

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

February 5, 2025 5:30 PM

Meeting Convened: 5:30 PM

Call to Order/Introductions

In Attendance

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

Key Volunteers: Rebecca Kauffman

Staff: Denise Clark, Kelli Weese

Guests: Joeseeph Billington, Jill and Scott Ingalls, Ingalls and Associates; Melanie McCabe, 4H; Tricia Stoddard, FFA

- I. Public Comments-** None
- II. Approval of January 8, 2025 Meeting Summary Notes-** Brandi made a motion to approve the notes; Greg seconded. Motion passed.
- III. Financial Report-** Brandi Crandall
Highlights in yellow reflect the past month's changes. On the Ingalls' contracts line items, the figure represents biannual payments; they used to be quarterly. Greg made a motion to approve the financial report as presented; Amy seconded the motion. Motion passed.
- IV. 4H-** Melanie McCabe
The new, revised Horse Protection Act (HPA) goes into effect in April. Event managers must appoint someone to do a check that the horses in a show aren't limping or lame. They are trying to address soring.* There is a focus on the horse involved in flatwork, not gaming. The policy includes an extensive post event checklist especially if you have gaited horses participating in your event.

**Soring is the practice of using substances, devices, or other practices to accentuate a horse's gait. Soring can cause pain, distress, inflammation, and lameness.*

The HPA is a federal law that prohibits the participation of sored horses in horse shows, sales, auctions, and exhibitions.

- *The rules require event managers to notify APHIS (Animal and Plant Health Inspection Service) at least 30 days before an event.*
- *The rules require event managers to appoint a Horse Protection Inspector (HPI) or request an APHIS to inspect horses.*
- *The rules require event managers to submit information to APHIS after events involving Tennessee Walking Horses or racking horses.*

Jill and Melanie will see that the notification is completed for our fair.

At the recent beef weigh-in, there were 38 steers; 35 individuals will show them. The beef participant numbers are up.

There has been an auction committee complaint regarding the marketing auction brochure. The complainant was angry that the brochure did not contain a photo of the 2024 Champion Steer. This complaint was also posted on Facebook. Melanie is responsible for making the brochure. There are no criteria as to what photos are in the brochure. Melanie tries to be inclusive, showing a variety of students and their animals, not just the winners.

Starting March 14 there will be a new program for youth ages 12-18. It will be teaching Real Skills for the Real World. The course will include practical home skills, including banking. It will be focused on problem solving. It is open to the public, not just those in 4H.

FFA- Tricia Stoddard

Tricia said she hasn't been attending these meetings but she plans to be present from now on. They are "gearing up" for identifying animals for fair and working on fair displays. The FFA leadership conference is coming up. It looks like they will have more beef animals participate in this year's fair.

V. Items of Special Interest

Bylaws Review, Member Attendance- Denise

Denise indicated that Legal (Cody Waltermann) reviewed the bylaw edits the fair board has been working on. The document now being presented shows Cody's changes. He wanted to clarify that the referenced statutes cover more than just duties and also establish a process for unexcused absences. These changes indicate:

1. Members are to request to be excused from a meeting by notifying the chair or county staff. (Number 1.)
2. An unforeseen emergency may result in a member not requesting to be excused. This will be an exception to number 1. The exception will be evaluated on a case-by-case basis.
3. If a member does not notify of their pending absence, their absence will be considered "un-excused."
4. More than 2 unexcused absences in a 12-month period, may be considered good cause for removal.

Rebecca suggested adding the word "then" in one of the sentences for clarification. Dana made a motion to approve the changes, including the suggested grammar change; Amy seconded the motion. Motion passed.

New Logo- Jill

Jill indicated that she had sent the logo out for review previously. Everyone liked the final version. Amy made a motion to accept the new logo; Brandi seconded. Motion passed.

Ticket Pricing/Thursday Hours- Jill

It has been decided to open at noon on Thursday. If the BOC wants to hold their regular board session meeting before the fair opens, that is fine. In the past we have had free admission for the military (and their families) during certain hours.

