber greeters folks.

Work Orders will be due May 31.

Vendors and authors' table participant numbers are up. There are FB groups like candle sellers and sparkle nails that Jill can reach out to as they are looking for venues to sell their wares.

Scott and Jill are enthusiastic that the coming fair is going to be big, maybe two thirds of what we had last year, bringing back all of the 4H/FFA animals will draw more folks to the fair.

With such an increase in attendance last year, Brandi noted that it was challenging handling the money. However, offering on-line ticket purchasing and taking credit cards at the gate helped with last year's money counting. (She was reminded that we have a money counting machine and Mark available to assist her with the coming fair.)

IX. Other

Mark presented his last year's post fair notes.

- Have an actual information booth in Colombia Hall, not just tables.

- Have first aid supplies available like bandaids. Scott said we can't hand those out or diagnose what is needed medically due to liability issues; instead, we are to call for a medic as they carry bandaids.
- Have a concierge type service in which a person that has large items (like a stuffed animal they won at the carnival) to drop their items off and receive a coat check-in type ticket. Response- this would be hard to do as we can't be liable for holding on to a person's personal items. Also, we don't have the manpower to staff it.
- Have a "tighter rein" on the wheelchairs. Mark said he can't stay until all hours of the night waiting for someone to return a wheelchair. We keep their driver's license when they check out a chair; they are required to bring the chair back to retrieve their license. It was suggested to have a written agreement that indicates when, and where, they can return their chair.
- The veteran's uniforms folks asked for permission to display old antique firearms along with the uniforms. Response- this would be allowed if displayed in a locked case. A work order should be submitted if display cases are being requested.

Mike would like to see new shirts purchased for fair board members as there is budgeted money for them. When worn, it makes members more identifiable at the fair. Mike will discuss it further with Jill.

Amy asked about the fair t-shirts for 4H/FFA students; what colors were decided upon? Answer- the Farm Bureau, who sponsors the shirts, wants green with white lettering to go along with their logo colors.

Meeting Adjourned: 7:05.

Zoom Chat:

00:53:29 Colleen: How much are the tickets?
 01:03:01 Colleen: I think Pam had a question.
 01:53:43 Joel: tickets are \$100 each..
 01:54:23 Colleen: Thanks