

## 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

December 5, 2018 5:30 PM

#### In Attendance

**Board Members:** Brandi Crandall, Joel Conder, Heidi DeCoster, Shannon Gubbels, Nathan Leao, Pam Zielinski

**Key Volunteers:** Amy Goulter-Allen, Ken Outfleet

**Guests:** Jill & Scott Ingalls, Ingalls & Associates

**Staff:** Denise Clark, Tamra Goettsch, Commissioner Janet Carlson

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

#### II. **No Public Comments**

III. **Meeting Summary Notes-** The 11/17/18 meeting summary notes were missing the last page, which had the final paragraph on it. The approval of the notes will be tabled until next month's meeting. (Denise will send the complete document out in the morning.)

#### IV. **Financial Report (2019 Proposed Budget Approval) - Tamra**

Changes reflected from the November 17<sup>th</sup> retreat discussion:

- FFA premiums- \$4,000
- Open class- \$750
- Herdsmanship- \$600 (This has been previously paid by the Fair Foundation.)

Tamra commented that the department's new Budget Analyst, Lorrie Biggs, is looking over the fair's budget document. Any changes in the carryover figure will be brought back to the January meeting.

Tamra noted that in a two-year period the budget has gone up almost \$100,000. Also, we have \$80,000 less than usual going into the next fair.

Joel asked that the placeholders be identified, those items that have the potential to be paid by the Fair Foundation (FF) or by sponsorship.

Placeholders:

- Herdsmanship- \$600
- Open class premiums- \$750
- Ambulance/EMT Services- \$4400
- Volunteer T-Shirts- \$850

A letter is being drafted to the FF requesting support for the 2019 fair.

Shannon plans to talk with the FF regarding possibly increasing the FFA premiums.

Amy asked if we have received any documentation from Melanie regarding the 4H funds and how they are distributed. Denise responded that she will forward the information she received. *(Pam, Joel, Amy, and Shannon would like it forwarded to them.)*

Jill said that Midvalley Excavation has an agreement with the State Fair regarding pricing for bedding haul-out which the FF pays. Since the Marion County Fair is the contractor with the state fair, Marion County will receive the invoice, not the FF. (If the FF were to receive the invoice, it would not include a price break.) The County Fair and the FF will work together on payment.

Joel acknowledged Tamra's budget concerns. Discussion was held on where some additional budget changes might be made.

Brandi expressed concerns that the big name entertainment figure is listed at \$60,000 when prior to 2017 we were trying to keep that figure closer to \$40,000. That raises the question, can we re-coup the \$60,000 in gate entry revenue? She did say she'd like to see a big name act for at least one night of the fair.

Jill reminded folks that we have previously discussed having tribute/cover bands, or comedians, to cut down on entertainment expenses.

Jill also suggests discontinuing the petting zoo to cut down on expenses. Shannon agreed that a petting zoo isn't needed as fair goers can pet the animals in the barns; the animals being brought in the petting zoo are pretty similar. Jill noted that to find another petting zoo provider would cost more, around \$5-6,000. It was decided to discontinue the petting zoo for the coming fair.

Joel asked about approaching the Board of Commissioners (BOC) for more money. Tamra indicated that she won't know until February or March if a supplemental request will be accepted and approved. She said that the best approach with the BOC is with a hard cost (or an expense to cover); they are not as responsive to approaching them with a general request for more money.

Scott feels that he can get sponsors for a cover band on Friday night.

For big name acts we are considering Morgan Evans (has the hit "Kiss Somebody") for Saturday night. He will be less expensive as he doesn't travel with a whole band and won't have all the costs associated with a large group. His price points are \$15-20,000. The other act is Billy Gardell (the comedian on the TV show Mike and Molly.) His price points are \$25-\$30,000. Having those two acts would keep the Big Name Entertainment costs down to \$50,000. Joel will talk to Eric about making those offers.

Jill expressed concern about lowering the parking attendants' fee to \$2,000 from last year's \$2200. Discussion ensued. The board agreed to budget \$2200 for parking attendants. Brandi made a motion to increase the parking attendants' fee by \$200 for a total of \$2200; Heidi seconded. Motion passed.

