

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

**Marion County Fair Board**

**Monthly Meeting**

By Zoom

February 2, 2022 5:30 PM

In Attendance

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

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

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

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

**Meeting Convened:** 5:35 PM

**I. Call to Order**

II. **Public Comments-** None

III. **Approval of January 5, 2022 Meeting Summary Notes-** Mark made a motion to approve the summary notes; Shannon seconded. Motion passed.

**IV. 4H/FFA Reports**

**FFA-** Amy Goulter-Allen

There are some school limitations in place due to COVID19, but there are also things they can participate in. They are "moving forward."

**4H-** Melanie McCabe

There are more 4H members enrolled this year; the sign-up deadline was January 31. They are moving all exhibits into Columbia Hall. Her personal job is changing for a period during March through June. We may see some new staff at the fair. Beef weigh-in is this Saturday (Feb.5.) With the changes in COVID19, club meetings are now more open; members can meet in person in-doors. There is no limit on the number of youth that can attend a club meeting. The only restrictions now are masks are required indoors and there is to be no sharing of food.

They are looking for 4H superintendents for dogs and small animals.

**V. Financial Report-** Tamra Goettsch

Changes over the past month include payments to the Ingalls; revenue for interest earnings; and bond payments. Under Administration, the Verizon charge is a monthly fee that is paid over the course of two year contract; this phone is used to communicate with the fair volunteers. Mark made a motion to accept the Financial Report as presented; Shannon seconded. Motion passed.

## VI. Items of Special Interest

### Big Name Entertainment- Joel Conder

Joel said that the fair made an offer to Rodney Atkins; it was turned down as he was not “routed” out this way. Pat, of Source Management, will go “back to the drawing board” to get another list of potential acts for us to consider.

Jill indicated that the big conventions are over; we have a better chance of connecting with those that represent acts.

Joel said it is still early in the process so we don’t need to worry about finding someone yet.

### Hold a 3 or 4 day fair?- Jill Ingalls

Our carnival provider, Funtastic, can’t come in on time to feature a carnival for all 4 days at our fair. They have a new client the 4<sup>th</sup> of July; they are maxing out all revenue possibilities. However, they are committed to being the best carnival they can be for our fair.

Four Oregon fairs do not have a carnival. Funtastic is one of the largest carnivals in the state; they have dropped two “sets” as they don’t have enough staff.

On Thursday, 4H and FFA will be present on the grounds; this won’t change that. We’ll have to figure out how to handle the public being on the grounds before the fair opens.

Lesley noted that volunteers really like the 3-day fair as it is less taxing on folks.

There won’t be enough people on the grounds to make it worth food vendors coming in on Thursday; maybe just invite a couple of food trucks to provide breakfast.

Tamra is concerned about the public’s safety on the grounds while the carnival is setting up; she wants to ensure their protection.

Ken made a motion to hold a 3-day fair in 2022; Mark seconded the motion. Motion passed.

### Review Theme Day Names- Jill Ingalls

Sunday is Family Day; Saturday is Ag Day. There are no recommendations for Friday yet; historically there was Honor Day and Awesome Day; they have been combined. Friday’s name will depend on the kind of act we have. Jill expressed that the marketing and event team are in a “pause stage” and not concerned about a name yet.

Made in Marion is the theme for the whole fair.

It was asked what effect not having a fair on Thursday will have. Answer- it doesn’t affect the big name entertainment budget; can move the local entertainment dollars over to the other days.

Mark asked when on-line ticket sales would begin. Answer- we want to get it up as soon as possible; first we need to solidify the days, dates, and times. We'll start pushing ticket sales the end of March, 1<sup>st</sup> of April.

It was asked will we have as great a response in ticket sales as was last year? Answer- it's hard to know. Events that are currently happening are reporting an increase in attendance. We did capture emails last year to reach out to folks; we haven't had that information in the past.

Joel asked how we will communicate to all our customers that it's a 3-day fair, not four? Denise said that she is currently making a list of all the documents that need this information changed; we'll also communicate on the web and through social media. Jill noted that it's early in the season; most of the marketing messaging hasn't started yet.

Tamra noted that the weekly board of commissioners' session held at the fair highlights 4H/FFA. What day would we hold that on? Jill felt Friday is a good day for that as the chambers' greeters are there at the same time, so the local government and the community businesses mix well.

Tamra asked Denise to write a County Management Update document indicating that we are having a 3-day fair and to address holding the BOC session the fair of Friday.

#### Garten Janitorial Contract Extension- Denise Clark

Denise said that Krista Ulm, Contracts Coordinator, is wondering if the fair board wants to extend it's janitorial contract.

Jill indicated that Garten has done our Zero Waste over the years. Last year, janitorial was hard to come by so Garten stepped up and did it for us. As far as having them again, we need to due diligence, contacting other providers to see if there are other options. However, she also doesn't want to lose Garten. Even though the price was high last year, Garten "came through" for us at the last minute. ABC Janitorial is still in business. Jill wants to have conversations with all our suppliers before a decision is made regarding extending the contract. Typically, the janitorial contracting is done through Ingalls, but this past year we had to go through the county to use Garten as our waste management contract is also through them.

