

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

Marion County Fair Board
Monthly Meeting
Oregon State Fairgrounds Floral Building
July 7, 2021 5:30 PM

In Attendance

Board Members: Mike Adams, Mark Banick, Joel Conder, Brandi Crandall, Ken Outfleet,

Key Volunteers: Colleen Busch, Rebecca Turner

Guests: Jill Ingalls, Ingalls & Associates; Melanie McCabe, 4H; Elizabeth Thomas, Volunteer

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

Meeting Convened: 5:40 PM

I. **Call to Order/Introductions-** Denise introduced Elizabeth Thomas. She is a former fair office temporary worker and is returning to volunteer in the office this year.

II. **Approval of the June 16 Meeting Summary Notes-** Not enough people had reviewed the summary notes; it was asked to move the approval of the notes to the next meeting.

III. **Financial Report-** Tamra

Marion County bought tickets for all Marion County employees as a thank you for their hard work over the past year. Employees were given the choice to receive fair tickets or tickets to the Enchanted Forest. Of those offered, 50% of employees chose attending the fair.

The FFA dollar figures have been corrected per the last fair board meeting the figure is \$6300 vs. the previous listing of \$9,000.

Melanie noted that all FFA premiums will be paid the same as 4H; they will be paid out at fair time. The Marion County Fair Foundation will conduct the payouts and will invoice the fair board budget post fair.

Line item expenditures are being shown with their specific "breakouts" in order for the county to be able to reimburse the Ingalls.

Jill noted that the items in blue on the budget document reflect the changes where we are over budget in a line item. However, she indicated overall, it all balances out. Marketing has gone up from \$5,000 to \$8,000 now that we have "stepped it up" to a new plan. This is covered in the Ingall's contract.

Pipe and drape costs went up because we sold more booths and also the decorator had to come back a second time.

Light sound and stage costs have gone up as we added more event staff time.

Golf cart prices are up because there is no inventory out there due to COVID; costs are higher.

Security is up due to employee costs rising and we added more people to spread out due to COVID. We also added security for the gold gate.

Security fencing costs went up.

Promotions and Advertising is up by \$1,000 which includes some new signs ordered and updated. This also includes one last push of \$500 for digital promotions.

Microtarget and their advertising is selling tickets. We are currently at \$29,991.61 (gross) or \$23,791 (net due to Afton Ticket fees) pre-fair. Jill says we “over shot” our gate receipts goal of \$25,000. This does not include the county contribution.

Budget Change Requests

Jill indicated that some changes are needed to the budget. She said that event costs are generally lower with cutting back one day of fair but that line items are up in some areas. For example Lodging for acts added another \$925 to the bottom line.

The *Santiam Strong* event at the fair did not pan out, so there is a \$2,000 savings.

Gate entry will be \$9 at the gate. Currently online tickets can be purchased for \$8, plus the convenience fee. Once fair starts, on-line will still be \$8 and we will cover the convenience fee.

We have developed a data base of on-line buyers which includes new fairgoers.

Microtarget is recommending spending \$500 more in advertising in order to “close the deal” on those who haven’t yet committed to buying a ticket. They recommend this one extra push/boost due to the current level of activity being so brisk.

Sponsorship is currently at \$48,900 in cash; our target for this year was \$30,000.

Tamra indicated that marketing costs would be higher; with Scott bringing in more sponsorship money, his billable commission rises.

Tamra noted that the Marion County OSU service district money of \$17,000 is not yet listed on the budget document.

There is around \$14,000 expected in in-kind sponsorship.

Ken made a motion to accept the proposed changes to the budget; Brandi seconded the motion. Motion passed.

Joel made a motion to accept the financial report as presented; Ken seconded the motion. Motion passed.

IV. Last Minute Items

Denise and Jill drafted the below **Fair Food and Beverage Position** for the fair board.

Marion County Fair is a full service fair providing a great selection of food and beverages. It is the fair’s policy to limit food brought in by fairgoers. However, it is understood that individuals may have special dietary restrictions; the fair will accommodate those special circumstances. Bringing alcohol onto the grounds is prohibited.

We appreciate the need to bring a food/beverage cooler onto the grounds to maintain temperatures required for health and food safety. Fair security reserves the right to check all coolers and containers brought in; this is done to ensure the safety of all fairgoers.

Mark made a motion to accept the proposed fair position on bringing food onto the fairgrounds during fair; Ken seconded the motion. Motion passed.

Tamra indicated that David Beem quit the fair last week in frustration; however, he is back on this week. Tamra discussed with him his role at fair time. He will only provide bottled water to the sound personnel. In the future, if David has an issue with someone, let Jill or Tamra know and they will handle it. He is beneficial to the fair as he gets around town and is a good spokesman for the fair. He is titled the "Fair Ambassador."

Hallman Elementary off of Portland Road is trying to "recapture their community." Tamra gave them some fair tickets as a help for their upcoming event that is happening during our fair. She also provided them an English/Spanish flyer. Jill noted that cross promotion is really beneficial.

Melanie noted that 4H has programs starting at Hallman in the fall.

Jill indicated that we will have flyer promotions for *Heart of the Canyon*, a benefit fundraiser in August, at the information booth.

Daily opening ceremonies will be at 10 AM on the main stage; Tamra encourages everyone to attend if at all possible. Ken is arranging for the color flags. The agenda will include singing of the national anthem and highlights of what's happening at the fair. On opening day it will also include recognition of county volunteers; the commissioners will be in attendance.

Tamra asked that everyone keep a copy of the gate locations (map Denise previously sent out with them marked) on their phone. Everyone needs to know the locations.

The Chamber Greeters will be meeting on Friday at the fair after all; it should bring a crowd. The event is approximately about an hour long.

Melanie said that the gate keys are the same ones as have been used in previous years.

Meeting Adjourned: 6:32 PM.