

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

June 4, 2025 5:30 PM

Meeting Convened: 5:35 PM

Call to Order/Introductions

In Attendance

Board Members: Joseph Billington, Dana Castano, Brandi Crandall, Amy Goulter-Allen, Shannon Gubbels, Greg Martin, Pam Zielinski

Key Volunteers- Rebecca Kauffman

Staff: Denise Clark, Sarah Coutley, Kelli Weese

Guests: Michael Clonch, 4H Assistant; Melanie McCabe, 4H; Jill Ingalls, Ingalls & Associates

I. Public Comments- None

II. Approval of May 7 Meeting Summary Notes- Brandi made a motion to approve the meeting notes; Amy seconded. Motion passed.

III. Financial Report- Brandi Crandall

Actuals since the last month are highlighted in yellow. Denise added that an *Inflatables* line item has been added to the Operations side of the document per last month's fair board directive. Pam made a motion to approve the Financial Report as presented; Greg seconded the motion. Motion passed.

IV. 4H/FFA Reports-

4H- Melanie

- Completed fair entry process
- The number of turkey entries has increase.
- Beef entries have increased; there are 76 registered beef animals which has doubled since last year.
- The number of dairy cattle has increased.
- There are over 200 birds; this has doubled in number.
- She has completed the Department of Agriculture animal exhibit form. There will be no lactating cows or waterfowl allowed at the fair.
- Camping is completed.
- They've identified the number of stalls needed. She's gone out to the fairgrounds and taken area measurements.
- She introduced Michael Clonch. He is a new employee for 4H. He is the Education Program Assistant (EPA) doing outreach in rural Marion County.

- Melanie will be out at an OSU conference the last two weeks of June as she's done in the past. Should you need anything in her absence, reach out to Ciara, the program assistant.

Shannon asked for confirmation on the use of the beef barn during fair. Answer- Jill doesn't know.

FFA Report- No representative available

FFA's registration is done as 4H coordinates it; all of the 4H numbers presented include the FFA numbers.

V. Items of Special Interest

Policy Review – “Waiving the fee on a Commercial Vendor Booth”- Denise

This policy was written to accommodate a non-profit that wants a booth and is also beneficial to the fair. This hasn't been referenced in years. The last group in which this was utilized was Salem Keizer Educational Foundation (SKEF).

VI. Ingalls Report-

State fair notified Jill today that there will be no camping in the orange lot. We have been planning to put the Flyball and cornhole tournament participants in that area. We had been approved to do so months ago. Jill submitted our work orders for them to review in March and had also met with them face to face regarding our requirements. They said they would be putting the work orders into their system and get back to her. She hadn't heard anything until now. She has asked them to reconsider the position that they are taking. She is also going to review the work orders that they sent to see if any other changes were made.

- She is still working on filling the family stage; The Woods is done.
- Scott is working on arranging for two more picnics this year.
- The Marion County Farm Bureau will be holding a private reception in The Woods.
- Marketing- they will be “moving the advertising around a little.” They will be using Jake Espinoza, a Salem “Influencer” with 24,000 followers.
- They have produced some fun new adds that are driving sales.

The Real Heroes' participant numbers are down; organizations can't staff a booth all four days. Scott is working on having sponsors fill space should there be holes in Real Heroes. Greg said that the Elks Club will not be participating as they are “too swamped.” He said that they may participate next year.

Ingalls' Budget Change Requests-

Jill presented three web producers' quotes for building a new fair website due to the recent hack and the site being unstable. She recommends Weldwood Marketing out of Lebanon. She has some experience with them and they are currently helping with marketing. They also are monitoring *Site Lock*. They made *marioncountyfair.fun* as a backup to our current site for us.

After discussing the quotes, the fair board decided to go with Weldwood. The costs associated will be tracked in the budget under Administration as it is not a cost associated with a specific fair. The account number will be 525715 Marketing. It was asked that Denise change the budget line-item description from "Website Maintenance" to "Website Development." Dana made a motion to add "Website Development" to the Administration budget and to give it a value of \$7,000. (The money will come out of contingency.) Greg seconded the motion. Motion passed.