Jill noted that we may need to increase the amount budgeted for janitorial.

Denise indicated that Krista also wants to know if the fair board wants to extend Funtastic's contract as it will be ending this year. She recommends extending the contract for two more years. The fair board agreed. Mark made a motion to extend Funtastic's contract for two more years; Shannon seconded the motion. Motion passed.

## **VII. February Strategic Plan Items**

*1.2.6 Negotiate agreements with state fair on parking and fairgrounds rental include dates for move-in/move out.* Jill suggested we meet with state fair personnel; she will set up a meeting. Tamra indicated that we have a contract with state fair to use the grounds through 2027.

Tamra and Krista will be reviewing the state fair rental agreement regarding changing to a 3-day fair vs. 4-day. (In 2021, the unused 4<sup>th</sup> day of fair was exchanged for time during the state fair for a recognition event of Marion County wild fire volunteers.)

2.1.9 *Present new fair theme logo to board if applicable.* Not applicable

2.2.4 *Explore other venues (library/mall displays, chamber press outlets, Saturday Market, First Wednesday, Iris Festival, etc.)* Jill said that she has signed up for an Oregon Ag Fest booth to be held in April. She is also exploring other opportunities. Many events/activities are not going to be held this year. She said that the Ingalls are open to suggestions.

2.2.5 *Target chamber newsletter articles.* Jill noted that Denise is working on a press release for reaching out to food vendors.

There is a new communications officer/PIO within the BOC office- John Heynen. Denise will be setting up a Zoom meeting with him to discuss what fair responsibilities the BOC office has taken on in the past.

2.2.6 *Create activities that draw cross cultural participants.* We are working on this with cultural dance groups and how to reach other audiences, especially new fair goers. Jill said they have made some connections with the Hispanic community; she's working on getting a Spanish translation for the day sheets. Once we solidify the big name entertainment for Saturday, we might get a Hispanic cover band for Friday or Sunday. We are also considering the offerings in public competitions.

3.2.9 *Present fair layout (including booths) to fair board.* The layouts are now on the fair's web site. Columbia Hall is done and re-set with more booths and incorporating 4H in the layout. More outside booths have been put back in. Jill is still working on what service members will be providing activities for completing the outside layout.

Jill said we've met with Marion County's Emergency Management regarding their participation in Real Heroes at the fair. They will have some hands-on activities with a bigger, and more active, footprint.

4.3.4 *Update MOU (Memorandum of Understanding) with public competition's animal groups (pygmy goats, llamas, mini Herefords, etc.)* Shannon asked if there will be space in the beef barn to have the mini Herefords show; will the state fair clean out the beef barn? Jill felt that we should be able to expect our 2019 footprint back which would include use of the beef barn. Shannon said she didn't know of any other of the groups returning. She said that the pygmy goats are a draw, but that group disbanded. There is a dairy goat national show being held the same time as our fair.

Shannon will ask around for a pygmy goat contact. She'll also reach out to Linda Dennis to see if she is interested in returning to show her gypsy horses.

As far as use of the show barn, Melanie noted that the horse 4H has changed their schedule; they will be coming in on Wednesday instead of Tuesday. There may be time in the afternoon or evening on Friday for an open class group. Jill suggested that she would like to see the arena used for an attraction, not a horse breed show.

## VIII. Ingalls' Report

Ingalls were waiting on the decision in today's meeting about a 3 or 4-day fair for talking to their contractors.

Amy requests that the sponsored t-shirts be another color other than white as that is not a practical color for working around animals. Ingalls will check into it; they said that the t-shirts are usually white as that is the least expensive color to purchase.

## IX. Other

Mark asked for an update on acquiring a copier for fair time, and the status on the cash counting machine.

Scott said that the printer/copier in the fair office is usually sponsored, but he's hearing that there aren't going to be any available. Scott encouraged Tamra to check with the county as to something them providing one. Tamra responded that she found out that the county doesn't have any spare copiers. The county is having difficulty getting machines for department's use due to the scarcity of electronic chips that go into machines. Tamra said to check with Copy Cats in West Salem, the company that helped with the wild fire recovery event. Scott said he is working with Pacific Office Automations to see if they can come up with anything.

Denise indicated that the cash counting machine has arrived. It seems like a good one, she tested it; it is very fast.

Denise said she was able to complete and send out the 2021 Contractor Performance Review documents.

Denise noted that the department held final interviews for the open Management Analyst position. This person will be coordinating the fair volunteers in addition to their other duties. Tamra indicated that the fair board should be considering their activity volunteer needs to be able to provide the new person a list of needed positions.

To determine if future fair board meetings will be held in-person or virtually, Denise will "poll" the board members as to how they want to meet a week before the meeting.

**Meeting Adjourned: 7:05 PM**