

*To promote the diverse agricultural and cultural heritage of Marion County
through active participation of its citizens.*

Marion County Fair Board
Monthly Meeting
Commissioners' Board Room and by Zoom
January 5, 2022 5:30 PM

In Attendance

Board Members: Mike Adams, Mark Banick, Joel Conder, Shannon Gubbels, Ken Outfleet

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

Guests: Kecia Eberle, the Community Roots School; Jill Ingalls, Ingalls & Associates; Melanie McCabe, 4H

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

Meeting Convened: 5:33 PM

I. Call to Order/Introductions

II. Public Comments

Kecia Eberle-

Kecia represents Community Roots School, a non-profit charter school. They use Montessori education and address kindergarten through 8th grades. Fundraising is their main source of income. They will be holding an auction May 14 at the Wooden Shoe Tulip Farm. The school's request is that the fair board support their school by providing six free entrance tickets (per the fair's donation policy) for their auction. Ken made a motion to provide the tickets; Mark seconded the motion. Motion passed. Denise will send the necessary documentation to Kecia.

III. Approval of December 1, 2021 Meeting Summary Notes- Ken made a motion to approve the notes; Shannon seconded. Motion passed.

IV. 4H/FFA Reports

FFA- Amy Goulter-Allen

She doesn't know if they will be able to attend the upcoming state convention at the Deschutes County Fairgrounds in Redmond as Stayton High School is not currently allowing overnight trips due to COVID19. They did attend the "Freshman Night" at Woodburn's new Ag building in which they participated in the "creed" and the "knowledge test." Kids need to have contests to participate in throughout the year to make awards. They will be attending the NW Ag show in Salem this coming week as she likes to introduce them to the industry and possible job connections.

4H- Melanie McCabe

January 31 is the deadline for 4H club enrollment for returning members; the enrollment numbers are up slightly. February 5 is the beef weigh-in; sheep, goat, and swine weigh-in is in May. They are in the process of hiring judges.

V. Financial Report- Denise Clark

In Brandi and Tamra's absence, Denise reviewed the budget document. Items highlighted in yellow are the expenditures and changes that have occurred in the last month. She noted that the state subsidy money came in, the same amount that has been received in past years. That figure is broken out with \$12,052 going to Operations

and \$41,144.67 going to Administration. Mark made a motion to approve the budget as presented and also to adopt the 2022 budget and its new format; Ken seconded. Motion passed.

VI. Items of Special Interest

Big Name Entertainment Update- Joel Conder

A \$40,000 offer was made to the act Granger Smith; they rejected the offer. They responded with a request for a bid closer to \$50,000. It was asked if \$40,000 is the price they were listed for, why the offer wasn't accepted. Joel said it has to do with routing; if they don't have any other gignes on the west coast, then they won't come out for that price as it will cost them too much. However, if in the future they do get another gigue out here, we can go back to them with our original offer, and they may take it. Joel is expecting Pat to send him another list of potential acts. Joel said it's early in the year and we are still in a good position to find a good act.

2021 Contractor Performance Reviews- Denise Clark

Denise said we annually review the fair contractors providing them feedback on how they did adhering to their contract in the past year. She sent the evaluations to people who worked closest with the contractor. She compiled the responses and is asking the board members to decide on which response to give the contractor when there is differing responses, ie. - one responder marks "satisfactory" and another marks "above satisfactory." Discussion was held.

Scoring:

It was suggested that it would be easier to have a point system instead of using a phrase for scoring. Currently there are four phrases. For ease in scoring and for breaking any ties, it was suggested that it be a 5-point system by adding the phrase "extraordinary" to describe the 5th point. It was decided to implement this. (There will be no possibility of a score of 5 until next year as that wasn't an option for those that participated in the scoring this year.) Ken made a motion to implement a 5-point scale for scoring the contractor performance reviews; Joel seconded. Motion passed. Denise said that she will go back and re-score the reviews. She will bring the final scores back to the fair board once completed.

2021 Self-Evaluation Reviews- Denise Clark

Denise presented the board member and key volunteer self-evaluation review results. She explained the process and the scoring. She indicated that there was a high level of participation and provided a statistical analysis. Key items were highlighted and a breakdown of the data was presented. Some people said they loved having this process in place. It was asked what actions now need to be taken. Answer- it's a personal evaluation that helps a person reflect on their involvement and investment in this organization, the fair board. Each person is to take their own personal action where needed.

Approval of 2022 Commercial Vendor Fees- Denise Clark

Denise said the document in front of them is the 2021 commercial vendor application, that the board had directed her to bring this item back from last month's meeting. It was suggested that we retain the 2021 modified fees instead of going back to the 2019 higher figures. She said that Jill had recommended keeping the 2021 prices for the coming fair due to the negative impact the COVID19 pandemic has had on vendors' businesses.

