

*Mission- 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

August 2, 2023 5:30 PM

**Meeting Convened:** 5:30 PM

### **I. Call to Order/Introductions**

Denise requested an item be added to the agenda- a budget change request for the increased cost of ice.

#### In Attendance

Board Members- Mike Adams (left the meeting early), Joel Conder (remote), Brandi Crandall, Becky Delurey, Amy Goulter-Allen, Shannon Gubbels, Pam Zielinski (left the meeting early)

Key Volunteers- Colleen Busch (remote), Greg Martin,

Guests: Kristina Adams, Adams' Rib; Joseph Billington, FFA (remote); Jill & Scott Ingalls, Ingalls & Associates; Melanie McCabe, 4H; Cody Walterman, Marion County Legal Counsel

Staff: Denise Clark; Kelli Weese, Community Services Manager

Mike Adams read a prepared statement as to why he is submitting his fair board member resignation to the Board of Commissioners (BOC). Once read, he and Katrina left the meeting. While reading the statement, Pam Zielinski left the meeting.

Shannon Gubbels, as Vice Chair, resumed running the meeting.

### **II. Public Comments:** None

III. **Approval of July 5, 2023 Meeting Summary Notes-** Brandi made a motion to approve the meeting summary notes; Amy seconded. Motion passed.

### **IV. 4H/FFA Reports:**

4H- Melanie McCabe indicated that they are working on completing the final invoice to provide the fair; they are waiting on the ShoWorks invoice. She has been at camp since the fair.

The Jr. Market Auction committee had 288 animals go through the pen; last year there were 247 animals. They grossed \$1.2 million, close to 1.3. This is \$50,000 over last year's figure. There were some new buyers.

FFA- Joseph Billington said that he felt FFA and 4H worked together well; there were only a few hick-ups with the timing of shows.

Shannon gave kudos to this year's janitorial staff for keeping the barns so clean. She said they were very responsive when there was a need.

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

Brandi questioned why the \$115,025 of gate receipts wasn't reflected on the budget document. Answer- Only the money we actually received was deposited. Afton took their fees out of the amount of revenue brought in before providing us with a check. Brandi requested the figure be amended to show the gross figure of the gate receipts, not the net. (The amount charged for Afton fees is shown on a separate line item.) Branded noted that the revenue came in greater than we budgeted and that it was "a very strong year for us."

Highlights in yellow are the changes since last month. Changes in this month's document reflect the Budget Change Request Forms submitting in the last fair board meeting:

- Changes in security costs; the figure is now \$22,000 due to gray gate and other changes that happened at fair time.
- Chamber Greeters line item changed to \$1000.

The numbers reflected in the budget document are all still preliminary numbers.

Scott noted that the Oregon Beverage figure will come in within \$50 of last year's figure.

Brandi observed that the Ingalls' strategy to provide day-long activities, that keep the fairgoer on the grounds staying for a meal, seems to be working.

Greg feels that the number of riders at our carnival suffered because of the 4<sup>th</sup> of July event on the grounds before our event, also had the carnival.

Denise felt that we did much better than projected when considering the 4<sup>th</sup> of July event's impact. Jill said that they worked hard at not letting the 4<sup>th</sup> of July event impact our fair. Their efforts paid off.

Jill noted that the food vendors brought in similar revenue from the previous 3-day event to this year's 4-day event. However, it costs the food vendors more to do a four-day fair; the food vendors aren't happy about that. She feels the 4<sup>th</sup> event on the grounds did impact us; we could have done much better.

Brandi said it gives credit to our "building blocks," in previous year's fair coordination. We put on a fair that would "rival any of our previous fairs" during a year when we would normally have seen a "hit" because of the 4<sup>th</sup> of July event. She expressed appreciation to the Ingalls for all of their hard work and the impact they have had on our fair.

Amy made a motion to approve the Financial Report as presented; Brandi seconded. Motion passed.

