

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,

September 4, 2024 5:30 PM

Meeting Convened: 5:30 PM

I. Call to Order/Introductions

In Attendance

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

Key Volunteer: Rebecca Kauffman

Guests: Joseph Billington; Jill Ingalls, Ingalls & Associates; Tricia Stoddard, FFA: Pat Wood, Source Management Group

Staff: Denise Clark, Sarah Coutley, Chris Eppley, Kelli Weese

II. No Public Comments

III. Approval of August 7, 2024 Meeting Summary Notes

It was noted that a change is needed regarding the Talent Buyer Contract dates. The contract ends 12/31/24, not 12/31/27; it will be extended to 12/31/27 as stated. Denise will make the change. Greg made a motion to accept the meeting summary notes as amended; Pam seconded. Motion passed.

IV. Financial Report- Brandi Crandall

This is the first budget document to be reviewed post fair. Items reflected are the year-to-date actuals. There are still some outstanding expenditures such as state fair parking fee, electrical charges and garbage removal.

Many revenue items came in above budget. Those include gate receipts, food booth fees, commercial space rental, and sponsor fees. Regarding the latter Brandi stated, "Scott hit it out of the ball park."

It was suggested that where the Fair Foundation contributed to the fair, a zero be entered into that line item as the fair board did not have an expenditure.

We are still to receive Crown Distributors' \$2500 in revenue.

Amy made a motion to approve the financial report as presented; Pam Seconded. Motion passed.

V. 4H/FFA Reports

4H- Melanie was not present to report.

FFA- Tricia reported that FFA had a "generally good fair" and that the kids were happy.

VI. **Items of Special Interest**

Open Fair Board Member Position- Denise

Victor Sanchez has submitted his resignation from the fair board. Joseph Billington expressed his interest in filling the position.

It was suggested that whoever is slated to fill the position attend the upcoming retreat.

Talent Buyer- Pat Wood

Pat said it all went well meeting the needs of the national acts' during the fair. He noted that Greg Martin was very helpful.

Pat expressed that the sooner the fair board approves a budget for the 2025 national acts, the sooner he can address the opportunities coming up and provide a list of possibilities to the fair board.

Greg said that he'd like to hold a discussion on what type of music we want for next year's fair. It was agreed that we need to "zero in" on the genre.

Jill noted that it's important to identify acts early; October would be ideal. She said it's a "changing world", before the push was to get this done by Christmas break, now the time frame is much earlier.

Pat noted that they are currently in the process of buying acts for 2025 and 2026.

Denise said she felt the design of the entertainment committee meeting by Zoom and the frequency for meetings worked well last year. Greg agreed, noting it was easy to communicate quickly with Pat confirming, or denying, a suggested act.

Pat noted that we confirmed Eli Young early; it was completed by December 15 last year. He also said that there was more of a "disconnect" with Ned Ledoux as there was some confusion over the dates he was available.

Board Meeting's Calendar- Kelli Weese

Kelli made a calendar for the 2025 board meetings. She suggests members put in a visible place for reference. Fair board meetings are always held on the first Wednesday of the month. However, in January that meeting has been moved to the 8th. There will be an Emergency Plan meeting on June 17 and a meeting on the Wednesday night (July 9) before the fair begins.

Commercial Exhibitors' Policy Edits- Denise

Denise brought the changes back from the June meeting in which the fair board had a discussion regarding the selling of weapons at the fair. She said she had captured the wording they requested. Greg made a motion to approve the edits; Dana seconded. Motion passed.

Rules Governing Commercial Exhibitors' Document Edits- Denise

Denise is considering language changes to the rules for commercial vendors to encourage exhibitors to follow-through in participating in the fair. This past year there were approximately 5 vendors who did not show. She is pondering raising the non-refundable deposit figure to encourage the vendor to come, and not just walk away from the minimum (non-refundable) down payment they paid. Discussion was held. It was suggested that Denise

work with Jill to come up with the appropriate language and a suggested amount for the non-refundable deposit. This will be brought back to next month's meeting.

Cascade Sound Contract- Kelli

At their August 22, 2024 Management Update meeting, the Board of Commissioners (BOC) asked that the Cascade Sound agreement be amended from 5 years to 3 years with a 2- year extension option. This will go to a BOC regular board session on Sept. 18. It was asked whether this would affect the contractor. Answer- "doubtful" they are glad just to have a contract.

