

FAIR BOARD MEETING

September 2, 2021

Virtual Meeting, 7:30 a.m.

Thwing	Speer	Moulton	Voorhees	Cunningham
Present	Present	Present	Present	Present

Others Present:

Corey Buller – Fair Manager, Lane Events Center Manager
Rachel Bivens – Marketing Manager/Assistant Fair Manager, Lane Events Center
Emily Zajac – Marketing & Sales Specialist, Lane Events Center
Elizabeth Gangwer – 4-H Education Program Assistant
Dan Hurley – Lane County Public Works Department Director
Commissioner Laurie Trierger – Lane County Commissioner

1. ITEMS FROM THE COMMUNITY:

None.

2. ANNOUNCEMENTS:

The application for the open Fair Board position is now posted on the Fair website on the Fair Board page. Renee Speer is eligible and interested in a second term. This will be on the November meeting agenda as action items.

3. APPROVAL OF MINUTES: August 5, 2021

MOTION: René Speer	COMMENTS: René Speer moved to approve the August 5, 2021 minutes as written Randy Thwing seconds. All in favor.	
SECOND: Randy Thwing		
VOTE		
Name	Vote	
Randy Thwing	Yes	
Richard Cunningham	Yes	
Debra Moulton	Yes	
René Speer	Yes	
Sid Voorhees	Yes	
Commissioner Trierger	Abstained	

4. CONSTELLATION MARKETING CONTRACT:

Since 2018 Fair staff have been working with Constellation Marketing Group for our Fair Marketing and Advertising. We have been working on a 3 to 5-year plan to modernize and expand our brand coverage and widen our demographic reach within the community without increasing expenses. With the cancellation of the 2020 Fair we opted to amend the Constellation contract so that the third year of it was the 2021 Fair. With that cancellation though also came an interruption to our marketing goals and plans. Discussion surrounding consideration of extending the contract for a fourth year so that we can maintain consistency and cohesion as we move forward out of the pandemic marketing (“The Fair is back”) and back into more standard messaging. The Fair staff will then plan to go out to RFP for marketing and advertising after the 2022 Fair. Discussion included clarifying the cost is the same for the next year.

ACTION/DIRECTION:

Motion to extend the Constellation Marketing Contract through 2022 Lane County Fair

MOTION: Randy Thwing	COMMENTS: Randy Thwing moved to extend the Constellation Marketing Contract for one more year through the 2022 Lane County Fair at the same budget level as the 2021 Fair. René Speer seconds. All in favor.	
SECOND: René Speer		
VOTE		
Name	Vote	
Randy Thwing	Yes	
Richard Cunningham	Yes	
Debra Moulton	Yes	
René Speer	Yes	
Sid Voorhees	Yes	
Commissioner Trierger	Yes	

5. OPEN SHOW LIVESTOCK FOR 2022:

Discussion surrounding moving forward without the open show with the exception of an open Horse Show. The decision was made for 2021 based on budget and COVID protocols. Discussion surrounding the benefits of continuing this way including budget, additional space for 4-H/FFA to grow and expand their program moving forward, additional room for the Horse department to expand and grow the program, utilization of the full Livestock building and warm up arena and availability of equipment. Discussion surrounding who was entering in the open show and if we have had any feedback in the last year. Additional discussion with 4-H about how much they appreciated the new location, how valued they felt and the opportunities it gives them to not only educate the public on their programs but gather more interest in participating since as the Expo Halls are a much more central location to the rest of the Fair than the Livestock Building. This option still allows for the Fair to bring in displays for unique animals such as baby pigmy goats and a sow and litter.

ACTION/DIRECTION:

Motion to move forward without an open show.

MOTION: Richard Cunningham		
SECOND: René Speer		
VOTE		
Name	Vote	COMMENTS: Richard Cunningham moved to move forward without an open show. There will still be an open show for Horses at the Fair. René Speer seconds. All in favor.
Randy Thwing	Yes	
Richard Cunningham	Yes	
Debra Moulton	Yes	
René Speer	Yes	
Sid Voorhees	Yes	
Commissioner Trieger	Yes	

6. 4-H/FFA SATURDAY MOVE-OUT:

