

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

February 5, 2020 5:30 PM

In Attendance

Board Members Present: Mike Adams, Joel Conder, Brandi Crandall, Shannon Gubbels, Ken Outfleet, Pam Zielinski

Key Volunteer: Heidi DeCoster, Amy Goulter-Allen, FFA

Guests: Jill Ingalls, Ingalls & Associates; Melanie McCabe, 4H; Citizens Mitche Graf and Mark Banick

Staff: Denise Clark; Tamra Goettsch, Community Services Department Director; Commissioner Colm Willis, BOC Liaison

I. **Call to Order/Introductions**

After doing introductions Mike expressed his concerns regarding the side conversations that occurred at last month's board meeting. He said that behavior isn't acceptable; that any conversations need to be made public for all of the board to hear.

II. **No Public Comments-** None

III. **Fair Board Interviews**

Mike said that Colleen Busch, Key Volunteer applicant, attended last month's meeting in which she gave her qualifications and interests. Fair board members and associates, who have worked with her, gave high recommendations. Joel made a motion to recommend Colleen Busch for appointment as a fair key volunteer to the Board of Commissioners; Ken seconded the motion. Motioned passed.

Mike suggested that the protocol for the interviews will include the applicant being seated at the head of the room and fair board members asking the questions, going around the room in the order in which they are seated.

Mitche Graf and Mark Banick were interviewed for the open fair board member position. Discussion followed. Both applicants had good attributes to offer the fair. The fair board decided that since one is a county resident and one is not, to go with the county resident. (County residents are preferred by the BOC for filling board positions.) Ken made a motion to send Mitche a "thank you for applying" message; Brandi seconded. Motion passed. Shannon made a motion to recommend Mark Banick to the Board of Commissioners for appointment, filling the open fair board position; Pam seconded the motion. Motioned passed.

IV. **Approval of January 8, 2020 Meeting Summary Notes-** Ken made a motion to approve the meeting summary notes; Brandi seconded. Motion passed.

V. **4H/FFA Reports**

4H- Melanie McCabe

- Josh Davalos, is their new staff member. He has interest in digital media and Latino programming. He may be at the fair, however Abbey Lewis is the assistant that spends the most time at the fair.
- The beef weigh-in was held last weekend, 31 head went through. Two steers broke free and traveled around Sublimity; it took many hours to corral them. A couple of people received minor injuries.
- The auction committee check-in and BBQ will be start at 11; the auction at 1. It should be over around 6 PM.

- They are about half way through hiring fair judges.

FFA- Amy Goulter-Allen

- Getting ready for state convention. Discussion was held at the last advisors' meeting regarding paying out premiums at fair. Some critical people were not present who need to help make the decision. They will meet again on February 10 and make a decision as to whether to move forward on this. They will need to discuss the logistics of how to handle the money. Tamra said the fair board needs a decision in the near future. Shannon said if not done at the fair, premiums need to be paid within 30 days post fair. Amy said that she has reached out to Jackson County to learn of their process as they pay out at fair.
- Stayton High FFA now has 9 chickens they are raising at the school.

VI. **Financial Report-** Brandi Crandall

- Year to date changes are highlighted in yellow.
- Last month's approved budget change requests are reflected in the document.
- The contingency is now at \$3,000.
- Ken made a motion to approve the financial report as presented; Shannon seconded the motion. Motion passed.

VII. **Items of Special Interest**

New Budget Change Request Form- Ken Outfleet

Ken said that he has been tasked with making improvements to the Thursday night Veterans' event. The previously free National Guard army band is no longer available as they are in demand elsewhere. Ken would like to bring last year's act, the Kenny Sears Band, back again. Ken knows of a 12 year old singer that wants to join them at the fair. He needs a budget of \$1000 a year in this line item. Pam made a motion to approve the budget change request form to increase the Veteran's Event by \$500 bringing it to a total of \$1000 with the balance coming out of contingency. Brandi seconded the motion. Motion passed.

Big Name Entertainment update- Joel

Ned Ledoux is still available for \$20,000 however there is not enough money in the budget. He said he is changing directions and looking to hire high quality local entertainment. He's looking into Jesse Lee, a local band that will cost around \$2500, and Brewers Grade a band out of The Dalles which will give him a figure of \$4,000. Brandi suggested Aaron Watson might be a good act.

Jill said if we can't get an act that draws, we can build the "hype" around a party instead; it's about the experience. Maybe have some special contests that draw people.

Activity suggestions:

- "Decade of the Cowboy" event
- Red neck races
- Have give-a-ways like cds or throwing t-shirts into the crowd
- Have a stage emcee bringing people up on the stage.
- Associated walk-a-round acts like a "silly roper"
- Paint night party at the fair

It was suggested to have a "brain storming" session around what kind of activities to hold.

Joel feels that to not have a national act on Saturday night is taking a step backwards. He suggests that it will be a study on what impact this has on the food and beverage sales.

