

5/16/19

POLK COUNTY FAIR BOARD

POLK COUNTY FAIRGROUND - RICKREALL, OREGON

REGULAR MEETING – May 16, 2019

PRESENT: Fair Board: Tim Ray, Linda Lambert, Suzanne Burbank Anna Scharf, John Walton, Nita Wilson & Shellie Berry **Absent:** None **Staff:** Tina Andersen **Tenant/Partner –** Paul Burger, Barbara Smith (Polk County Livestock Association)

MEETING CALLED TO ORDER – 6:00pm

APPROVAL OF MINUTES: Motion by John second by Tim, to approve the February minutes. Motion passed unanimously. Motion by Suzanne second by John, to approve the February Work Session minutes. Motion passed unanimously.

PUBLIC/TENANT/PARTNER COMMENTS – None

ADOPTION OF CONSENT AGENDA – Motion by Linda, second by Tim to accept the consent agenda. Motion passed unanimously.

CORRESPONDANCE/ANNOUNCEMENTS – The Board received a letter from PCLA with a request which has been made part of the permanent record asking for the Board to let them redeem Buyer Fair Passes at reduced price. The Board discussed the request along with a fact sheet which has been made part of the permanent record on the expenses the Fair takes on for the auction and loss of revenue. Suzanne stated that she does not consider the auction a fundraiser since the money goes directly back to the kids for their animal projects. It is an attraction to the Fair and brings people in just like the entertainment we pay for. Anna cautioned the Board to be careful in their many roles to be discussing this issue as a Fair Board member and not a member of any other Board. Barbara spoke about how proud they are of the auction and the great amount of support they get from local businesses. They collect some money that night, they bill a few buyers and as soon as the buyers pay, the kids get paid. PCLA collect a 6% fee to cover their costs and try to keep that fee low, after expenses they retain about 1%. Anna question PCLA on what they give back, she gave examples of what Yamhill, Benton and Linn County give back from their auction proceeds. Barbara stated that they give \$1,500.00 a year to help with judges fees to bring in quality judges, they also give a scholarship out. She said if the Fair Board went to the PCLA Board and asked for something they would talk about it. Tim suggested that PCLA be more proactive and come the Fair Board to see what they can help with. Barbara wanted to clarify that they are not getting rich off of the kids. Anna reminded them that as their costs go up so does the Fair's. Anna suggested that they put aside some money every year to do a project maybe once every 3 – 5 years. Barbara asked for some ideas of upgrades needed that their Board can discuss. Tina will send them a list and Anna reminded them that the after fair recap is a great time to come and get ideas when people post them on the posters. Motion by Suzanne to cover the processing fee of \$1.00 per ticket up to \$100.00. Second by John. Motion passed unanimously. Barbara offered to send Fair flyers out with the tickets to buyers.

LIASON REPORTS –PECAN – Tim reported that PECAN has been meeting regularly and making progress. He has been put on the budget committee. Their budget hearing is May 29th for the Extension budget.

Fair Foundation – The Foundation met earlier this week. Norbert Hartman has stepped off that Board and been replaced by Grant Kendall from Edward Jones. Their Board understands the delay on building restrooms on Bldg. C while construction costs are so high. They are willing to look at another project if it makes sense to both Boards.

FINANCIAL REPORT: Review of revenues and expenditures.

The budget is difficult to read due to several items that the County has helped purchase. The Fair sits at a deficit of \$14,805.00 after help from the County to pay for the paving project, new doors and new tractor.

OLD BUSINESS: 2019 Fair Preparation: Premium Book & Posters – The Premium Book is in the final stages and should be ready to go to print next week. The poster went back for a couple of changes and should be ready to go to print next week. Isaac from Maiden Marketing is working on a flyer for us. Suzanne asked that the Board be sent an e-mail when these items arrive and the Board will help get them out.

Entertainment – Stage & Grounds Acts – The stage is full for paid entertainment, the arena has an event every night. Thursday is the Rough Stock Rodeo, Friday is free Monster Truck Rides Sponsored by Home Comfort Inc. and Saturday is the UTV Shoot out

New Family Fun Zone – We did not get any of the grants we went after for this project, the competition was stiff. One of our Superintendents, Stacy Tarver has made several of our games for us and a cost we could afford. Each year more will be added to that area. The Fair did a trade out for building rent with the Dallas Dragons Lady's Slow Pitch and they will be running this area.

Layout – A map of the new fence line and layout was handed out. The area that had been blocked off for lanes up front will now be handicap and senior parking.

Camping – The setup of camping for families during the Fair is very labor intensive, the volunteers that have done it in the past don't want to do it again. With the raise in admission costs the current rate of camping ends up being \$15.00 for the week per spot. Motion by John to raise the campsite fee to \$75.00 - \$50.00 of it for 2 season passes and \$25.00 for camping and divide it out in the information online. Second by Suzanne. Motion passed unanimously.

Vendors – Are coming in slowly, there are several spaces still open in all areas. Suzanne suggested that one of the empty booths be filled with a Sponsor Thank you.

Sponsorship – Is up this year, the Farm Bureau donated \$4,000.00. \$2,000.00 for youth livestock special awards and \$2,000.00 for open class to encourage family farms to enter their products.

Admission & Parking – We have met with both groups and they are on board and ready for Fair. The DeMolay will be doing all 3 days of the Fair parking which is good for consistency and the Wagon Wheelers will be meeting with Afton Ticketing closer to Fair for a recap training.

Board VIP passes – The Board discussed having VIP passes to give out and agreed that they would not do it this year. They were given their OFA passes and encouraged to visit other Fair to get good ideas.

Superintendents – We are down on volunteers, the photography, Floriculture, Fine Arts and Poetry don't have Superintendents.

NEW BUSINESS: Rack Cards: Maiden Marketing has created rack cards for year round event advertising, they are out in the Chambers and businesses. The Board took some to put out in places around town.

2020 Fair Theme: The Fair will celebrating 100 years in 2020. The Board will work on a Theme to go along with the 100th celebration

Beautification Day & Board Meeting: A list of projects is being put together. The Superintendents have been asked to let the Fair office know what they would like to have done in their areas. Tina will send that information to Suzi also so that she can get it out to their volunteers. A list will be sent to the Board ahead of time so that they can sign up for the area they wish to help in. Subway has not confirmed whether they can sponsor the food or not. The Board will meet after the lunch that day at 1:00pm

ADD ONS: None

Chairman Scharf asked if there was a need to meet in executive session, staff replied there was not.

ADJOURNMENT: meeting adjourned 7:47pm

Respectfully submitted by,

Tina Andersen, Manager