Discussion surrounding how well it worked having all animals (with the exception of horses) move out on Saturday night of Fair. Most animals in the barns are market class and have been sold at auction leaving very few breeding stock in the barns. Barns are left looking very empty and pitiful. Concern over the kids whose animals were sold at auction on Saturday having to return to an empty pen the next day as this can be very sad and painful for them. 4-H area and club leaders Craig Arney and LeRoy Surcamp expressed their desire to move out on Saturday night as it is logically easier to get the animals out without other parties trying to move out and reiterated the impact that returning the next day has on the animals. Staff discussed that this has a positive impact on all other parties moving out at the close of Fair Sunday night as well. Staff also expressed that should we proceed this way that there will be clear and concrete messaging to Fair patrons that the vast majority of animals will be gone on Sunday. Debra Moulton expressed that she saw families trying to get into the barns to see the animals and were disappointed they weren't there. Commissioner Trieger expressed support for this change as long as the messaging is clear since there is much programming that differs each day of the Fair and often time's families come back more than once to see it all. Rene Speer also brought up the issue that once animals are sold, ownership transfers immediately to the buyer and would be an insurance issue to allow the animals to remain on site for another day. Discussion surrounding the idea of moving the auction to Sunday and that if this discussion moves forward seriously that the Lane County Livestock Association must be included as they facilitate and manage that function for 4-H/FFA. Debra Moulton and Sid Voorhees both expressed interest in seeing other programming happen in place Sunday if the animals do move out Saturday night.

ACTION/DIRECTION:

Staff will bring back ideas for programming that can be placed in front of or around the barns. Ideas that were discussed involved educating the general public about the market/auction programs, how much the auction raises and that the funds are largely for scholarships.

7. FAIR ANNUAL REPORT:

Staff are still planning to have the annual Fair report in draft form at the November meeting and the final report for the December joint meeting with the BCC. Unfortunately, this year more than any other will have some estimations and educated guesses on some items. All the processes have been slowed down, Fair office is experiencing shortages in staffing which continue to push the timelines out. We are still waiting on expense invoices for a few things. One of the security companies has yet to provide us an invoice for example and we

have lost communication with them. Legal is now involved due to a potential breach in contract. These missing pieces will contribute to some educated guesses being made as we get closer to the final report.

ACTION/DIRECTION:

Staff will continue to work on collecting and analyzing data for the report with the goal of bringing a draft to the November meeting.

8. INCIDENT AT 2021 FAIR UPDATE:

There is not much to discuss as this is still an open investigation with EPD. The internal Security Manager (Paul Vitis) is still working on his report however with the lack of communication from District Security, some elements of the report will be difficult to finalize. Regardless, he will be providing a robust report with ideas and suggestions on how the Fair can move forward with increases and changes to the security plan. Staff has also been working with legal, risk and our insurance providers on the incident. Commissioner Trierer expressed her apologies that this happened and committed to working with staff on better security at the Fair while maintaining the fun and vibrant vibe of the Fair.

ACTION/DIRECTION:

Staff will leave this on the agenda for meetings moving forward and bring any new information for discussion as it arises.

9. OTHER:

- a. **Keystone Housing:** Commissioner Trierer thanked René Speer for attending the building preview for the Keystone Complex. Move in dates are scheduled very soon for the 15 families who will be residing there.
- b. **Exhibits:** Debra Moulton complimented staff member Lauriene Madrigal for helping her with her first set of Fair Board judging's. She also complimented all the Creative exhibits coordinators for the work they did this year.
- c. **Master Plan RFP:** The RFP for the Fairgrounds Master Plan closes on the 13th of September. Staff need one member of the Fair Board to sit on the selection panel. Staff requested that any member who is interested to let them know as soon as possible. Additionally, in an effort to collect some information to contribute to that master plan, a polling company has been engaged to gage the community's interest in various large projects and get the communities overall feeling about the direction the Fairgrounds is going. FM3 has been engaged for these services. They are tasked with collecting a statistically relevant sample from the community but will also have a website where we can direct other parties who would like to participate in the survey.

10. MOTION TO ADJOURN: Motion to adjourn

MOTION: Randy Thwing	COMMENTS: Randy Thwing motions to adjourn the meeting at 8:25am. Debra Moulton seconds. No discussion. All in favor.	
SECOND: Debra Moulton		
VOTE		
Name	Vote	
Randy Thwing	Yes	
Richard Cunningham	Yes	
Debra Moulton	Yes	
René Speer	Yes	
Sid Voorhees	Yes	
Commissioner Trierer	Yes	

Meeting adjourned.

X

Sid Voorhees, President

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