

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

February 7, 2018 5:30 PM

In Attendance

Board Members: Joel Conder, Brandi Crandall, Heidi DeCoster, Shannon Gubbels Nathan Leao (by phone), Dylan Wells, Pam Zielinski

Key Volunteers: Amy Goulter-Allen (and son)

Staff: Denise Clark, Tamra Goettsch, Commissioner Carlson, Board of Commissioners (BOC) Liaison

Guests: Mike Adams, Adams Rib; Jill & Scott Ingalls, Ingalls & Associates; Melanie McCabe, 4H

- I. **Introductions**
- II. **Public Comments-** None
- III. **Approval of January 3, 2018 Meeting Summary Notes-** Shannon made a motion to approve, Brandi seconded. Motion passed.
- IV. **4H/FFA Reports**

FFA Update- Amy

The district officers will be chosen at the end of the month; they are getting ready for state convention. Amy brought to their last meeting the information about hard alcohol possibly being sold at the fair; she assured them that the rule regarding no alcohol in the barns would remain the same.

4H Update- Melanie

The recent livestock event (reported in last meeting summary notes) was very successful.

Auction Committee and Alcoholic Drinks

The auction committee is requesting approval to be able to provide two alcoholic drinks (no hard alcohol, just beer and wine) per buyer at the auction dinner. They would give out coupons and then pay for the number of coupons redeemed. With this offering they would like to see alcohol sold closer to the auction ring; having a beer station in close proximity. (Brandi said that she was also approached about this and responded that it was an auction committee decision.)

Scott said that the service provider (Oregon Beverage) might be able to put some type of easy access station over in the barns area.

Dylan noted that the BOC, at the December work session, was pleased that we had a no alcohol in the barns policy. Perhaps the station is closed after the auction. If sold in the barns area, it was suggested to have the sales only be during the auction dinner.

Melanie thought that maybe 200-300 coupons would be redeemed; a maximum of 600 coupons would need to be printed.

The contract with Oregon Beverage is with Ingalls and Associates, not the county, so the fair board doesn't need to take action on this item.

The fair board gave direction to move forward with this concept.

V. Financial Report- Brandi

The budget document reflects the year-to-date changes.

The state subsidy money (\$53,000) was received. This will be divided between Operations and Administration.

Tamra noted that a ShoWorks maintenance/service fee of \$350 was added to the Fair Administration budget. This was agreed to previously by the fair board. Denise noted that the service fee covered last year's charges for on-line entries. (If the fee for the entries is lower than the amount paid for the service fee, there are no additional charges.) Brandi made a motion to approve the addition of \$350, which will come out of the contingency, for the ShoWorks service fee; Shannon seconded. Motion passed.

The question was raised as to why there is already \$712 listed for "set-up." A- This came from an Ingalls' invoice. Their new contract indicates that they will be paid in advance; it's a 3-part payment. The \$1,000 for the Real Heroes coordination will be reflected in the same way.

Heidi made a motion to accept the Treasurer's Report as presented including the addition of the ShoWorks maintenance fee; Shannon seconded. Motion passed. (The ShoWorks amendment was previously approved.)

VI. Items of Special Interest

Those members planning on attending the Oregon Fairs and Events Association (OFEA) conference March 4-6 are Dylan, Heidi, and Bry. Denise will get them registered.

Event Point Person Responsibilities Document:

- Joel would like to be a backup to the grill-off.
- The Pretty Baby Contest is not confirmed; maybe it will be reframed as the "fastest crawler" or some other baby contest.
- In addition to Brandi, Amy will be backup to the barns.
- Brandi needs a back-up for her fair time Treasurer responsibilities. The person should shadow her and would also need to take the county's cash handling training. It was suggested that

Laurie Steele could be a back-up. Pam is also willing to be a back-up as she has taken the cash handling training. It was suggested that James Hutches, of Country Financial, might be willing, he could become a key volunteer. Discussion was held on the cash handling including the dual custody process.

- Heidi will be a back-up to the volunteer coordination.

Food Vendor Selection Committee

The committee will meet to review the applicants on March 7, at 3:00 PM in the Breitenbush conference room. Those wanting to be on the committee are Jill, Pam, Dylan, Denise, and Bry.

Public Competitions Theme- Heidi

It was suggested that the new theme be "175 years of Marion County Pride." The fair board agreed.

Big Name Entertainment Update- Joel

Corban Easton is going to cost more than the original \$40,000 identified; he is going to cost \$45,000 plus any associated costs.

Jill has been in contact with Eric about announcement dates.

Talent Buyer Communication Discussion

Joel indicated that Eric Marcuse (talent buyer) wants a single point of contact instead of multiple people giving him feedback. Tamra asked for clarity in this request as she has been communicating with Eric over the years to review the contract requirements and bringing Legal Counsel into the conversations. It was suggested that Eric directs his emails to Joel, but does a cc to Jill, Dylan, and Tamra so that everyone can know what's going on. If the core is cc'd then there won't be double the questions going to Eric.

