

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

January 4, 2023 5:30 PM

In Attendance

Members: Mike Adams, Joel Conder, Brandi Crandall, Becky Delurey, Shannon Gubbels, Ken Outfleet, Pam Zielinski

Key Volunteers: Amy Goulter-Allen, Greg Martin, Rebecca Turner

Staff: Denise Clark, Kelli Weese

Guests: Jill & Scott Ingalls, Ingalls & Associates; Melanie McCabe, 4H

Meeting Convened: 5:33 PM

I. Call to Order/Introductions

II. Public Comments- None

III. Approval of December 7, 2022 Meeting Summary Notes- Shannon made a motion to approve the meeting summary notes; Ken seconded the motion. Motion passed.

IV. 4H/FFA Reports

4H- Melanie

- All fair judges have been identified
- They've had more new 4H leaders in the last 3 months than in past years

FFA- Amy

- State convention is in March; contests are going on now. Students get their State Degrees at the convention. This involves them making a presentation on their individual projects. They identify how many hours, and how much money, has been invested; 360 students got their degrees last year.
- Amy is still employed at Stayton High School

V. Financial Report- Denise

Changes since last month are highlighted in yellow on the document.

Operations:

- The 2022 Fair FFA costs have been processed and captured in the document- \$6,099
- The City of Salem Liberty Street Banner permit for the 2023 fair- \$505

Administration:

- Verizon Wireless- \$244.42
- Meals (for December retreat) \$103.94
- Half of the fiscal year Administrative Charges (which started in July) \$13297.32.
- The Admin balance sheet final numbers were changed capturing all of the Admin charges against the 2022 fair; previously only 6 months were reflected.

On the balance sheet, a new line entry "Future Rent & Contingency" is now displayed to ensure transparency and purpose of the carry forward figure.

The \$70,000 from the general fund for the 2022 fair has not been received. Denise has been told it will happen soon since the "supplemental budget" was approved the end of December.

Joel asked why the general fund money was reduced from \$80,000 to \$70,000? Answer- the BOC identified that we needed just \$50,000 on the Operations side and \$20,000 for the Admin. side of the budget so reduced the amount to \$70,000.

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

VI. Items of Special Interest

Hodges Badge Company Winning Photo Contest Money- Denise

Denise said she was pleased to bring some good news. Back in October she had entered some fair photos in the Hodges Badge Company front cover contest. (Hodges is who we buy our public competitions ribbons from.) She recently heard that we won a \$100 honorable mention award. She proposes that she splits the \$100 giving \$50 to the photographer that took the photo and \$50 to the exhibitor who entered the project. She said that she is not allowed to announce the names yet until Hodges gives the ok. She is requesting permission from the fair board, that once the money is received, that she be authorized to split the money and distribute. Ken made a motion to approve Denise's recommendation to give \$50 each to the exhibitor and the photographer; Pam seconded the motion. Motion passed.

Board Bond for a Volunteer- Denise

Denise said that it has been brought to her attention to consider purchasing an insurance bond for the volunteer that assists the fair board treasurer at fair time. She reached out to Legal Council who indicated that it is do-able, it's not required, but might be a good idea. The cost would be an annual fee of approximately \$200.

It was suggested that Denise create a title and position description. Denise suggests "Treasurer Assistant." The assistant would need to be identified prior to fair. Mark Banick did this at the last fair and is interested in doing it again at the 2023 fair although he is no longer a fair board member. It was suggested the bond be for a key volunteer. Answer- this position would not necessarily be a key volunteer position (as the key volunteer attends all of the board meetings and holds other pre-fair responsibilities.) Mark wants to just be involved at fair time.

Brandi supports the idea and would like to see a written job description.

If we are spending money purchasing a board bond for an individual, it was suggested that the person sign the job description, making a commitment to being there at fair time.

Becky indicated that she is interested in the position.

Ken made a motion to develop a position description, and also purchase a bond, for a specifically identified person who will assist Brandi at the fair; Joel seconded the motion. The motion was amended to say this action will occur if no existing fair board member is available to take on the responsibility. Motion passed.

New Member Introductions

Melanie requested that there be an introduction of the new folks in attendance as she was not present in the previous meeting in which they were introduced.

Becky introduced herself and said that she has a background in event coordination. She said she loves fairs having gone to them her whole life. She also loves the community aspect of fairs bringing folks together. She volunteered at the Marion County Fair in 2021 and 2022.

Greg said that he'd heard about the position through Joel, and this piqued his interest. Greg has recently retired and has time available to be a key volunteer for the fair.

Melanie said that she has been with 4H Extension Service for 11 years. At fair time, her responsibilities include everything that happens in the barns.

Work Session Canceled

Denise noted that the BOC/Fair Board Work Session in which we discuss the last fair and plans for the coming fair, scheduled for tomorrow, has been cancelled due to a memorial service. A new date will need to be identified for rescheduling the meeting. Denise will keep everyone posted.

VII. Ingalls Report-

2023 Security Costs- Scott

Scott foresees increased costs for security for the coming fair. A cost-of-living increase is included in the security contract. Also, an additional security person is needed to monitor camping in the back of the grounds. There are people coming in off of the streets entering in the back and causing concerns for the campers. Scott says we need a dedicated person back there.