Budget Change Request Forms-

- The 4H/FFA Youth t-shirts went over budget by \$633.30. The volunteer shirts came in significantly under budget. Will move the \$633.30 from Volunteer T-shirts to 4H/FFA T-shirts. Amy made the motion; Brandi seconded. Motion passed.
- Purchase *Sitelock* security website maintenance for \$359.88 and to come from carryover. Amy made the motion; Brandi seconded. Motion passed.

The flower baskets are not being sponsored this year. Ingalls are checking with other nurseries. Their back-up plan is to purchase them for around \$2200. (This is listed in the budget document.) These baskets really make the grounds beautiful. On Sunday night, after the fair is over and we are in the process of cleaning up, the volunteers are offered a basket.

The community stage participants are juried, and a video must be submitted. It must be a quality act and meet fair standards. We encourage the community performing arts to participate.

Jill would like to see a policy written on limiting the number of booths a vendor can have.

VII. SP Items June

2.2.7 Create activities schedule to help with public awareness and ensure coordination. (Working schedule master list of specials, daily printout.) *Jill responded working on it, STEM coming back to Columbia Hall this year.*

3.1.2 Confirm garbage and clean-up is handled by an organization; coordinate any 4H/FFA specifics with them. *Same as last year; and they did terrific.*

3.2.11 Submit Fire Permit Application for Special Event/Trade Show to the Salem Fire Dept. *Done*

3.2.12 Submit Tent or Canopy Permit Application to Salem's Building and Safety Division/Permit Application Center. *Jill responded this is done. The fire permit and the tent/canopy are submitted to the same place (the city's Building and Safety Division) but it's two separate permits. It also includes occupancy and evacuation permits. The fire department wants to view it also. It was suggested to combine these two items naming it "Submit City of Salem permits."*

3.3.1 Maintain two information booth notebooks- *In process*

3.3.2 Improve "signage" throughout fairgrounds- directing people to commercial exhibits, posting prices at ticket booths, etc. *Jill said that new signs have been ordered and the new inflatables will help.*

- 3.3.4 Review Emergency Plan mid-June *Scheduled for June 17th.*
- 3.3.6 Schedule date for Volunteer Appreciation Night in Sept. Give "Save the date" notices out during fair.- *The fair board asked that this item be removed.*
- 3.3.7 Identify a Management Update meeting date to provide post fair gate numbers and revenue. *Kelli indicated that we do this in August or September as soon as the numbers are available.*
- 4.5.1 Maximize commercial space in exhibit hall and outside- *Done*
- 4.5.2 Commercial vendor coordination (communication, application, payment)- *On-going*
- 5.2.7 Prepare upcoming fair presentation (Fair Highlights) for a BOC session. *Did not do this last year and will not be doing it this year.*

VIII. Other:

Sarah said that she will be helping with the Chamber Greeters on Friday morning at 8:30 AM. Dana said that she would be willing to be the emcee for the group again this year.

The county's Fair Volunteer Awards will be presented on the main stage on Thursday at 5:15 PM. Sarah encouraged all fair board members to attend.

Rebecca announced that she will be stepping down as the person overseeing the public competitions' superintendents (the super super) after this fair year. She said her replacement needs to have a cheer leader type personality and be one who organizes others. She feels that this position requires someone with more energy than she has to give.

Melanie said that recent graduates have created a "Unified Sheep and Goat Show" which is an event to help those with special needs. They are sending the information out to groups such as DSP. The event will occur on Sunday afternoon at 1:00 PM. The animals will be supplied by the 4H students; animals that have been participating in the fair. Pre-registration is required, and ribbons will be given out.

Kelli said that the department has hired a new Economic Development Program Manager. He will start after the fair is over. He is currently overseas; he has been work internationally for 15 years.

IX. Meeting Adjourned: 6:48 PM