

*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

October 4, 2023 5:30 PM

**Meeting Convened:** 5:30 PM

Vice Chair, Shannon Gubbels conducted the meeting.

### **I. Call to Order/Introductions**

#### In Attendance

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

Key Volunteers- Greg Martin, Rebecca Turner

Guests: Jill Ingalls, Ingalls & Associates; Melanie McCabe, 4H; Cody Walterman, Marion County Legal Counsel

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

### **II. No Public Comments**

III. **Approval of August 2, 2023 Meeting Summary Notes** Amy made a motion to approve; Becky seconded. Motion passed.

### **IV. 4H/FFA Reports**

4H- Melanie McCabe

The new 4H program year begins October 1. Last night (10/3) an open house was held at the farm bureau building. Kids brought their animals, 100 people attended. Kelly Noak will be doing a young kid's art program from Oct – June. Cloverbuds is the 4H club for the little people; they will also have an art club. They will be holding a "Home Ec" type program once a month throughout the year. "Adulting 101" will be for 14-18 year old students. It will address different areas of education- financial, resume building, self-defense, canning/cooking and CPR.

It was asked how the 4H community felt about the last fair. Answer, they felt it went well; they always look at areas for improvement.

### **V. Financial Report-** Denise Clark

Denise noted that many hours have been put in on the budget document to close the 2023 fair. Jill has reviewed it to see if anything is missing. The current budget document does not reflect the final numbers, there is more revenue expected or is not reflected correctly. Changes to come include:

- An additional \$16,000 in gate receipts

- 4H/FFA Camping and Stall Fees revenue is still outstanding.
- The final Sponsorship figure will be \$134,500 with a note attached that indicates \$18,000 included in that figure is for corporate picnic costs. (This \$18,000 is also reflected in the Operations side of the budget document under “Special Events- Corporate Picnic Sponsorship Costs.”)

Rebecca asked why the \$95,000 for future rent wasn’t carried forward. Denise responded that was an error and will be added back in.

Amy made a motion to approve the Financial Report as presented; Pam seconded the motion. Motion passed.

## **VI. Items of Special Request**

### **a. Budget Change Request- Ice**

This was inadvertently brought back to this meeting. This budget change request was approved in the August 2, 2023 meeting and did not need to be addressed again.

### **b. Fair Providing Wheelchairs- Jill Ingalls**

In the past the wheelchairs have been donated by a sponsor; if not sponsored, we have to rent them. There are challenges with checking them out. We retain a person’s driver’s license when the person checks it out; when they return it, they get the license back. It’s becoming a problem. Checking it in and out is difficult. Sarah noted that the volunteer center isn’t a good place to store personal ID’s such as a driver’s license. Sometimes wheelchairs are not returned, or this year a different wheelchair was substituted for the one checked out, one of a lesser quality. Jill has researched this with other counties and the state fair and found most are not providing this service any longer. Jill asked if the fair board wanted to continue this practice. Discussion followed. Pam made a motion to discontinue providing wheelchairs to fairgoers; Amy seconded the motion. Motion passed.

### **c. Event/Marketing RFP update- Kelli Weese**

The Board of Commissioners gave direction to move forward with a one-year extension on the Ingalls’ contract. County staff is in the process of updating the contract including a 3.9% CPI (Consumer Pricing Index) figured in. Kelli said we hope get the 2024 RFP out early. She said it would be ideal for the recipient to see the fair in action before under contract with us.

It was suggested that we need to revisit who is on the RFP review committee with the recent resignations of Mike Adams, Joel Conder, and Brandi Crandall. It was noted that a lot of work has already been done; the RFP has been reviewed and updated for both positions (event coordination and marketing.)

### **d. Vendor Refund Language- Denise Clark**

Denise pointed out that in a previous meeting the fair board made suggestions for updating the language on the commercial vendor refund policy. The resulting language is:

“If seeking a payment refund, cancellation of vendor agreement after June 1 requires the vendor to submit a refund request form to the Marion County Fair Board. The request will be considered at their next regularly scheduled meeting.

In determining whether a refund is warranted, the fair board will determine if the request is based on an “emergency” situation and also the fair’s ability to backfill the booth space prior to the start of fair. The refund amount is set at the fair board’s discretion with a cap of 40% of monies paid above the \$100.00 non-refundable deposit.”

