

## Marion County Fair Board

*To promote the diverse agricultural and cultural heritage of Marion County through active participation of its citizens.*

### Monthly Meeting

Commissioners' Board Room, 555 Court St NE, Salem OR

May 1, 2019 5:30 PM

#### In Attendance

**Board Members Present:** Mike Adams, Joel Conder, Brandi Crandall, Heidi DeCoster, Shannon Gubbels, Pam Zielinski

**Key volunteers:** Amy Goulter Allen

**Guests:** Camber Schlag, Citizen; Jill & Scott Ingalls, Ingalls & Associates

**Staff:** Denise Clark, Tamra Goettsch, Melinda Hautala, Fair Volunteer Coordinator; Commissioner Colm Willis, BOC Liaison.

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

II. **No Public Comments-** None

III. **Approval of April 3, 2019 Meeting Summary Notes-** Shannon made a motion to approve the meeting summary notes; Heidi seconded. Motion passed.

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

4H- Melanie is currently at fair "weigh-in" so is not available.

FFA Report- Amy

One of her students participated in the Swine & Wine event this year representing FFA. The Career Development Day at OSU is coming up. Approximately 300 FFA students, representing 20 chapters, were at the capitol yesterday promoting awareness of an upcoming bill which helps to fund agriculture programs in schools.

#### V. **Financial Report-** Tamra

The front page of the budget document is a summary page of all the subsequent pages rolled-up. The yellow highlighted items are the changes since last month. Changes include:

- Ambulance EMT Services (Faulk) has been sponsored for \$4200.
- The Chamber Greeters' breakfast catering will be done by Sassy Onion for \$500. It will be sponsored by Duncan Construction.
- In Administration there are additional interest charges and small expenditures.

Brandi made a motion to approve the Treasurers' Report as presented; Shannon seconded. Motion passed.

A Budget Change Request Form was submitted for an increase of \$174 in the cost of the fair's liability insurance for the 2019 fair; it will be taken out of contingency. Pam made a motion to adjust the budget accordingly; Shannon seconded. Motion passed.

## VI. Items of Special Interest

### **Key Volunteer Interview, Camber Schlag**

Camber has recently relocated from Polk County to Marion County. She and her daughters have volunteered at the fair for the past three years. She wants to continue volunteering with her 13 year old daughter (Payton). Camber works for Marion County as the Contracts and Procurement Manager. (Payton was last year's Youth Volunteer of the Year winner.) They have volunteered working in the information booth and the annual BBQ check-in. They are willing to help with public competitions. Skills Camber has to bring to the table are she is very organized, friendly, outgoing, creative, and good at customer service.

Pam made a motion to recommend to the Board of Commissioners (BOC) that Camber become a Fair Board Key Volunteer; Shannon seconded. Motion passed.

### **Fair Volunteer Coordination- Melinda Hautala**

Melinda is from Lexington Kentucky and has been with the county since November. She distributed a fair volunteers request form for members to complete for indicating their volunteer needs. Jill and Heidi have been working on getting volunteer job descriptions updated. Melinda is willing to meet with members to help identify their needs.

### **Swine and Wine Update**

Attendees at this year's Swine and Wine event were Pam, Shannon, Joel, Tamra, and Commissioner Willis. Joel said he doesn't have the financials yet, but feels that it was the best event so far.

### **Carnival Contract- Tamra**

Funtastic has asked to increase the cost of pre-sale bracelets by two dollars. The prices are set per the contract; this is the last year of their contract. She negotiated with them, and they have agreed, to keep the prices as they are. Krista will start writing the new Request for Proposals (RFP) soon. The security contract has an escalation clause; perhaps the same could be done with the carnival contract. Jill said that she is in contact with other carnival providers. Joel noted that our fair dates are challenging as far as other competing events. The state fair is willing to help us find another vendor. Jill noted that we will be holding the carnival more accountable this year. Joel requested that carnival accountability be added to the July fair board meeting that is held right before fair.

### **Garten & Zero Waste- Denise**

Garten is ready to discuss the food vendor requirements for use of compostable products at our fair. An informal committee will be meeting with Garten personnel to determine what is feasible for our vendors.

- Our fair is no longer close to achieving zero waste at the fair.
- Mike says he is a student of the various compostable/recyclable products a food vendor can use.
- There are different requirements at the various fairs/events.
- Products can still be burned at the Brooks burn facility.

Tamra asked that the committee consider whether the fair board still wants to use Garten to sort the trash. Could the service be provided by someone else? Brandi asked if we would need to hire another janitorial service to do it. The question was raised that if we no longer work toward zero waste, will the fair still be able to receive the grant? It was noted that we won't be zero waste, but we can become greener.

Denise will set up the meeting with Garten and will provide an update at next month's meeting.

#### **Fair Entry Gate Update- Jill**

To change the entry gate to the green gate, there are logistics such as parking and camping use of the Oak Grove area. The decision to move gates will be postponed for a year; for 2019 will still have the entrance at the red gate. To fill extra big space at the entrance (fire lane), Jill is having conversations about tiny house displays or having a giant bill board (photo) on wheels. They are working on fill ideas.