### Carnival Fees Invoice- Denise

Denise said the budget change request form "Funtastic ticket Purchase Fees" is to add this under "Special Events" in order to pay an invoice. This is a "pass through" cost in that the carnival tickets are sold through Afton, so we've already received the revenue. This figure should not be included in "gate receipts." We need a new line item to identify this. Jill indicated that in the past, the carnival has taken these costs out of the amount they pay

us in carnival revenue. However, this year the owner forgot, and sent an invoice to Ingalls & Associates for payment.

Amy made a motion to approve the budget change request form for Funtastic Tickets payment line change; Brandi seconded the motion. Motion passed.

#### Ice Increased Costs- Denise

Denise indicated that the second budget change request is to cover the increase in the cost of the ice provided at the 2023 fair, an increase from \$500 to \$971.90, with the increase coming out of carryover. Brandi made a motion to increase the amount budgeted for ice by \$471.90; Amy seconded. Motion passed. Denise asked the Ingalls if they expected this same figure would be needed for next year's fair. They confirmed it will. This year the ice provider brought in a new truck that has a self-service component with a card swipe option. This is an improvement in the process for providing ice to our fair partners.

#### Highway Fuel Invoice- Denise

Denise said that she was seeking clarification on the Highway Fuel invoice that was presented to the fair board last month, as a vote was not taken on whether to pay \$4500 or not. The previous year, the cost of bedding for the 4H/FFA animals, that Highway Fuel provided the fair, was split 50/50 with the Fair Foundation. This year the Fair Foundation is paying just under 20% with the Fair board expected to pay 80% as this is the figure listed in the fair budget document. The \$4500 figure is listed as a "place holder" should the Highway Fuel invoice not be picked up by a sponsor. The Fair Foundation has already paid \$1,000.

Amy made a motion to pay the Highway Fuel invoice amount of \$4500 for the animal bedding; Brandi seconded. Motion passed.

#### LeafFilter Gutter Protection request for refund- Denise

Denise said that LeafFilter Gutter Protection is requesting 40% of their fees paid be refunded to them as they canceled their booth participation due to their inability to find enough employees to staff their booth. Discussion ensued.

Becky made a motion to deny the LeafFilter Gutter Protection refund request; Amy seconded. Motion passed.

It was suggested that there be some clarification in the wording of the vendor refund policy to address how close to fair the request comes in; what constitutes an emergency, and language such as, "If we can backfill your booth, prior to the start of fair, we may be able to refund a percentage of money paid."

#### Armored Car Services Fee- Denise

Denise reported that the armored car service did not pick up the fair deposits as scheduled; we should see a reduction in what is charged for the fair this year. Brandi clarified that there was no delivery of the start-up money on the day we requested it, Monday, July 3; instead, it arrived Wednesday July 5. Also, there was no weekend pickup in which there is a premium fee. We had to hold the deposits until the Monday following fair, July 10.

It was asked why we can't store the money until Monday, and not have the weekend pick-up fee. Answer- we've had many conversations about storing large amounts of money in a safe that does not belong to Marion County. We are using the state fairgrounds' room and safe for storage. This is a concern of the county treasurer when considering best practices/risk management as it is not in county owned (and controlled) property. Others outside of Marion County personnel have the combination to the safe. Also, the safe the fair owns is not located in an impenetrable area. Brandi observed that the use of credit cards has helped a little in decreasing the amount of money stored.

## **VI. Items of Special Interest**

### Event & Marketing Coordinator RFP Update- Kelli

Kelli went before the BOC in this week's Management Update with preliminary numbers from the 2023 fair and an update on the RFP, including the projected timeline for getting it released. The BOC had a "very positive" response to the 2023 fair. However, they want a couple more weeks to consider next steps on the RFP. Kelli was targeting August 23 for a release date. She was hoping to progress far enough on the proposals to have the possible successful candidate be able to attend the fair board's planning retreat in November. We will wait to hear more from the BOC.