This change in the verbiage was agreeable to all.

## **VII. Strategic Plan Items**

1.1.1 *Select a marketing/sponsorship coordinator as needed-* Done

2.1.8 *Submit sign/banner application to City of Salem (9/15 applications accepted.)* Denise was wondering if this should be continued and had brought it to the marketing/advertising coordinator. Jill had indicated that the value for the cost is acceptable and to continue the process. It’s a very visible location in downtown Salem. (Denise has secured a permit for the 2024 fair.)

Shannon asked if we are still hanging a banner in Silverton as that was a “great location.” Answer- yes.

4.4.6 *Hold public competitions superintendents’ post fair meeting.* Rebecca indicated that she reaches out to each person individually to ask for feedback on the fair. It was suggested that the wording of this strategic plan item be changed to reflect that the debrief can occur in various ways- reaching out to them individually; via an email chat; or a group process.

5.1.7 *Board members complete annual “Board Self Evaluation Questionnaire” tool.* Denise asked if members wanted to complete a self-evaluation questionnaire this year; in the past, not all have participated. The purpose of the practice is to reflect on how you are doing as an individual board member or key volunteer. A person looks at things like their motivation, their attendance, their communication, and other things that contribute to the success of the fair. A compiled report is not generated; it is for one’s personal experience. It was decided to skip this process this year; perhaps have members complete it every other year.

Denise asked if the board wanted the service provider/contractor evaluations to be done this year. Jill indicated that she liked receiving the feedback. Denise noted that it’s labor intensive as each item of the contract is listed for scoring. It was also difficult to get many fair board participants to complete them. It was suggested to develop a more simplified format, going to a summary or comment-type form. Also, it was suggested to have just a couple of individuals be assigned to do the long evaluation process in order to track accountability to the contract.

## **VIII. Other:**

### 2023 Attendance

Denise gave the final attendance number as 27,820. This is determined by Brandi’s interpretation of the Afton report numbers and Denise’s figuring the non-Afton entry numbers- wristbands and other partner credentials.

Last year’s attendance number was 26,038. It was noted that this year’s attendance was pretty remarkable with the state fair’s 4<sup>th</sup> of July event occurring on the grounds one day ahead of our event. We had also purposely

budgeted lower revenue figures using the average of the last 5 years along with projecting the 4<sup>th</sup> of July event's potential impact.

#### Open Board Member Positions

Denise encouraged everyone to promote the open board positions to individuals in their sphere of influence. The deadline to submit an application has been extended to the end of October. If more time is needed, we can always extend the deadline again.

#### Fair Board Retreat

The retreat might not be held until December; we have gone that late in the season before. We need to have as many new board members in place as possible before holding the retreat.

Melanie noted that if we are interested in using the Farm Bureau building, December 16 is booked for the large upstairs boardroom. However, there are still available rooms downstairs.

#### Big Name Entertainment

Jill said that Pat, our entertainment buyer, is looking for direction for going after big name entertainment soon. He said that a Bruno Mars tribute band is available for Friday night. He suggests having a group costing between \$6-15,000 for Friday night and spending \$40-50,000 for Saturday night's act such as a 90's country group.

Amy made a motion to have Pat move forward in finding a Friday night act for up to \$15,000 and a Saturday night act for up to \$50,000; Becky seconded the motion. Discussion- Rebecca asked if we should increase the dollar figure due to the CPI. Answer- if the entertainment buyer comes back to us and says, "raise your dollar figure," we can address it then. Motion passed.

Jill noted that we will need to get the porta potties and other rentals done early as they get booked fast.

Greg said Sherrif Hunter, the new County Sherrif, is willing to be a speaker on Honor Day. Greg is working on finding a second speaker from the army. He is also working on scheduling the color guard. He suggested that we provide two nights' lodging for Dan Swearingen, Department of Corrections Honor Guard, from Prineville. Becky questioned why Mr. Swearingen would need two nights' lodging if he wasn't scheduled to speak until 6 PM the second day. Jill responded that there is a set budget for Real Heroes; perhaps they can get the lodging sponsored. Jill is willing to work with Greg on this.

**Meeting Adjourned: 6:25 PM.**