

FAIR BOARD MEETING
June 1, 2023
Meeting Room 2, 7:30 a.m.

Speer	Moulton	Voorhees	Cunningham	Webber	Crofoot
Present	Present	Present	Called in	Present	Present

Others Present:

Rachel Bivens – Assistant Fair Manager/Marketing Manager, Lane Events Center

Becky Kirsch – Office Assistant, Lane Events Center

Elizabeth Gangwer – Program Coordinator, OSU Extension Office

1. ITEMS FROM THE COMMUNITY:

None

2. ANNOUNCEMENTS:

None

3. APPROVAL OF MINUTES: May 4, 2023 – ACTION ITEM

MOTION: Bruce Webber		COMMENTS: Bruce Webber motioned to approve the May 4, 2023 minutes as written. Wendee Crofoot seconds. No discussion. All in favor.
SECOND: Wendee Crofoot		
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 (as of 5-30-23):

- i. There are 70 Exhibitors: 25 are Horses and 45 are Granges.
- ii. There are 177 Entries: 37 are Horses and 140 for Creatives.
- iii. Exhibits have secured \$2,475 cash donor awards and \$660.00 in gift cards/certificates. Papa's Pizza has given us gift cards for mini pizza coupons as prizes in the Creative Exhibits department similar to last year.

b) Open Horse Show/Displays:

- i. 11 additional horse stalls have been added for a total of 129 for exhibitors (134 total with 5 reserved for Posse).
- ii. The Horse Department Coordinator has been doing a great job of securing prizes and encouraging people to be a part of the Fair. She has secured donors for prizes (such as belt buckles, conchos and gift cards) and will be expanding the ribbons and prizes this year.
- iii. Staff have confirmed a Miniature Cow Exhibit in Expo 2 and are working on getting a baby goat display as well. There will be no sow and litter this year.

c) Key Dates:

- i. Staff gave some key dates for online entries. They are currently open and will close on Tuesday, July 5. Paper entry forms can be dropped off at the Fair Business Office now through each department's entry drop off dates.
- ii. Judging will begin on Wednesday, July 12 and will continue by department through Wednesday, July 19.
- iii. Entries will be released for pick up on Monday, July 24.
- iv. Premium payouts will be Monday, July 24 in the Convention Center and Tuesday, July 25 in the Fair Business Office.