Mike would like to see the BOC “kick in” some more money for entertainment.

Brandi made a motion to allocate funds in the budget for Joel to make offers to two local entertainment acts, up to a total of \$10,000, to fill the Saturday night slot; Shannon seconded. Motion passed.

Jill indicated that she will put a programming meeting together to “brain storm” ideas.

Melanie suggested she could “hype it” at fair time during the 4H morning meetings. Jill said she’d like to have some 4H kids on the programming committee; Melanie has some ideas as to possible students.

Jill said that the rodeo hours are under discussion with the producers.

January Strategic Plan Item 2.1.5 Vote on fair theme in board meeting- Jill

Jill indicated that she had two artists submit logo renditions. Seven possible logos were shown to the fair board. Discussion followed.

Brandi made a motion to change the theme from “Social, Local, and Fun” to “Made in Marion” and adopt logo #3 with Jill making some adjustments. Jill will email the changes out. This will be brought back to next month’s fair board meeting for approval; Shannon seconded. Motion passed.

County Volunteer Coordination Meeting- Denise

Denise said that she, Tamra, Melinda, and the county’s volunteer coordinator (Sherry), met to discuss volunteer coordination for the department. All fair volunteers need to submit an application in order to have liability coverage by the county. Also, all volunteer hours throughout the year need to be tracked, including hours that members are putting in outside of board meetings. The board asked that Denise to send out a personal tracking sheet for members to do this.

Denise said that there are volunteer orientation modules on-line on the county’s volunteer web page. Board members can complete the modules independently from home. It takes about 8-10 minutes to go through each module. Once finished, sign the confirmation of completion. Tamra said it’s become a requirement for all county volunteers and usually happens during orientation. It addresses performance expectations. It could possibly be done at the fair’s volunteer orientation (for new volunteers) just before fair. Denise will send out an email with a link to the modules.

It was suggested that there needs to be a volunteer check-in area on the Tuesday and Wednesday afternoon/evenings before fair during public competitions check-in.

Jill would like to see the volunteer orientation participants be given advanced notice (getting it on their calendars 60 days out) in order that more are able to attend. Holding the actual orientation one week ahead of fair is fine.

Heidi is looking for superintendents for arts and textiles (and also one specific to quilts.)

VIII. February Strategic Plan Items

1.2.6 *Negotiate agreements with State Fair on parking and fairgrounds rental include dates for move-in/move-out.* On-going.

2.1.9 *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 said that they are doing the Gilbert House Block Party, AgFest, and the Awesome 3,000; the goal being to get information out to other kids outside of 4H/FFA.

2.2.5 *Target chamber newsletter articles.* Jill said she works with Jolene Kelley from the boards' office; they don't just work with the chamber. There is already a county newsletter; they hope to develop a newsletter specific to the fair and capture emails of fair goers. A reader signs-up to receive information on specific categories such as public competitions, general information on the fair, etc.

2.2.6 *Create activities that draw cross-cultural participants.* Sunday is the day to invite folks from Woodburn and to reach the Russian and German populations. Melanie suggested that their new employee, Josh, might be able to help with that.

Jill suggests we need to find someone who can focus specifically on this topic, perhaps it's part of what they do for a living.

Tamra feels we need to consider our outreach to key volunteers- diversify our thinking and approach; figure out how to make the "ask" of folks.

3.2.10 *Present fair layout (including booths) to fair board.* Jill said that the updated inside layout is on the website, it has Denise's suggested changes to the commercial vendors' inside layout. The outside layout will most likely remain the same.

4.3.4 *Update or develop MOU with public competitions animal groups (pygmy goats, llamas, mini herefords, etc.)* Shannon has been working with Krista on reviewing the MOU's. Just the llamas and mini Herefords are coming this year; the pygmy goats will no longer be coming to our fair. Shannon wants to make sure state fair is aware of our concerns that the beef wash rack drain backs-up; it needs repair.

IX. Other:

- Jill has a signed agreement for the Pirate's Parrots to return to our fair.
- Jill said we need to find a "maker space" (projects that you build on-site and then take home) location. Maybe use the FFA pavilion, moving the auction BBQ to another location.
- Melanie said that 4H has a "Thinker Tinker Trailer," it is a mobile maker space to help with the 4H entrepreneur program. It is housed at the 4H center. Jill asked if it could be reserved; Melanie will check into it.

Tamra suggested contacting Chemeketa business school or SEDCOR to reach "innovators" to have them come to the fair, promoting small local businesses.

Bring in "Made in Marion" alcohol and food products to be sold at the fair.

Tamra noted that Mike Paluszak (State Fair CEO) is retiring at the end of February. We do have a paving project this coming spring with State Fair.

Jill wants to make sure we hold a state fair logistics meeting as the state fair has a new operations manager.

Amy announced that Cascade and Stayton FFA alumni groups are joining forces; they are having a fundraiser February 29. Amy will send the flyer to Denise for sending out to everyone.

Meeting Adjourned: 8:10 PM