

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

March 2, 2022 5:30 PM

In Attendance

Board Members: Mike Adams, Mark Banick, Joel Conder, Brandi Crandall, Shannon Gubbels, Pam Zielinski

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

Guests: Sarah Coutley, Fair Volunteer Coordinator; Jill & Scott Ingalls, Ingalls & Associates; Melanie McCabe, 4H

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

Meeting Convened: 5:32 PM

I. Call to Order

II. Public Comments- None

Tamra Introduced Sarah Coutley who will be coordinating the fair volunteers. Rebecca asked that Sarah help her find public competitions' superintendents for Floral, Creative Arts, Photography, Foods. She indicated that she is available weekdays up to the start of the fair. Tamra indicated that Sarah is planning to be at the volunteer check-in at fair time to be a visible part of the team.

Scott indicated that last year they used the volunteer check-in area as a "medical cool down space"; he will be happy to talk to Sarah about this in preparation for the coming fair.

III. Approval of February 2, 2022 Meeting Summary Notes- Mark made a motion to approve the meeting summary notes; Shannon seconded. Motion passed.

IV. 4H/FFA Reports

4H Report- Melanie

The beef weigh-in was held; they had the largest numbers of participants that they've had in the past couple of years. The 4th of July (landing on Monday) is going to make the fair a "little trickier" for participants. It looks like the 4H club year will be back to normal with the allowance of in-person meeting and hands-on activities.

FFA Report - Amy

Amy said things are "moving along like normal." The state convention will be held the first weekend of spring break in Redmond, Oregon. The school is allowing them to participate after all. FFA has authorized the paying out of premiums during fair using the voucher process instead of chapters receiving checks from the county post fair.

V. Financial Report- Tamra Goettsch

Changes in the last month include:

- Commercial space revenue is up to \$2350
- An Event Coordination payment of \$10,000
- A Marketing Coordination payment of \$2285.70
- An Event Coordination setup/tear down payment of \$1428.56
- Event Coordination Real Heroes ytd figure of \$285.72
- Board Member Bond Payments ytd figure of \$489.01
- Administration office supplies payment of \$259 (purchase of money counting machine)

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

VI. Items of Special Interest

Big Name Entertainment Update- Joel Conder

Two offers have been made and accepted for national acts. We cannot make the names of the acts public until we have a signed "marketing release" with the artists.

Management Update- Tamra Goettsch

Tamra presented information about the proposed 3-day fair at a recent county Department Head and Board of Commissioners (BOC) Management Update. The BOC was supportive of holding a 3-day fair; however, they have decided not to hold a board session at the fair. Instead, they will adhere to their regular meeting time the Wednesday before fair. They do want to hold a Marion County Volunteer Recognition event at the fair; that may occur after the opening day ceremony.

VII. Strategic Plan Items

3.2.10 Work with PW van pool to arrange for Big Name Entertainment transportation van. Tamra noted that any volunteer that drives the van will need to have county authorization to drive a county vehicle along with a DMV background check having been completed. Joel said we won't get "the advance" (transportation needs detailed) until the last week of June. He said that he predicts an 8-12 passenger van will be required to move the people and equipment from Portland to Salem. He said he will be working with Pat (Source Management) and Jill on the specifics. Tamra indicated that she wants to be kept in the loop to be able to work with Public Works on securing a van.

4.1.1 Respond to requests to participate (entertain) that come into the office, relay to Entertainment Coordinator for a response. Hold meeting between the Event Coordinator and the Entertainment Coordinator to identify openings on the main stage. On-going. Denise responds as they come in. Joel indicated that he himself receives 4-5 requests a day. Joel said that once he gets the main stage slots filled, he provides that information to Jill.

4.3.3 Discuss any needed changes for 4H/FFA- Melanie will be working with Scott and Jill on the new and improved camping layout. She said that traffic flow in general will be changing. Camping will be inside the fence near the outdoor arena area, not in the blue parking lot. The gold gate ticket booth will be moved east for the

new entrance. Security will be stationed there as it will be a 24-hour “manned gate.” This will make for more public parking and better security measures. Scott wants to have a meeting on the grounds to walk-through the new layout. Melanie, Shannon, and Amy are interested in attending the meeting.

Shannon said that the mini Herefords will be participating in the fair this year.

4.4.1 *Inventory ribbons, order exhibit tags, update department classes per superintendents’ requests.* The ribbons have been inventoried and new exhibit tags purchased. There has been no progress on the updated class lists due to a shortage of superintendents and an inability to obtain the information yet.

4.4.5 *Place public competitions application and information on the web site.* No progress. We are working on it.

Pam said that she had received a call from an author asking why there was only one hour for authors’ table participants to set up the morning of fair. Jill said that she and Denise had been discussing that and have already gone in and changed the documents on-line to say set-up is also available the day before fair begins. Denise said that she had never been asked that question before but that there is no reason they can’t set up the day before.