Jill would like to see the programming committee (a core group of three people) involved so that Joel doesn't end up bearing the burden of all of the decisions. They can help with the discussions and negotiations. Shannon encouraged the programming committee be re-enacted. She believes it helps with "the focus and opens up the conversation with everyone."

The programming committee can assist in order that a single board member doesn't have to be responsible for making decisions regarding being careful with the budget and increasing the offerings. There are so many variables with big name entertainment, including the significant cost, where input is needed. In other areas of the budget there aren't so many variables.

Tamra indicated that at the annual work day, the talent buyer's work was reviewed; this resulted in new conversation protocols put in place. Now that the county is under contract with Eric, specific communication methods are spelled out. She noted that we want both the fair and Eric to be successful.

Dylan would like to review all fair contracts.

The budget change request form process is put in place for any items where there is a budget change. This brings the item back to the fair board for approval.

Garten Zero Waste Effort

Brandi, Dylan, Tamra, and Denise met with Will Posegate, the CEO of Garten, to discuss the compostable mandate for our food vendors.

Garten's costs have gone up; they are paying three times the amount they used to pay for disposal. Many previously recycled items are now being tossed.

Compostable Ideas/Changes:

- The fair wants to be as green as possible however the term "Zero Waste" may no longer describe what we are doing.
- Only wood and chopsticks utensils are now compostable.
- Make the compostable message a suggestion, telling our vendors that the requirements include non-wax coated items and encouraging use of "biodegradable products" at the very least.
- Sorting food waste is a good step.
- Commissioner Carlson noted that non-biodegradable products burn better from the other biodegradable products.
- It was noted that Garten also busses tables and takes care of the garbage on the grounds so they are still a value to the fair.
- Place volunteers at the waste stations to instruct fair goers how to best sort their waste. This would contribute to reducing the cost of Garten by reducing the number of their man hours needed.
- Check with the Saturday Market organizers as to how they do the sorting of materials.
- For the waste bins, limit the number of compostable choices to three.
- Modify the food vendor compostable mandate letter to reflect what has been discussed. The Food Vendor Selection Committee will confirm the information contained in the letter for sending out in the packet.

STEAM Update- Jill

The STEAM budgets from other agencies was not gotten to her in time to report on at this meeting. There will be similar activities to last year- STEAM stage; Family Day reading time; and Lego competition. They may also add a trivia event. The goal is to have the STEAM plans in place by the end of March. There will be a booth at AgFest. Jill will also be reaching out to school educators and parents.

Adult Beverage Attractions- Scott

Oregon Beverage would like to change their fair participation status from being a food vendor to being a contractor with Ingalls & Associates. They would operate more like a permitted activity. The fair would

receive 33% of sales instead of the 22% we'd receive if they were a food vendor.

Particulars:

- Hold this event in the "woods" (the Natural Resources area).
- The area would be fenced off.
- Hours starting at 4 or 5 PM until close of fair.
- Oregon Beverage would create the atmosphere including bringing in games and decoration.
- The fencing and signage would be our responsibility.
- The less restrictions/parameters we put on the event, the less problems that will be presented.
- Royal Crown is willing to participate in sponsorship.
- The marketing will target the millennials.
- There will be a z-tape process for the sales just like it is with other permitted activities.
- It was suggested to have the hard alcohol contained; a person stays in the designated area while partaking; the beer and wine can still be "walk-a-round."

Brandi made a motion authorizing the Ingalls to contract with Oregon Beverage to provide hard alcohol for the fair; fencing off the "woods" area for distribution of the alcohol; and providing alcohol for the rodeo on Saturday. Oregon Beverage will be required to provide z-tapes of their sales. Heidi seconded the motion. Motion passed.

Veterans' Joining Forces Event- Jill

Jill has a call into Sarah Web about coordination of this event. Jill suggests complimenting the event with bag pipe players as people are honored on the stage. She met with Jolene Kelly out of the BOC office regarding this event. Community Action will also be doing things with veterans in the community. Jill hopes to have a more "robust" event this year. Also, discussion is underway with the Harley Davidson motor cycle club organizers to see if they might participate this year.

Contracts/IRP Update- Tamra

Electronic ticketing, security, and ticket taking IRFP's have all been released. Recommendations will come back to the fair board at the March meeting. It is on listed on ORPIN (Oregon Procurement Information Network) and has been sent out individually to all interested parties.

BOC Session at the Fair- Tamra

Tamra is looking for Ideas. Suggestions:

- Youth and animals be involved.
- Use the 4H's virtual reality goggles.
- Incorporate the 175 anniversary theme.
- Have people come in "period" dress.
- Have the cities get involved with their historic offerings; have rural communities involved.
- Have Wayne White, rodeo announcer, incorporate the theme at the rodeo.

Seeking Fundraising Ideas- Tamra

Due to the tight budget, Tamra wants to know if anyone has ideas for raising funds for the fair. If so, tell Tamra. Brandi indicated that the next NW Farm Credit Services Grant submission is due June 1.