### Food Vendor Meeting Cancellation- Denise

Denise said that no one volunteered to conduct the food vendor meeting that is held the night before fair starts this year. At that meeting, fair processes are gone over including how to account for daily sales (Z-tapes, Square and Clover) any particulars regarding packaging used, waste disposal, and more. Instead, Pam hand-delivered an informational sheet to all the food vendors. Denise asked Brandi if this was an acceptable process, if it worked out for the vendors, and if we should do the same at the next fair.

Brandi responded that not having the meeting didn't negatively impact the food vendors. She said that Mike Adams, who usually conducts the meeting, didn't plan on doing it as he didn't want to have any perceived conflict of interest. Also, she feels that the food vendors are sophisticated enough that they don't need a meeting. Even those participants new to the fair had no difficulties in understanding the fair's processes.

Jill said she received feedback from food vendors that they appreciated not having to attend the meeting. It is usually held during set-up making it difficult to send a representative to the meeting. She said the Ingalls' team is out there and accessible on the grounds. They are available to address any issues that might come up.

Denise noted that food vendors do receive a detailed 2.5 page "Rules Governing Food Vending at the Marion County Fair" document. It was suggested to include the meeting material in their vendor agreement/contract which is sent out prior to the fair and then to hand it out a second time during the fair.

It was agreed that a food vendor meeting, held the night before the fair, is no longer needed for future fairs.

## August Strategic Plan Items

3.2.2 *Evaluation of contracts- identify which contractors are eligible for renewal. Determine which services should be competitively solicited before the following year's fair.*- This is tracked by the county's contract coordinator and brought back to the fair board for discussion when needed. Denise does ask the fair board if they have any concerns regarding the fair contractors or if they want anything changed. Kelli noted that the carnival contract is expiring before the next fair. Jill said she thought janitorial and garbage pickup will need a new contract. Kelli said county procurement takes a long time, we need to move on this soon.

4.6.4 *Hold an August fair recap meeting to address the positive and negative components of the most recent fair.*- Currently occurring.

5.2.4 *Review Management Agreement every 5 yrs. (next Nov. 2027)*- N/A

## VII. Other:

It was asked why there were no photo banners at this year's fair for fairgoers to utilize- one placed in the barn's area and one upfront. Denise said the fair board had discussed this in a previous meeting; having different graphics was suggested. Jill said we need to re-visit where the graphics ended up and bring it back to a fair board meeting. Becky responded that she miscommunicated. She didn't let it be known that she wasn't going to have any new graphics ready in time for the fair. She said she should have communicated that to Jill. We will make sure they are available next year. Jill said she also has some different ideas.

Jill noted that she's going to proposed that the stage, sound, and lights; janitorial and garbage pickup; and Allstar Tents contracts all be issued by the county as these are all getting too expensive and have crossed the "Ingalls' threshold" as far as dollars go.

## Members Thoughts on the 2023 Fair

Shannon-

- Kudos to the janitorial agency as the barns were kept clean.
- There are some state fair work order issues (drains)
- The gray gate worked fine.
- To the left of the blue gate the grass is full of holes causing a hazardous walking area; State Fair should have taken care of this. Jill said we can address this with shavings and cones. She said that the State Fair does their own risk analysis of their grounds with an agency. She doesn't believe they did it this year.

Melanie-

- Everything was good; overall their participants had a positive experience.
- The RV camping process was improved.
- No real security concerns other than fairgoers being allowed in through the back gate with no credentials and parking in the racehorse barn parking area.
- 4H loves their space in Columbia Hall.

Jill said we need to be clear of our expectations to TCB, the security company. Each year we bring forward concerns/improvements for the next fair.

Brandi-

- Drivers were going beyond the signs that said, “no cars beyond this gate.”
- Brandi appreciated Becky’s help with the money.
- Katie (Afton) is “super helpful” with the gates and makes sure everyone is “up to speed.” Afton does not provide on-site help with all of the events they do. It’s because of their relationship with our fair that Katie attends ours.
- Gate entry lines “moved right along” because of the on-line sales feature.

The reptile exhibit, including the layout, was good.