Jill noted that they are currently preparing for an upcoming wine festival. She is hearing that previous participants are “hurting” and either didn’t survive the pandemic or don’t have the staffing to support their participation in the event. Jill recommends keeping the fees at the 2021 prices. She also recommends indicating on the form that we have rolled the prices back to the 2021 figures to accommodate everyone but will be going back up to regular pricing at a future fair. Mark made a motion to keep the 2021 commercial vendor fees, not raising them back to previous fair figures, noting on the application that prices have been rolled back but will eventually be raised; Shannon seconded. Motion passed.

Purchase of a Fair Money Counting Machine- Denise Clark

Denise noted that she had emailed information out previously regarding the purchase of a money counting machine. This machine would be for the Treasurer’s (Brandi) use so that she would not have the cumbersome job of counting thousands of dollars by hand in the wee hours of the morning. Having a counting machine would decrease the possibility of human error and be a more efficient method of accounting for all the money. Denise had done the research, compared models, and chosen one that she recommends purchasing. (Mike thought that this had already been approved. Denise responded that an action such as a vote of approval cannot not be done over email, it must be done in a board meeting.) Ken made a motion for Denise to move forward in purchasing a money counting machine for approximately \$233.10 or more allowing for the cost to have increased with the passing of time since she last priced it; Mark seconded. Motion passed.

Mike said that he has an interested party from Columbia Bank that may be volunteering at the fair. Jill said Ingalls & Associates are reaching out to Columbia Bank and a couple of other banks as possible sponsors. She wants to make sure there is no conflict in what is being offered by Mike’s contact. He didn’t think there would be a problem as it was an individual volunteer opportunity the person was considering.

VII. January Strategic Plan Items

1.2.8 *Review theme days (Awesome Day, Honor Day, Ag Day, and Family Day) ticket pricing.* The fair board asked Denise to remove the words “ticket pricing” from this item as there is no longer pricing discounts associated with a specific day. More discussion on this item (what the days will be called) is to be carried over to next month’s agenda.

2.1.2 *Build on broad-based and segmented marketing approach (TV, radio, internet/social networking, newspaper ads, yard/field signs, banners, etc.)* Ongoing

2.1.5a *Vote on fair theme in board meeting (if applicable.)* The fair’s current theme is “Made in Marion.”

2.1.7 *Put together CH2 (county bldg.) window display.* Jill indicated that this is part of marketing and that county staff (the volunteer coordinator) has helped with this in the past. Perhaps this year’s window will include Public Competitions and STEAM quest information.

2.1.10 *Determine date for holding BOC board session at the fair.* Denise will reach out to the BOC.

3.2.5 *Identify and coordinate ground crews to do set-up and take-down.* In progress.

4.1.2 *Work with event coordinator on potential entertainment and attractions as a draw for fair attendance.* Jill indicated that as budget is approved, she’s reaching out to service providers.

4.2.1 *Identify talent show coordinator.* The fair board asked that the wording be changed to “Identify performing arts coordinator for community showcase.” In progress.

4.2.2 *Contract with sound and lights coordinator.* Jill said that she is working on identifying what providers are available; in progress.

4.6.1 *Coordinate dog related activities (flyball, Rescue Row, K-9 demos, etc.)* Jill is determining what dog activities to bring forward. Flyball is interested on participating; they are currently checking on Canada's regulations regarding COVID19 as many participants come from Canada.

4.7.2 *Convene STEAM partners to organize and develop STEAM projects.* Jill is working on the STEAM ambassador ideas and application improvements with Warren Franklin.

VIII. **Ingalls Report**

Ingalls talked with Funtastic, the carnival provider. They do not want to bring the carnival to the fair on Thursday. Funtastic is currently evaluating what revenue they bring in at each fair. Jill noted that they do have a current contract with the county; they may be committed to providing services for a 4-day fair. If the carnival does not come on Thursday, the decision needs to be made if we hold a 3-day or 4-day fair. It was asked could we hold one day of the fair without a carnival. Answer- it would be a "weird day" and difficult to have the carnival moving in once the fair opened. There is a rodeo event in the state that doesn't have a carnival until the last three days of the event; it feels like it's not really a public event until the carnival comes in. We will look at the contract and have further conversations regarding this. Tamra said a fair board member is welcome to participate in the conversation if there is interest. A recommendation will be brought back to the February meeting.

Jill noted that she is seeing an average of 20-30% increase in costs for the 2022 fair from our suppliers; an example- porta-potties are quoting an increase of \$1,000 over last year's price. Suppliers are having hiring issues and having to pay more per hour. Those costs will be passed on to the fair; the budget may be impacted. Jill feels that when the fair board considers adding things to the budget in the future, we need to use caution to avoid possible "over-runs."

VIV. **Other**

Made in Marion Food Trucks

Tamra proposed the possibility of having a food truck section at the fair as part of Made in Marion, trucks specializing in foods made in Marion County. Jill said that there might be sponsor opportunities with this. Mike indicated that the state fair is going to have a food truck area of five trucks in the garden area that includes local bands and beer.

The food vendor committee will discuss this before the 2022 food vendor application goes out.

Meeting Adjourned: 7:00 PM