2019 Budget Changes:

Item	Previously	Change to
527230 Parking attendants	\$2,000	\$2,200
525925 Big Name Entertainment	\$60,000	\$50,000
525930 Events & Activities (Removing petting zoo \$3,000)	\$15,225	\$12,225

Shannon made a motion to accept the financial report as presented; Brandi seconded. Motion passed.

#### V. **Items of Special Interest**

Those currently planning on attending the OFA Conference January 10-13 are Heidi, Shannon, Joel, Pam, Amy, Scott, Jill, and Denise.

#### Member Responsibilities

The board decided to discontinue the use of the responsibilities bubble chart, instead using the more detailed *Event Point Persons* table.

Changes to be made:

- Add key volunteers to the appropriate tasks.
- Remove previous volunteer coordinator's name, replace with Melinda Hautala, the departments' new Program Coordinator.
- The new county commissioner, Colum Willis, starts in January and will replace Commissioner Sam Brentano as the fair board liaison.
- Miscellaneous other changes were discussed. Denise will edit the document and send it back out.

Scott noted that he has a volunteer that is bonded and is willing to help Brandi with the night time treasurer duties during fair.

#### Review of November 17 Fair Board Retreat

Responses to the Facilitator:

- She was helpful; the brain storming activity was good; she was mindful of the time constraints.
- She was expensive. If we start earlier in the year identifying a facilitator, we can keep the costs down.
- Having a facilitator was suggested to facilitate planning for the coming fair. Some regular meeting items were added to the agenda that were time consuming.
- There was a duplication of efforts; determining what events to hold at the fair is an on-going task.
- She had a background in fairs and a familiarity with our fair in particular.

Other Responses to the Retreat:

- The room was small. (We originally had a larger room but were displaced at the last minute.)
- Not enough bathrooms.

- Retreats are important as they get an organization to think about where you want to go and what you want to achieve.
- Folks preferred holding the retreat on a Saturday instead of a week day.

## VI. December Strategic Plan Items

1.2.1 *Board members set individual goals to recruit new vendors/sponsors to the fair.* The Ingalls are always looking for sponsorship leads. They encouraged everyone if doing business with someone, friend/client/partner, give the lead to Scott. Commissioner Carlson asked Scott to send her the latest sponsor list.

Public Works has many contacts they do business with that could be tapped for leads. (Tamra will get a list of those businesses from Camber Schlag (County Contracts.)

1.2.2 *Review Pricing Structure for Vendors.* Both Food Vendor and Commercial Vendor fees will remain the same.

2.1.5 *Reminder to pick fair theme in January (if applicable).* Will keep the same theme this year- Social, Local, Fun.

3.2.4 *Identify carnival vendor as needed (next RFP 2019).* Jill expressed disappointment in the service provided this past year. The vendor brought the minimum number of rides (12) and then some of the rides broke down. Tamra indicated that we will review the carnival contract next month.

3.2.5 *Identify security/ticket taking agency as needed (next RFP 2022)- Done*

5.2.2. *Make Board of Commissioners' work session presentation.* This is scheduled for January 10 at 9:30 AM. Tamra would like to see as many board members, and key volunteers, as possible attend. With more people in attendance, more questions can be answered from those that know specifics about an event. Those planning on attending are Ken, Nathan, Joel, and Heidi. (Tamra noted that Sherry, from the board's office, can provide a parking pass for participants if they'd like one.)

5.2.3 *Review Bylaws and communication/conflict resolution documents.- Done in previous meetings.*

## VII. Other

Amy announced that there is a robotics event at Chemewa Indian School on Saturday (December 8) and that she will be attending. Some robotic clubs participate year-round. She hopes to get some contacts for Jill to approach about participating in our fair.

Commissioner Carlson was thanked for her involvement with the fair over the years, acknowledging how helpful and supportive she has been. The commissioner responded that she has enjoyed working with everyone; she started working with the fair board back in 2004.

## VIII. Meeting Adjourned: 7:45 PM