It was asked of Melanie if the labeled camping spots accommodate the large RV's as there have been complaints about the spacing. Answer- no, RV's having gotten larger over time and the spaces have not changed. Campers are also disgruntled about not always having power. It was suggested that the 4H fair camping agreement have language regarding power not being guaranteed. This needs to be addressed as we do not control the power, the state fair does; any problems are addressed by them.

Denise noted that we need to make sure the additional security position is well defined and that security back there is used wisely as this has budget implications.

State fair might be putting a new security camera back there.

It was suggested to get roving security to "rove" out there as is expected of them; they didn't do this last year.

Scott would like to have a conversation with state fair to talk about costs and their infrastructure funding; perhaps a "light tower" could be placed back there in the darker spots of the camping area. Scott asked that this topic be carried over to next month's meeting agenda; he will get more information and bring back his findings.

Jill said that she is working on grounds acts; she is trying to get "hard quotes" from Pirates' Parrots and other acts. She knows costs have gone up. She will bring quotes back to the next meeting.

VIII. January Strategic Plan Items:

1.2.8 *Review theme days (Awesome Day, Honor Day, Ag Day, and Family Day.)* Going back to a four-day fair will add Honor Day back in on Thursday. We are no longer doing "Awesome Day;" (Denise is to take the Awesome Day wording out of the strategic plan.)

2.1.2 *Build on broad-based and segmented marketing approach (TV, radio, internet/social networking, newspaper ads, yard/field signs, banners, etc.)* Jill indicated that they will be adding digital billboards and continuing the big highway signs. She said they don't do much newspaper ads but do radio, mostly local stations. More effort is going into social media.

Melanie noted that last year the jr. market auction was advertised through Oregon State Credit Union and Coastal.

2.1.5a *Vote on fair theme (if applicable.)* The fair's theme is still *Made in Marion*.

3.2.5 *Identify and coordinate ground crews to do set-up and takedown.* Ingalls' crew and sheriff's office (SO) crew are relied on to accomplish this. We need to confirm that the SO will be providing a crew this year.

4.1.2 *Work with event coordinator on potential entertainment and attractions as a draw for fair attendance.*- In process.

4.2.1 *Identify Talent Show Coordinator (as needed.)* It was suggested to change the wording to identify youth talent coordinator and add the word "amateur." Jill would like to see someone come forth out of the local performing art community.

4.2.2 *Contract with sound and lights contractor.* It was asked who will be doing the sound at the fair this year. Jill wasn't sure if this was a county contract or an Ingalls' contract. Do we need to do an RFP or quotes? Jill would prefer to get quotes from people we have a relationship with. *(Denise has since checked with the contracts coordinator, and found out that we have been working off of just quotes, no contract. Ingalls can be responsible for coordinating the sound.)*

4.6.1 *Coordinate dog related activities (flyball, Rescue Row, K-9 demos, etc.)* Jill hasn't yet heard back from Fly Ball as to whether they will be participating this year. Jill may be re-thinking Rescue Row, perhaps have a "meet the dog day" type of thing instead. Jill will check with Sarah, the volunteer coordinator, to see if she has some volunteers that would help with this.

Melanie noted that 4H would like to bring dog obedience back to the fair again. Jill said she will make room for them.

Jill would like to see a process/protocol put in place for educating our fair partners on the dogs on the grounds fair policy.

4.7.1 *Develop veteran's recognition program with community-based coordinator.* Ken is reaching out to the army band, color guard, and also looking for a speaker. He noted that a high percentage of the guard are being re-deployed so may not be available. The money for the army band comes out of the "local entertainment" line item.

4.7.2 *Convene STEAM partners to organize and develop STEAM projects*- Jill will be meeting with Warren Franklin tomorrow to discuss his app. and whether to include it again at this year's fair. Fairgoers need a lot of assistance in using the app. It would be more successful if we had a STEAM ambassador volunteer that has acting ability to engage fairgoers. Jill said she is going to re-look at Warren's "package."

IX. **Other**

Rebecca noted that in our last meeting it was said that we would move discussing member roles and responsibilities to this meeting. Jill said that she was hoping to have things ready for this meeting but didn't get it done; she will bring the information to the February meeting.

Entertainment Update- Joel

Joel said that Pat, our entertainment buyer, had sent over some names of tribute bands to consider. Joel asked board members what they were interested in for a Friday night act such as local artists, tribute bands, or national acts.

Joel feels that if we are trying to analyze the state fair's 4th of July event's impact on our event, we won't be comparing "apples to apples." With them having a national act right before our event, he feels that we would need to have a national act on Friday night at our event also to have a clear comparison.

It was suggested to have multiple tribute bands.

We want to get away from old classic rock; more interested in getting into the "90's era"; perhaps have a tribute band.

Brandi noted that Pat hasn't brought anything forth in our price range for considering a national act.

Jill said that Pat is looking for guidance to narrow down what he brings to the fair board entertainment committee; we need to settle on a musical genre' (or category) of music.

Suggestions:

- Have a cross-over act that reaches the "90's era" crowd; or maybe have a different kind of country, not traditional country.
- Perhaps have a southern rock band.
- Perhaps get the top pop country act that does "cover songs" outside of country music.
- We must move quickly as artists are going fast.
- Give Pat the feedback that we are looking for a more contemporary artist.

Joel said he will be talking with Pat tomorrow and will take these suggestions back to him. He will bring something back to the next fair board meeting for the board to consider.

Meeting Adjourned: 7:10 PM