Denise-

- Each year the fair improves.
- “Will Call” wasn’t an issue this year as has been in the past. The Ingalls work hard at getting credentials out ahead of time, as does the fair office for county departments. This cuts down on the “Will Call” demand. Denise has written “Will Call” instructions for the volunteers, hoping to help the process go more smoothly.
- It was hot in the fair office; thanks go to Jill for supplying an additional air conditioner in the back.
- There were basically no customer complaints.
- She received compliments on the Pirates’ Parrot attraction and the number, and variety, of strolling acts.

Kelli-

- Expressed that she was so impressed with everyone- Brandi handling all the gates so efficiently; public competitions and the barns area run so well. She said that the Ingalls are very efficient and responsive to the hand-held radio requests.
- Kelli’s favorite day was Sunday; she especially liked Darth Vader.
- She’s pleased to be a part of the Marion County Fair.

Jill said that their biggest challenge was State Fair being “in the way” with their 4<sup>th</sup> of July event; the week’s setup was “a nightmare.”

Becky-

- She did a lot of walking and felt the fair was “pretty nice;” she didn’t see anything that needed fixing.
- She loved watching the 4H kids “cut loose at night.”
- Scott’s crew does a lot; their workflow is efficient.
- She felt we lost out on the state fair’s reader boards advertising us ahead of time due to their advertising their 4<sup>th</sup> of July event. (Jill responded that the Ingalls implemented digital billboards this year.)

- Everyone stayed in their own silos. She suggests setting time aside daily for everyone to come together for a 30-minute check-in.

Greg-

- It was both a “challenging and rewarding” experience.
- Suggests putting garbage cans near the smoking areas.
- There was a Friday afternoon soundcheck issue that held up the entertainment schedule on the main stage.
- He had to shuttle entertainers in a private vehicle. Denise said that a commercial van was not secured because Joel had indicated that if a van was needed, he would let her know. She was never told one was needed. Kelli noted that all volunteers (including fair board members) that are going to do a county task such as this, will need to be approved for driving. It requires every individual to have a DMV driving record check done.
- He is working on next year’s program for Honor Day. He suggests we advertise free admission for military personnel, and family members, better next year.
- He’d like to see a “form letter” asking for military agencies’ participation in the fair sent by Dec. 1. (Jill indicated that she has reached out to the military in January in the past; she can move that up to December.)
- He liked the veteran’s uniform display.
- Was glad to have the paralyzed vets’ participation.
- He was disappointed to see that several military organizations that were supposed to do our event, did the 4<sup>th</sup> of July at the state fair instead. (There seemed to be some confusion as to what event they were signing up to participate in.)

Scott-

- He felt that the fair went very well; he said he was “bored” so that means the fair was all going well.
- William White, County’s Risk Management, “became part of the team.” He asked a lot of good questions. “He embedded himself in what we do which helps him to identify the risks.” He also impersonated the STEAM professor. (Lari Rupp, of the Community Services Department was also a STEAM professor.)

Joseph-

- The haul-out went fast and efficiently.

Colleen-

- The ice cream (Marion County Dairy Women’s) booth line was long.
- The public competitions Legos had a lot more participants this year than in the past.

Joel didn’t have any comments.

## Miscellaneous

Denise said that she had Oregon Fair's Association (OFA) membership cards ready for everyone. This card can be used to get into all the county (and state) fairs for free.

Next year's fair dates are July 11-14, 2024.

Greg asked about the process for replacing Mike's position. Answer- the election of the officers is done at the November retreat. We first look to the key volunteers for filling fair board positions. Only board members can nominate a member to fill a board position.

Jill indicated that the OFA convention will be held October 5-7 at Deschutes County Fair in Redmond, Oregon. Amy said that key volunteers are encouraged to attend as well as board members as "it's a really good experience." Denise said that the fair budget covers the registration fee and meals for members/key volunteers. The hotel stay, and other associated costs, are the responsibility of the board member/key volunteers.

**Meeting Adjourned: 7:03 PM**