

*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 Zoom  
June 2, 2021 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; Melanie McCabe, 4H; Margie Tipton, 4H

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

Meeting Convened: 5:35 PM

**I. Call to Order/Introductions**

**II. Approval of May 5 Meeting Summary Notes-** Ken made a motion to accept the May 5 notes; Mark seconded the motion. Motion passed.

**III. 4H/FFA Reports**

**4H-** Melanie McCabe

- All of their judges have been hired except for one.
- 4H and FFA animals will be shown together.
- There will be one day shows only.
- Awards will be given right in the show ring.
- Activities will occur Friday through Saturday.
- The junior market auction will be held on Saturday.
- Static exhibits are coming in slowly.
- 4H is down one staff member; Abby Johnson has left for another job.
- As far as fair participation numbers, the static numbers are down; horses are down 50% as those participants have not able to meet in-person to do hands-on activities. Market animal numbers are up. There are currently 88 exhibitors, 297 entries, that number should probably triple in time.
- Fair entry closes June 6.

4H won some awards for their on-line programs- 4H Central (a magazine) and 4H and youth educational programs that don't lend themselves to fair; they reach 350 youth.

They received a grant for scholarships for campers; enough money to support 40 youth. This reaches kids from up the canyon also. They can have 120 kids per week at camp.

There have been no rabbit disease cases in this area in the last 20 days.

There will not be full vet checks at the fair, only “walk-throughs.”

#### **FFA- Amy Goulter-Allen**

- The area high schools are now operating; it’s feeling more normal.
- Will be doing tractor driving on Sunday.
- Will have static exhibits.
- All exhibits will be going through the 4H program.

Their national conference will be in New Orleans in December.

#### **IV. Financial Report- Brandi Crandall**

The document reflects the actually money in/out thus far this year. Changes in the last month are reflected in yellow.

Revenue has come in from food and commercial vendors and sponsors.

Mark made a motion to accept the Financial Report as presented; Shannon seconded the motion. Motion passed.

#### **V. Items of Special Interest**

##### COVID Restrictions Update- Jill Ingalls

Jill said that she does not have a lot of new information. She said that our area is currently operating in the moderate to high level. She is planning on the fair not going to a lower level by fair time, as it is all based on vaccination levels. The fair can accommodate 13,000 people on the grounds, simultaneously, per day. We only need to worry about Columbia Hall’s capacity. The fair office and the floral building will need to operate at 25% capacity. We can monitor those areas easily because they are internal spaces, versus general public spaces. We will have a will-call table to help with control the number of people going into those areas.

At this point we will plan to have monitors at the exits and entry points of buildings with counters and radios to ensure we know the number of people currently in the building.

To adhere to spacing requirements, we are cutting back on the number of booths/tables in the building layout.

The Health Department has responded to Jill’s initial ideas that they think we are heading in the right direction; they are waiting on a written plan from us.

##### Mask Policy- Tamra Goettsch

Tamra said that she had taken a draft of a fair mask policy to Management Update earlier this week. The purpose was to ask the Board of Commissioners (BOC) what they would like us to do. Legal’s recommendation was to follow CDC guidelines; this will be the fair’s policy. The procedures include signs being posted on all fair entrances and on enclosed buildings with this wording. The commissioners approved signs to be posted that

states, “Your entrance to this building without a mask is your certification that you have been fully vaccinated for COVID-19.” We also have lots of PPE and protective acrylic screens and distancing dots to utilize for the public’s use.

Jill said that the fair’s Emergency Plan should include talking points to organizations such as OSHA as we all need to be on the same page. We are required to do our “due diligence.” Jill will design the signs that hold the policy; Tamra said that her office would produce them.

Jill indicated that for on-line ticket buyers, that “COVID restrictions may apply” language will be posted and buyers will have to acknowledge that they have read it when checking out. The language will also be on the tickets themselves. We will be using the same message on everything.

The following gates will not be used for regular public entrance- silver (barns exit), gray (barns) or yellow.

If the vaccination clinic is still operating at fair time, participants will come in the Aqua gate between the Jackman Long building and the armory. The clinic will provide fencing barriers and staffing to monitor the traffic.

Melanie noted that OSU has changed their policy, masks are only required inside, not outside.

Discussion ensued; the board agreed on the policy statement.

#### Fair Hours- Jill Ingalls

Per the various plans Jill had introduced in previous meetings, the fair hours will be modified to:

Friday/Saturday 10-10 PM

Sunday 10-6 PM

Brandi made a motion to accept the proposed fair hours and they be for the 2021 fair only; Shannon seconded the motion. Motion passed.

#### On-line Gate Entry Prices- Jill Ingalls

On-line general admission prices start at \$5. Jill proposes that they gradually increase closer to fair, suggesting that around June 25 the price goes up to \$7. This will be based on the number of ticket sold at that point in time. The price at the gate would be \$8. There will be social media incentives. The purpose of doing this is to drive on-line sales to control occupancy levels on the grounds.

It was asked if this would affect food sales. Answer- no, there is a projected 40% increase in on-line ticket sales. We will still have enough room for others to come based on our past history of tickets sales; the online sales won’t limit the number of gate walk-ins.

The tickets are set up that you can buy it for an identified single day, but is really good for any day. Jill said the reason for this is we’d like to get an idea of how many might come on a certain day.

Melanie indicated that there will not be 4H half-price tickets available this year. Every entrant will pay a \$10 entry fee, half of that covers gate admission. Gold gate entries (barns exhibitors) will not be paying admission. If family members come in another gate, they will pay admission.

There will be no discount carnival wristbands available this year.

Mark made a motion to give Jill the authority to adjust entry ticket prices as it leads up to fair. Prices will be flexible from \$5-8 on a graduated scale within established parameters. Brandi seconded the motion. Motion passed. Motion amended to be for this year only.

