

*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 Zoom  
September 1, 2021 5:30 PM

In Attendance

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

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

**Guests:** Katrina Adams; Jill Ingalls, Ingalls & Associates; Melanie McCabe, 4H; Margie Tipton, 4H

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

Meeting Convened: 5:30 PM

I. **Call to Order/Introductions**

II. **Public Comments-** None

III. **Approval of the June 2 and July 7 Meeting Summary Notes-** Mark made a motion to approve the notes; Ken seconded. Motion approved.

IV. **4H/FFA Reports**

**4H- Melanie McCabe**

The new 4H year is starting; hoping to have a "new normal." Shannon asked if they would be holding in-person club meetings. Answer- unknown.

**FFA- Amy Goulter-Allen**

Schools resuming in normal capacity, only restricting a few things. FFA has not been allowed to do overnight leadership events in the past year; hope to do some this year. They will have new ag teachers at Cascade and Silverton high schools.

V. **Financial Report-** Tamra

For the 2021 fair we experienced "low expense and high revenue." The revenue is listed as \$407,000.

Tamra noted with there not being a fair last year, we were able to "clean-up" the budget. She is confident that the fair budget numbers are correct as we go into the coming year of fair planning.

The service district money should be received in the near future. The county books close the end of September.

Mark made a motion to approve the financial report as presented; Ken seconded. Motion passed.

VI. **Items of Special Interest**

**Adopt Budget Change Request Form Items**

Denise presented multiple items on a budget change request form that were a change from the adopted budget. Discussion was held regarding the state fair arena work invoice.

- The board doesn't feel that the mechanical work on the machinery should be paid by the county fair as it is state fair equipment.
- Melanie indicated the first day of arena work done is free; subsequent ground work-up costs the fair.

- Have a discussion with state fair as to the arena work charges. Perhaps put language into our contract with them regarding the arena footing responsibility.
- If this is going to be a regular expense each year, we will need to budget for it.
- Jill and Denise will be responsible for reaching out to state fair to discuss the invoice, specifically the charge for mechanical work on the equipment.

Tamra mentioned that under revenue, the budget does not show that we have received the \$20,200 transfer from Public Works for the Zero Waste efforts. Once that is received, there will only be a net change of \$2300 to the budget. She also noted that the operations adopted budget does not include \$18,000 on the Zero Waste line item.

Denise noted that there is a revenue item of \$18,000 under “Misc. Income” on the budget document. She wonders if that isn’t listed on the wrong line item, instead should be listed under “Zero Waste/ES Donations.” Denise will check with Lorrie Biggs, the management analyst who puts the budget together.

Joel made a motion to approve the budget change request form as presented in it’s entirety with the understanding that there will be a discussion with state fair regarding the arena work charges, paying a ceiling price of \$900. Mark seconded the motion; motion passed.

### **Suggestions for Improvements**

Denise presented a document which contained the feedback received from various sources for the 2021 fair.

Mark and Shannon both said they also had notes they captured. They will both send their notes to Denise. It was questioned how much of the feedback will be pertinent to next year if any criticisms received are specific to this being a modified fair due to COVID19.

Jill said regarding posting entertainers schedule on the website, sometimes things are moved to a priority list, but they were “pretty much just putting out fires” as they put this fair together so quickly following the COVID19 community impact.

As far as having a “pre-purchased tickets” line at the gates, there was one, people just weren’t aware of it. Jill said she and others walked down the ticket line notifying people of this.

Generally more signage is needed overall.

Any additional comments can be brought forth to the upcoming fair board retreat.

### **Booking Agent RFP Update**

Denise indicated that the RFP document contained in the meeting packet was from Krista Ulm, the department’s contracts’ coordinator. “The Source Management” was the only responder to the RFP and was chosen to be the entertainment buyer for the fair. Tamra said that she had spoken to Eric Marcuse who indicated that he accidentally missed responding to the RFP.

Next steps are to enter into a contract with the provider; it’s a 3-year with a year to year review/opt out option.

### **Perfecto Paper Response**

In referring to the research paper that her fair intern, Sebastian Perfecto, submitted, Denise said he initiated the doing the project, working on it in his spare time. His main objective was to see how the fair is reaching the various minority cultures in the area, specifically the Hispanic culture. The results were his perspective on the fair’s outreach.

Colleen felt he did a very thorough job.