2018 Swine and Wine (March 22)-Joel

- Need help filling 4 more tables.
- Have some auction items; could use more.
- Hired Leroy Hedberg as the auctioneer.
- New sponsors including Coastal Farms, K&E, and Long Lumber in Woodburn.
- Amy is willing to find an FFA speaker

New Key Volunteer

Mike Adams has submitted an application to become a fair key volunteer. Following the fair board's approval, his application will then go before the BOC for approval. (Key volunteers are the first to be considered when a fair board position opens up.)

Mike expressed his interest in being a key volunteer. He has recently retired from the restaurant business however would like to still be involved in the industry in some way. His main interest is in helping children and youth reach their fullest potential. He feels strongly about traditional values and would like to get involved in the planning and organization of the fair. Joel responded that he appreciated Mike and his fair involvement thus far.

Mike likes being the "mayor of food town" as he's been described in the past. He talks to all of the vendors and then brings the concerns to the event's organizers.

BBQ Grill-Off:

Mike is also interested in helping Nathan with the grill-off. He is willing to sponsor the grill-off, co-sponsoring with Roth's grocery store. He is also proposing that he can get a Traeger BBQ grill donated for the winning prize. In the past he has brought the winners on his local radio broadcast to promote the fair. It is too late to enter it into a pro event and costs too much to participate in the NW BBQ Association events. However, he believes it could be promoted well as an amateur event and also suggests having a junior event. It will take some strong promotion.

Brandi made a motion to recommend appointing Mike Adams as a fair key volunteer to the BOC for approval; Pam seconded. Motion passed.

VII. Strategic Plan Items

1.2.6 *Negotiate agreements with State Fair on parking and fairgrounds rental.* Tamra and Scott have a meeting with Mike Paulazak set for February 15 to discuss sponsorship opportunities to trade for rental. Dylan suggests the fair board email him with any ideas of fairgrounds infrastructure needing

improvement. (Amy would like to see the parking better managed in order that the parking spots are used more efficiently. Jill indicated that she will look into it.)

2.1.1. *Adopt marketing budget.*- Done.

2.2.4 *Present new fair theme logo to board (if applicable)*- Done

2.2.4 *Explore other venues (library/mall displays, chamber press outlets, Saturday Market, First Wednesday, Iris Festival, etc.)* Jill is working on it including the Awesome 3,000 and children's museum activities. It was suggested getting stacks of coloring sheets out to day care centers. (Garten and Salem Keizer schools both have printing capacity to take on outside projects.)

2.2.4a *Target chamber newsletter articles*-Jill said it's on the calendar; she's met with Jolene Kelley of the BOC who does articles. Jolene is targeting city news, community newspapers and ENews blast; Aumsville, and Salem Business Journal.

2.2.5 *Create activities that draw cross-cultural participants.* Jill indicated that Sunday's activities will have a cultural draw. Perhaps Mt. Angel will send the German Dancers and Woodburn will send the Russian dancers. It was suggested to have Chemawa Indian School participate. Last year the fair program was translated into Spanish. Advertisements were done through LaPantera radio.

Tamra suggested that Mary Grim might be a source for ideas as she previously worked for the multi-cultural center.

3.2.11 *Present fair layout (including booths) to fair board.* Jill indicated that she's working on it; it hasn't changed much from last year. Will be incorporating the Woods in the outside layout. Moving the public competitions line in Columbia Hall. The key pocket areas may become include something different.

4.3.4 *Update or develop MOU with public competitions animal groups (pygmy goats, llamas, Mini Herefords, etc.)* Shannon has reviewed all of the MOU's from last year. The FFA does not want to clean the pygmy goat area anymore. The pygmy goat organizers are going to need to find another way to take care of their pens. Shannon asked to be notified if anyone knows of a group willing to do the stall cleaning to raise some funds.

The market auction MOU will need to be updated to reflect the use of compostables and alcohol at the auction dinner.

Muriel's Petting Zoo Update- Jill

Muriel was receptive to input regarding needed changes- bringing a better variety of animals and that she is not allowed to close early. The petting zoo must remain open until the main stage band starts in the evening.

Barn Yard Adventures is also booked for 2018.

The commercial vendor hours will remain the same for the coming year; there will be no closing early.

VIII. **Other**

Ingalls Report:

Denise will email out the Ingalls' monthly reports (two spreadsheets- sponsorship and event coordination activities) tomorrow.

Janitorial is being asked to increase the number of staff on the nights of the big name acts due to the increased traffic. Whenever more is asked of them, the price will go up. Melanie was happy with last year's performance in taking care of the restrooms; they improved from the year before.

Real Heroes coordination is in process. Jill is getting them organized but no one from that group is ready to take the lead yet.

Social media- would like to utilize Instagram and Snapchat, but waiting on the county with its public record laws. The public competition superintendents are working with Pinterest hoping to reach more participants.

Meeting Adjourned: 8:08 PM.