Board Member Residence Outside of the County – Kelli

Brandi recently moved to Yamhill County. State statutes require fair board members to reside in the fair's county. However, one exception is allowed, and the residence must be in an adjacent county. The BOC is eager to have Brandi remain on the fair board and agreed to allow this exception.

BOC Post Fair Review- Kelli

Per the BOC's request, preliminary results of the 2024 fair were brought before the BOC on August 22. Kelli stressed that they were preliminary numbers and show revenue is down slightly from 2023. However, it is still better than our most recent "normal" year which was 2019.

BOC Work Session- Denise

We are to schedule two work sessions each year with the BOC- one in the fall as to how the last fair went, and then one in the spring with plans for the coming fair. Denise would like to get this scheduled ASAP. She will send out a Doodle Poll with the available dates/times the BOC office provided her.

Shannon indicated that she prefers an early morning slot. Denise responded that the time slots are set, the choices are 9:30 AM to 11:30 AM or 1:30 PM to 2:30 PM.

State Fair Talks Planning- Kelli

Kelli said that she had sent out a doodle poll to find a time for a state fair planning meeting. She asked that folks respond to the Doodle Poll if they haven't done so already. Discussion would include the IGA and also how we might improve our working relationship with them.

Retreat Update- Denise

Denise said that everyone had gotten back to her with their availability. The date that works for everyone is November 2 from 8 AM-1 PM. This date also works for the facilitators- Sam Skillern and Kyle Dickinson. It will be held at the Oregon Farm Bureau Bldg.

It was asked if the Big Name Entertainment Budget could be put on next month's meeting agenda instead of waiting for the retreat to have the discussion. The fair board agreed to this.

2024 OFA Conference

The 2024 Oregon Fairs Association (OFA) conference will be held October 17-19 at the Deschutes County Fairgrounds in Redmond Oregon. Jill encouraged folks to attend for the educational opportunities and also to meet other fair board members from across the state. Greg said he learned a lot by attending last year.

Jill indicated that OFA holds a silent auction at the event; they raise funds for scholarships. Many counties send a big basket from their fair. Marion County has been lacking in this area. She knows someone who is willing to put a basket together for us. She would like to see the fair board budget money towards this. Greg made a motion to designate money, not to exceed \$250, for putting together a basket for the silent auction; Dana seconded the motion. Motion passed. Jill indicated that they would not spend it all if it wasn't needed.

The fair budget provides money for fair board member registrations to the conference, but not for meals or the hotel stay. (The convention does provide meals during the event.) There are also free tickets to the PRCA rodeo this year.

Tricia said she would bring the topic of a silent auction item to the FFA advisors; those that have shops might be able to fabricate something.

Jill handed out information regarding legislative support for the mobile entertainment industry- carnivals, food concessions, vendors, etc. She said OFA asked that this information be distributed. The legislature is looking to amend/revise employment practices. You can scan the QR code for more information.

VII. Ingalls Report

Jill said that in the last 45 days they've been gathering invoices, calculating numbers, collecting sponsor money, and drafting sponsor reports. The latter contain a summary- attendance, public feedback via Facebook posts, social media outreach/footprint, how the auction did, etc. The sponsors have been thanked and informed about potential increases for next year as the fair value to them has increased. There is a value to the number of "impressions."

VIII. September Strategic Plan Items

- 1.1.1 Select a marketing/sponsorship coord. as needed- *Done*
- 2.1.8. Submit sign/banner application to City of Salem (9/15 applications accepted). *Denise will be doing this.*
- 4.4.6. Hold Public Competitions' Superintendents' post fair review. *Rebecca said she's "on it."*
- 5.1.7. Board members complete annual "Board Self Evaluation Questionnaire" tool. *Folks are not interested in doing it this year. This was established due to some board dynamics problems the fair board had in the past. Those problems are over. It was suggested to add the wording "if necessary" to this strategic plan item.*

IX. Other

Greg reminded folks to give Denise their volunteer hours for the month of August.

Amy asked when Denise needs to know if a person wants to attend the OFA conference? Answer- September 15 is the cut-off for the price break; the price goes up \$50 after that.

X. Meeting Adjourned: 6:50 PM

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