Bringing Food and Beverages on the grounds discussion:

- All coolers and backpacks will be checked by security, specifically for alcohol.
- There are also homeland security issues; items are checked for safety.
- Items will only be checked at the public entries; not at the backend barns gates.
- Denise and Jill will come up with a position and bring it back to the fair board for ratification. (Denise will email the draft out to the fair board.)

Scott will be meeting with security to learn about any current safety issues and will bring that information back to the June 16 Emergency Plan review meeting.

Dogs on Fairgrounds Activity Policy- Denise Clark

Denise indicated that she had sent this policy draft at to fair board parties to review previously. The purpose of the document is to give dog owners parameters for bringing their dog onto the fairgrounds and also a waiver to protect the fair from any liability should any dog incidents occur.

It was suggested to add an additional point not to allow dogs to wander the grounds outside of the activity area; specifically not to be allowed in the barns as they might disturb the exhibit animals.

Mark made a motion to accept the Dogs on Fairgrounds Activity Policy as presented with adding an additional point on dogs being kept in their activity areas, not allowed into the barns. Shannon seconded the motion. Motion passed.

Member Volunteer Needs- Denise Clark

Denise said she was relaying information for Melinda Hautala, fair volunteer coordinator. She presented two forms for fair members to utilize regarding volunteers in their areas of responsibility. One is for requesting Melinda finding a volunteer help for them. The other is for a member to communicate with Melinda if they already have a volunteer and for getting their information in the volunteer data base.

Tamra reiterated the need to communicate this information as there are often “invisible volunteers” folks that are not in the system; if they get hurt on the grounds, they are not covered by the county’s insurance. She indicated that the process is getting better, but there are still issues. An example being public competition judges coming in, we don’t know to expect them as it wasn’t communicated that they were a volunteer and in the system.

It was suggested that a date be set for the annual fair volunteers’ orientation. Board members were encouraged to attend this also. It was suggested that it be held the week before July 4th. *It has since been set for July 1 from 6-8 PM.*

## June Strategic Plan Items

**2.2.6 Create activities schedule to help with public awareness and insure coordination. (Working schedule master list of specials, daily printout.)** Jill is still looking for event/activity schedules; if you haven't gotten yours to her, please do so.

Chamber greeters will be meeting at the fair. They are thinking of having a Marionberry pie dessert contest specific to greeters that would be separate from the public competitions Marionberry pie contest. Participants will be encouraged to wear purple.

Greeters meet at 8:30 AM on Friday morning then the BOC meets in a board session at the fair at 10:00 AM. *Since the Fair Board meeting, board session has since been canceled.*

**3.1.2 Confirm garbage and clean-up is handled by an organization; coordinate any 4H/FFA specifics with them.** Jill has received a janitorial quote from Garten; she is waiting to hear on the Public Works grant money. We can't do zero waste at this time, instead "Waste Less." Tami will determine a contact with Public Works and the grant parameters.

**3.2.12 Submit Fire Permit Application for Special Event/Trade Show to the Salem Fire Dept.** In process.

**3.2.13 Submit Tent or Canopy Permit Application to Salem's Building and Safety Division/Permit Application Center.** In process.

**3.3.8 Identify date and provide post fair gate numbers and revenue to Management Update.** The second Monday after the fair Brandi will have the 2021 fair revenue figures and Afton will be able to provide the gate entry numbers.

**3.3.7 Schedule date for Volunteer Appreciation Night in Sept. Give "Save the date" notices out during fair.** Will have Melinda schedule this event near the end of Sept or early October. Mike would like to be involved in the food and decorations/environment. It was suggested to have games, raffles, or some other activity to involve people instead of just talking. Jill is willing to help with the agenda.

**4.5.1 Maximize commercial space in exhibit hall and outside.** We are currently minimizing the space with this COVID transitional fair, but we are leaving room for expanding if needed.

**5.2.6 Update PowerPoint presentation for presentation of Fair Highlights to BOC.** Will not be doing a PowerPoint presentation this year. Jill and Tamra are working on a different presentation format, possibly including a wild animal such as an alligator from Brad's World Reptiles.

Jill recommended that the Made in Marion artisan arts and crafts booth fees be set at \$50-75 per booth. This would be located in a separate section from commercial vendors. It would be similar to how the Willamette Art Center did Art Jam previously. Ken made a motion to approve Made in Marion booth fees be set somewhere between \$50-75; Shannon seconded. Motion passed. The registration forms will be processed through Denise.

## VI. Ingalls' Reports:

Scott indicated that he is pleasantly surprised as to how fair sponsorship is progressing. We are up to around \$55,000, \$33,900 in cash; Inkind/trade \$16,425.

We are spending \$8,000 for Microtarget Marketing, a digital advertising team hired to ensure that tickets are sold; they use Google ads. We have used social media marketing in the past. Jill is please that they are “on track.”

Jill said that Ashley, their staff member, is doing fun social Facebook notices.

Jill is considering Washboard Willy and a stilt walker for walk-around acts. Also participating are Brad’s World Reptiles; Barnyard Adventures, and Kid’s Fit.

There will be “canned music” playing when there are no acts on the stage.

#### **VII. Other**

Joel indicated that he has all music confirmed with the exception of one slot on Saturday night.

Tamra noted that the commissioners are planning a fair event of recognizing the public servants who help with the wild fire evacuation. This will be held in place of the usual legislative reception.

Amy suggested consolidating users of ShoWorks (4H, FFA, and the fair.) She says that currently a person goes to three different sites to pays fees.

Amy also is interested in seeing FFA premium money payouts be done at fair since everyone (4H/FFA) will be showing together.

**Meeting Adjourned: 7:45 PM**