Jill said the economy is affecting people attending events. Attendance was down at their First Taste Oregon event this year.

Jill presented the Ticket Sales Strategy and Timeline Document that was originally presented last month. Discussion ensued:

- Absorb on-line ticket fees.
- Give challenge coins for the first few fair attendees through the gates.
- Don't require that military folks must show ID.
- We have some extra revenue in which we can give back to the community; perhaps make Thursday a free entrance day.
- Have the 2 For 1 ticket purchase deal for a short time frame, like two weeks.
- Having less security at the gates due to a free entrance day, saves money on security costs.
- A newsletter goes out to everyone that has signed up for on-line communication. This relays the ticket price deals.

Brandi made a motion to make Thursday a free fair admission day; Dana seconded. Motion passed.

Greg made a motion to hold the \$5 on-line tickets available for a longer period of time and also to absorb the purchasing fees (\$1 per ticket plus 6%.) Brandi seconded the motion; motion passed.

4H already receives the advanced ticket price of \$5.

Discussion on the fee to charge for flyball and the cornhole tournament campers. It was decided to charge them a flat fee of \$25 for up to three nights of dry camping and no amenities.

Melanie offered to coordinate all of fair's camping (not just 4H and FFA) through the software program they use which is "Ideal Logic."

VI. Ingalls Report

Jill showed sample images of inflatable figures that range in price from \$400-\$1500 each. These would be placed at the red gate to improve the look of that entrance. (The KRKT boom box will also be there.) Members chose the figures they were most interested in. Jill will get price quotes and bring them back to next month's meeting. She projects the total cost, for multiple figures, will be approximately \$4,000. Jill suggested that the \$4,000 could come out of *Attractions*.

Dana made a motion to allocate \$4,000 for the purchase of inflatables; Greg seconded the motion. Motion passed.

The Community Stage will be moved back further into the Oaks.

Jill would like to have community-wide volunteer awards be presented on Thursday's opening event, not just the county's volunteer awards. She is planning on having Jessie Leigh provide some music and also unfold a giant flag over the audience.

Denise presented the policy advertising/canvassing. Some questions were raised and suggested it be run by Legal Counsel. *(Denise has since found this was done last spring and finalized/approved by the fair board in July of 2024.)*

Marketing- Scott has been meeting with sponsors who have been "responsive."

VII. February Strategic Plan Items

2.2.4 *Explore other venues (library/mall displays, chamber press outlets, Saturday Market, First Wednesday, Iris Festival, etc.)*- Ongoing

2.2.5 *Target chamber newsletter articles*- Jill is working with Sarah Coutley on engaging all of the Willamette Valley chambers, not just the Salem chamber, inviting them to attend the “Greeters” event on Friday morning. They are considering menu options. They may need more than the \$1,000 that is in the Greeters’ Catering line item due to the increased number of attendees.

2.2.6 *Create activities that draw cross-cultural participants*.- One aspect of this is making things more affordable such as the free fair day on Thursday. On Sunday (Family Day) Ingalls try to bring cultural diversity to the stages. There is a focus on family values on Sunday.

3.2.9 *Present fair layout (including booths)*- Denise has already received the booth layout maps. Jill indicated that the new attractions layout, and the Public Competitions’ layout maps will be presented in the future. There will also be a map for the Sunnyview parking and camping.

4.3.4 *Update MOU with public competitions' animal groups (pygmy goats, llamas, mini herefords, etc.)*- Shannon will reach out to the llamas and mini herefords coordinators.

VIII. Other

Joseph’s appointment to the fair board has gone to a management update. The BOC has approved moving forward. He will be officially appointed on February 19, 2025 at their regular board session.

Denise noted that congratulations are in order for Kelli Weese who has been selected as the new Community Services Department Director. Because of this promotion, she will no longer be the Economic Development Program Manager and Denise’s supervisor. The department will be recruiting to fill that position. Kelli plans to continue to be involved with the fair. She will be attending the monthly meetings and also plans to be present at the 2025 fair.

IX. Meeting Adjourned: 7:07 PM

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