4.5.4 *Vendor issues- complaints; hand holding; sales (sell booth); vendor/fair expectations; improve inside/outside layouts.* On-going. (Hand holding means answering vendors’ questions, addressing their setup needs, selling them extra entrance tickets, etc.)

VIII. Ingalls Report

Scott reported that the Marion County Fair received an Ovation award for *Festival of the Year* at the recent Oregon Festival and Events Association (OFEA) conference. Jill and Mike accepted the award at the conference. Scott said we can capitalize on this. He also said that this is the first time a county fair has received the award. Mike said it was well deserved as “110% effort” was put into the 2021 fair.

Jill said that costs are increasing on everything as service providers have had huge cost increases themselves. She presented the below needed budget changes:

Item	Original Cost	New Cost
Youth T-Shirts	2,300	3,456
Golf carts/Atv	900	1,243
Big Shade Tent	0	7,200
Lights, sound, stage	15,000	22,500
Portable toilets/sanitation	3,000	4,066.66
The Woods Entertainment	0	4,000
Strolling Entertainment	5,500	7,200
Puzzlemania	3,000	3,100
Brad’s Reptile World	3,800	6,500
Placeholder Attractions	4,000	5,500
Total:	\$37,500.00	\$64,765.66
Difference: \$27,265.66		

An additional golf cart has been added to the golf cart rental figure for the 2022 fair. (One or two gaters will be sponsored.) They order (reserve carts) for 4H also; 4H pays for it out of their budget.

We did not have a big shade structure (tent) last year and it was hot. It is in our best interest to have one this year.

Lights, sound, stage- we had a smaller stage last year as we didn't have a national act. This year we will have national acts which require a larger stage. This figure does not include back-line. We will not have a community stage.

Local Entertainment- The Woods is a "sponsorable event" so added \$4000 to be able to find a "decent band." (The \$8,000 figure in there is for Joel to fill the main stage slots.)

Grounds acts- we will have three acts for three days. Washboard Willy is on-hold. Eggcentric (an "agritainment" activity) could be the voice of the fair; still need to find one more act.

Attractions- Puzzlemania and Barnyard Adventures didn't increase significantly. Brads' Reptile World almost doubled in price. Jill has a placeholder for the racing pigs/pedal tractor races which cost \$5500.

Tamra asked where the additional money would be budgeted from- an increase in revenue or be taken out of contingency? She indicated that there is currently \$550,000 in contingency and that we need to set aside \$100,000 for future state fair rent.

Scott said that the Woods, the walkaround acts, the racing pigs, and the national acts are all sponsorable activities.

Jill noted that there are still extra costs to come; janitorial has not yet been determined. She feels that Security is probably stable. She may be coming back to the board with a few more unexpected expenses in the future.

Joel made a motion to increase the fair board budget by \$27,265.66 to address the budget item changes that Jill presented. The money is to come out of contingency. The motion was seconded by Brandy; motion passed.

Jill said that once we receive the national act releases, they will start promoting and selling advance tickets April 1.

Jill requested help with booth coverage at Ag Fest April 23-24. She asked members to please hold the dates; she said it is a great venue for promoting the fair.

IX. Other

Tamra said she attended a portion of the OFEA conference. One idea she came away with is to have a fair mascot; she suggested something like a Marionberry, someone in a costume that would promote the fair. It's an ambassador opportunity for a youth who could go around to the schools, parades, events, etc. We could offer it as a youth development/speaking opportunity. She said that the cost would be around \$5,000-8,000 for a costume.

Jill noted that in the interim we'd like to have a STEAM professor in a white lab coat. This is a good outreach opportunity; the person would walk around the grounds of the fair educating and promoting.

Mike suggested perhaps we could set up a mascot scholarship, reaching youth that aren't already involved in the fair in 4H or FFA and have year-round promotion.

We have "Strawberians" from the Lebanon Strawberry Festival that currently come to our fair and walk around to promote their event.

Highschool theater groups might be a resource for a mascot.

Tamra would like confirmation from the board that she should pursue this.

Tamra asked Sarah to look for a volunteer that would be interested in playing the role of a STEAM professor (both male and female) that would be good at talking, and engaging, with our fairgoers.

Jill said they are revamping the STEAM and Quest app.; looking to combine them so they are less confusing.

Joel brought to Jill's attention that the Festival.net website has our fair still listed as a 4-day fair in 2022; Jill said she would look into it.

The Fair Foundation (FF) is holding a 2022 Swine and Wine fundraising event on April 21, at 5:30 PM at the Zielinski farm. The FF will again be contributing money for fair premiums. Melanie said that she will arrange for 4H speakers. Amy indicated that FFA speakers are also available. The FF has an upcoming meeting on March 14 at 4:15 for those interested in attending a planning meeting.

Meeting Adjourned: 6:50 PM