

FAIR BOARD MEETING
July 6, 2023
Meeting Room 2, 7:30 a.m.

Speer	Moulton	Voorhees	Cunningham	Webber	Crofoot
Present	Present	Present	Present	Present	Present

Others Present:

- Corey Buller – Fair Manager, Division Manager
- Rachel Bivens – Assistant Fair Manager/Marketing Manager, Lane Events Center
- Becky Kirsch – Office Assistant, Lane Events Center
- Laurie Trieger – County Commissioner, Lane County

1. ITEMS FROM THE COMMUNITY:

None

2. ANNOUNCEMENTS:

None

3. APPROVAL OF MINUTES: June 1, 2023 – ACTION ITEM

MOTION: Sid Voorhees		COMMENTS: Sid Voorhees motioned to approve the June 1, 2023 minutes as written. Bruce Webber seconds. No discussion. All in favor.
SECOND: Bruce Webber		
VOTE		
Name	Vote	
Wendee Crofoot	Yes	
Richard Cunningham	Yes	
Debra Moulton	Yes	
René Speer	Yes	
Sid Voorhees	Yes	
Bruce Webber	Yes	

4. GENERAL FAIR UPDATE:

- a) Exhibits closed on July 5th. There are 1,557 entries and 309 exhibitors currently but we expect a lot of entries to come on drop off days from people who did not pre-enter online.
- b) There will not be a sow and litter this year however there will be a baby goat display.
- c) Staff read an update from Elizabeth Gangwar from the OSU on 4-H. The 4-H Horse Fair is July 12th at Mt. Pisgah. Barn hours will be the same as last year which is 11a-8p. The Auction is set for 2pm on Saturday, July 22. Elizabeth shared that they are excited for all of the growth.
- d) Commercial Vendors: There are currently 62 confirmed indoor and 64 confirmed outdoor booths filled. Outdoor vendor booths are sold out. Group sales are at about 1/3 so far.
- e) Concert tickets went on sale June 2nd. Sales are going well. Staff anticipate that they will pick up as we get closer to Fair. All VIP Package tickets for Sara Evans sold out.
- f) Unlimited ride bracelets went on sale June 16 and will end midnight of July 18. They can be purchased online and in the office. As with last year, bracelets will not be sold on-site during the Fair however ride tickets and packs will be.
- g) Marketing update: Billboards are up and will increase in frequency up until the Fair. This includes the same Billboards from the past and new digital reader boards as well. Street and pole banners have been distributed around town. TV & radio will begin a bit this week but normal rotation begins Monday July 10. Social media has been scheduled and will extend our reach in a number of ways. Ads are targeted specifically based on what is being sold and/or what information we are trying to communicate.
- h) Key dates:
 - i. The Senior Social is Thursday, July 20th from 11a-2p with \$2.00 admission all day. Bingo is not returning this year and as it has been the last few years, there will be no vendors. There will however be roaming entertainment during the Social. Admission for First Responders and Military are also \$2.00 all day.

- ii. Sunday, July 23 is A Day at the Fair benefitting FOOD for Lane County. Admission is FREE with 3 cans of non-perishable food, per person, from 11a-4p.
- i) Staff mentioned that the text alert program will be in place again this year. There will be signs around the Fairgrounds with the number and code to text that patrons can use to sign up for the program.

5. FAIR MATERIALS AND PACKET DISTRIBUTION:

Staff distributed a Fair packet to each board member containing instructions for entry, key dates to remember and general information in case they receive questions. The list of the assigned Fair Board awards were also distributed and schedule created for when each board member will come in to judge.

6. DEI UPDATE:

Staff talked about the meeting they had with Dan Hurley, Director of Lane County Public Works, and the County Diversity Manager where Diversity, Equity and Inclusion at the Fair was discussed. Staff has been working on this effort for a number of years and is at the forefront of this conversation amongst the other Fairs in Oregon. As part of these efforts, Staff will do a daily walk-through with a couple of reps from Funtastic during the Fair. Staff is currently going through the list of prizes that the Carnival will bring.

As an FYI, staff shared that the County is developing language to use for vendor contracts that may have an impact on the way facility bookings are done.

7. MASTER PLAN/STADIUM/PROJECTS UPDATE:

- a) Staff mentioned there was a work session the previous week regarding the potential stadium project, the funding, timing, etc. The original discussion was that the facility would use 6.5 acres. The new discussion is that it is closer to 10 and will involve the loss of the Livestock building and approximately 400 parking spaces. During the Fair this will eliminate all camping and a large amount of parking as well as a significant portion of the Carnival area. County Staff will go back to the Commissioners in August for further discussion. There is currently a large funding gap on the project.
- b) The Convention Center door project is moving ahead as soon as the Fair is over. This project is to update the fire system in the doors. The Wheeler ADA and restroom project will also move forward after the Fair.

8. OTHER:

None.

9. MOTION TO ADJOURN: Motion to adjourn

MOTION: Sid Voorhees		COMMENTS: Sid Voorhees motions to adjourn the meeting at 8:35 am. Rich Cunningham seconds. No discussion. All in favor.
SECOND: Rich Cunningham		
VOTE		
Name	Vote	
Wendee Crofoot	Yes	
Richard Cunningham	Yes	
Debra Moulton	Yes	
René Speer	Yes	
Sid Voorhees	Yes	
Bruce Webber	Yes	

Meeting adjourned.

X _____
René Speer, President

MINUTES ARE DRAFT AND SUBJECT TO CHANGE UNTIL APPROVED BY THE FAIR BOARD AT THE NEXT REGULAR SCHEDULED MEETING.