- d) Commercial and Food Vendors:
 - i. Commercial vendor booths are sold out in the outdoor areas and at about 60% sold in the indoor areas
 - ii. There will be 28 food vendors again this year including 2 new ones: Smokin' Gingers BBQ and Strudelicious – a dessert cart provided by the Wurst Food Cart.
 - iii. Most Wanted Espresso will be open early. They will provide coffee and limited breakfast items before the Fair opens each day for participants and be open throughout the Fair as well.
- e) Beverages:
 - i. Western Beverage will again be our beer sponsor and provide beers such as Bud and Bud Light along with local brands such as Elysian and 10 Barrel as well as several others.
 - ii. Staff is currently working on securing a wine and hard alcohol sponsor for this year.
- f) Concerts:
 - i. Main Stage concert tickets will go on sale starting at 9am on Friday, June 2nd. Fair patrons will have the option to purchase their tickets in the Business Office, on the Lane County Fair website and on the Lane County Fair Facebook page.
 - ii. The concert lineup will be:
 - o Wednesday, July 19 @ 7:30p – Lil' Jon
 - o Thursday, July 20 @ 7:30p – Sara Evans
 - o Friday, July 21 @ 7:30p – Quiet Riot
 - o Saturday, July 22 @ 7:30p – Scotty McCreery
 - o Sunday, July 23 @ 5:30p – Sheila E.
 - iii. Toast & Jam will be performing on the Community Stage again this year. They will perform before and after the Main Stage performance.
- g) Ticketing:
 - i. Admission tickets will go on sale Friday, June 2 at 9am.
 - ii. Clear bags will be sold online this year from June 2nd until July 7th with pick up in the Main office. After that they will only be sold in the office, by the Posse and at the gates.
 - iii. Due to issues with the ticketing company that had been selected, that contract had to be cancelled. After reviewing the data from the RFP and considering the timelines, the Fair will be working with Afton ticketing again.
- h) Carnival:
 - i. Funtastic ride bracelets will be sold online and can be purchased in the office again this year June 16 through midnight July 18. They will not be sold on-site after that date.
- i) Marketing update:
 - i. Outdoor ads will begin at the end of this month – we will have both static and quite a few digital. With digital the messaging can be changed as needed and as often as we would like.
 - ii. TV & Radio ads will begin the week of July 3 with heavier rotation beginning on July 10th.
 - iii. Social Media posts are being boosted. We have identified some areas that we want to focus on to increase attendance and/or number of visits. We will run ads on social as we get closer as well.
 - iv. The Pint for a Pass promotion starts today with Bloodworks NW. A press release was sent out yesterday and a number of media stations will push it for us and Bloodworks.
 - v. Ticket on-sale press release will go out today talking about the sale starting Friday at 9am.
- j) Sponsorships:
 - i. Staff is very close to reaching the budget goal for Sponsorships this year. Many of the sponsors are returning from years past. Staff has secured the following new sponsors as well: T-Mobile (Day Sponsor), Pratum Co-op, US Air Force and NW Natural Gas (Food Court Sponsor).
- k) Entertainment:
 - i. We have 19 confirmed entertainers lined up to perform throughout the Fair as well as the free Community Stage performances.
- l) Dates:
 - i. The Senior Celebration is Thursday, July 20th from 11am-2pm in the Auditorium. Cake and ice cream will be served while supplies last. There will be no Bingo or vendors. Roaming entertainers will come through during the Celebration this year. We will also provide some small giveaway items since that was the main complaint last year.
 - o Weyerhaeuser Family Day is also Thursday, July 20
 - o Admission is \$2 all day for Seniors, Military and First Responders
 - ii. Sunday is A Day at the Fair benefitting FOOD for Lane County. Admission is free with 3 cans of non-perishable food donations, per person, from 11am-4pm. We have extended the time by 2 hours this year.

5. **FAIR BOARD AWARD SIGN-UP:**

A sign-up sheet was passed around to Fair Board members. Each member signed up for an award that they would like to present at the Fair.

6. **FAIR EMERGENCY AND OPERATIONS PLANS:**

Staff presented the communication tool kit and emergency management plan that is given to all staff and emergency partners. The communications tool kit includes communication tools to all Fair related parties both in standard event mode as well as emergency mode.

7. **MASTER PLAN/PROJECTS UPDATE:**

Staff mentioned that there is no update on the stadium project. A bid went out for a contract to repair the fire doors and locks in the Convention Center. The company has come out and completed a walkthrough. The project will begin construction post Fair. The Wheeler Pavilion project is going out to bid to secure a contractor. This project to upgrade restrooms is also slated to start after Fair. Materials have been selected and staff is excited to see the results.

8. **OTHER:**

Elizabeth Gangwer from the OSU Extension office gave updates on entry numbers for 4-H and FFA. She said that layouts are finalizing and they will have full barns full of fun and activity! There is a fundraiser being held on Saturday, June 17th at Eugene's Coastal Farm & Ranch. There will be a Father's Day BBQ, plus they are collecting cans for their 4-H Bottle Drop account. The money from the cans help to fund the youth program scholarships. The Horse Fair is at Mt. Pisgah on July 12th from 9a-4p at the Sheriff's Mounted Posse arena. The Auction is scheduled for Saturday, July 22nd at 2:00pm.

9. **MOTION TO ADJOURN:** Motion to adjourn

MOTION: Sid Voorhees		COMMENTS: Sid Voorhees motions to adjourn the meeting at 8:28 am. Debra Moulton seconds. No discussion. All in favor.
SECOND: Debra Moulton		
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.