Shannon would like to see improvements at the blue gate.

- Cleaning up the open class beef ring.
- Fessler Nursery could put up some flower displays.
- Perhaps set up a picnic area since there is no eating in the barns.
- At AgFest there were complaints about broken glass over by the greenhouses; will talk to state fair about the mess.

#### **Intercept Survey**

- Need to phrase the questions so that Ingalls' can determine the "intent" of the survey.
- Would be a paper document.
- It would be conducted by Ingalls' folks and done as people leave the fair.
- The information gained from the survey would benefit both the fair and Ingalls & Associates, determining how their marketing is working.

The Silverton banners have been picked up, Jill will get them updated, Shannon is willing to deliver them to the City of Silverton a week ahead of our hanging date, July 8.

Amy talked to the Brian Flannery Band regarding playing at our fair and gave the information to Joel. (Brandi didn't hear back from the band she approached.)

#### **VII. May Strategic Plan Items:**

*2.1.6 Interface with other state fairgrounds' events occurring at the same time as county fair.* State fair is getting busier; Jill cannot have the pipe and drape in there until the Monday before fair.

*2.2.2 Increase public participation in Public Competitions events.* In process; the handbook is on-line now. (A copy of the handbook was handed out to all members.) Post cards will be sent out soon.

*3.2.7 Identify the type of tickets for free entry in Afton's device- Public Competitions, Participant, FV, CV, etc.* Jill and Denise have been working on it and have made some changes.

3.2.8 *Further develop state fair/MC fair cooperation- more effective layout; communication of needs; fencing; better signage.* On-going; Jill is currently working with state fair.

3.2.10 *Develop Grange log cabin Agreement-* Done

3.3.4. *Increase clarity of process with security personnel- who does what; information (print, signs, etc.)-* Jill works with them; it is on-going communication.

3.3.6 *Provide event listing information for program publication to Event Coordinator-* Jill is looking for everyone to submit their scheduling needs. This doesn't get published until July but schedules go on the website and Facebook before then. Amy will check with Melanie regarding the information she submits on their behalf; it should be the same as in the past. The demonstration schedules will only be printed at fair time.

4.3.1 *Create detailed work orders.* Denise handed out a new format to be utilized along with an instruction sheet. Tamra suggested it be posted on the fair's website. Shannon asked that the document be sent out electronically to everyone. The question was raised as to whether we will have enough tables this year. Jill responded that we may need to rent more.

4.3.2 *Hold meeting with State Fair to address logistics, parking, work orders, barns and other issues. Negotiate horse stadium arena grooming.* Denise asked if we need to keep "negotiate the horse arena grooming." Answer- yes, Melanie and Jill work with state fair on that. It was suggested to change the wording, so that it's not "set a meeting" instead it's "on- going communication." Shannon and Melanie will meet to identify the grounds needs for working in the new areas. More seating is needed for the market auction; with last year's changes, there wasn't enough seating. Shannon will be going to the next market auction meeting to see what their needs are.

4.3.3 *Discuss any needed changes for 4H/FFA.* On-going

4.7.2 *Coordinate Veterans' Uniform display.* Jill is "on it."

#### VIII. **Other:**

Ingalls' Reports- Jill

Jill alerted the board of other competitive events happening around the area the same time as our fair. She distributed a document that lists these and possible suggestions for addressing it. She suggests to be competitive, we incorporate some new entry discount options.

Some of the things Ingalls and Associates is doing is working with Press Play Salem (a magazine focusing on arts and entertainment in the Salem area); focusing on the Woods; Mom's Magazine suggesting a date night at the fair; and boosting family day.

Discussion was held on having a 4-day pass option for fair goers and for 4H families that missed the deadline for purchasing through 4H. Have pre-sale tickets of a season pass and a discounted adult ticket. They could be purchased on-line or at the fair office, pre-fair. Can also shorten the time they are available.

Brandi made a motion to implement a pre-sale \$25 season pass (4 day entry) for adults and also a pre-sale general adult ticket for \$6. The season pass will be available during fair for \$30. Pre-sales will end July 8. Shannon seconded the motion. Motion passed.

Tamra and Jill agree that there needs to be more discussion with community leaders as to competing events on the calendars.

If was suggested that if we get bigger acts we will compete better with the other events.

**Other:**

Mike Adams was on television this morning. He said that Jo V. (On the Go with Joe) from channel 12 is willing to come to our fair, as is Wesleigh Ogle from Channel 2. Mike has a relationship with these folks.

Tamra noted that the Big Name Entertainment contracts are signed and being delivered back.

Joel said that he would be unable to attend the June fair board meeting and that Shannon (Vice Chair) would be conducting it.

It was asked that the Fair Emergency Plan meeting be set for June 26.

Tamra noted that Public Works is willing to help with the engineering of shade cloth structures for the fair. The cloth will cost \$2,000, there will be additional engineering costs. Folks prefer it to be black in color. It will be placed in front of the main stage. (Tents are reserved for the company picnics which will be held behind the floral building.)

**Meeting adjourned:** 7:25 PM.