Tamra noted that this was a student's perspective, not a paid consultant and that he might not have had all of the information he needed. She said the fair board can determine what they want to do with the information going forward.

Jill said that Sebastian was "amazing." She said that he had reached out to her and that she had given him a Hispanic contact Armando Gonzalez who does entertainment for the state fair. However, he and Sebastian never made contact. She said that the paper was a good student effort but that it was missing some critical information.

Joel agreed that it was missing some information. As an African American, he could look around the fair and see the number of African Americans suggested weren't present. Jill said Sebastian based the numbers on the county census, not on fair attendees. Our fair attendees are not representative of the county population so it's hard to come up with the percentages of each culture that should be attending.

Lesley noted that many organizations she is familiar with don't have representation to reflect the diversity in our community. She feels that we need to go out and solicit those populations' participation. She said she attended the state fair and noticed that there was a stage dedicated to Latino music that was going all hours of the fair. She observed many people dancing in front of the stage and having a good time.

It was noted that the paper "opened our eyes" to some things that can be part of future planning.

Mike said that a couple of fairs ago we discussed reaching out to other cultures.

Jill indicated that they have done some reaching out to Salem multi-cultural groups. She asks of them the question "Is there anything we can provide you to promote your participation at our fair?" She said that Armando does the state fair; they've talked to him about doing our fair which he is willing to do. This year they did a marketing push on Sunday and she thinks that made a difference. It takes marketing and more of an emphasis on content.

This topic will be brought to the upcoming fair board retreat.

### **Set 2021 Fair Board Retreat Date**

It was decided to hold the 2021 fair board retreat Saturday November 6 from 9AM- 1PM; location to be determined.

### **Fair Volunteer Appreciation Event**

Denise reminded folks of the upcoming 2021 fair volunteer appreciation event to be held at Mike Adam's venue on September 17 from 6-8 PM. She asked members to RSVP their attendance by September 9.

## **VII. September Strategic Plan Items**

- 1.1.1 *Select a marketing/sponsorship coordinator as needed.*- Not needed at this time as we have one in place.
- 2.1.8 *Submit sign/banner application to City of Salem.*- Denise will do so on September 15, the first available date.
- 4.4.7 *Hold public competitions superintendents' post fair meeting.*- Rebecca, as the lead for public competitions, said that she had reached out to the superintendents after fair asking for their feedback as to how things went at fair and any needed changes. In the future she will be holding a meeting with a few folks regarding intake and ShoWorks. She will take the information back to the larger group.
- 5.1.7 *Board members to complete annual "Board Self Evaluation Questionnaire" tool.*- Joel said he recalls the amount of effort that was put into making this tool and that he thinks it's a valuable tool to utilize each year. He also remarked that we hold our contractors accountable to a review; likewise we should hold ourselves accountable.
  - It was noted that this was an unusual fair year for critiquing performance. Response- the tool encompasses an individual's actions on the fair board for the whole year, not just at fair time.

- Both fair board members and key volunteers are to complete the questionnaire.
- Denise will be emailing the tool out to everyone.

#### VIII. Others/Ingalls' Reports

Jill acknowledged that her report looked a little different this month. She said that they are still closing out the fair and "cleaning things up." Discussion included:

- They are identifying outstanding invoices
- Afton ticketing system usually provides easy to understand sales reports. However, this year on-line ticket sales didn't get stopped when the fair started and so there has been some difficulty in reconciling the numbers (number of tickets sold and from where.)
- Our pre-sale ticket numbers were triple from what we've done in previous years. (Linn County only increased by 15%.)
- If we had 4H/FFA camping in the blue gate area we wouldn't have been able to handle the over flow cars parked there.
- In the future, when developing Plans A, B, C, etc. we will incorporate an overflow crowd plan.
- Jill would like to have trained traffic control people in place in the future. Joel said we were out of compliance not having flagger certified individuals in the road directing traffic. He said that Public Works provides flagger certification training, that it is easy to get certified. Jill said that all of her staff are flagger certified.

Jill thanked all of the board members for going above and beyond in handling the crowds along with all of their other responsibilities.

Jill encouraged members to attend the Oregon Fairs Association conference. She said everyone (members, key volunteers, and fair superintendents) all could benefit from attending. She said that the information, training, and networking is very valuable. (In the past this event has been held in January each year; they have not yet set a date for this year.) Tamra suggested that a draft budget for this be developed at the fair board retreat.

**Meeting Adjourned: 6:32 PM.**