

Lane County Fair Board Retreat

December 7, 2024, 8:00am- 10:00am
Lane County Event Center, Meeting Room 2

Attendance:

Speer	Mouton	Voorhees	Cunningham	Webber	Crofoot
Present	Present	Present	Present	Present	Present

Others Present:

- Erik Elfstrom—Operations Supervisor, Lane Events Center
- Kelly Mason—Sales & Events Supervisor, Lane Events Center
- Jessica Bull—Consultant, Consor Strategic Planning and Communications
- Katie Wilson—Consultant, Consor Strategic Planning and Communications

1. Welcome and Introductions

After brief introductions of all the participants and retreat facilitation team, the Board and supporting staff participated in a short ice breaker activity to help set the stage for the upcoming conversations regarding the mission and vision of the Fair Board.

2. Board Engagement & Structure

The facilitation team engaged the board in an interactive exercise to better understand the level of involvement of the current Board, reviewed the representation and structure of the board as well as the meeting time of frequency. There was a brief discussion.

3. Visioning 101

The group reviewed together the purpose of visioning and what value it brings to an organization. While the two terms are closely related, there is a distinct difference between a vision and a mission statement. The most notable difference between a vision and a mission statement is the timeframe — a vision statement reflects the hopes of the future, and the mission statement reflects what is happening now and why an organization or company exists- its essential purpose.

The group then reviewed the current mission:

The Lane County Fair's mission is to entertain and educate fair visitors and celebrate our communities' traditions, talents, diversity, and agricultural and urban heritage.

We support that by producing a Fun, Family Friendly, Safe event geared towards all residents from all demographics of Lane County and beyond.

The board broke into groups and worked together on a matching activity of mission and vision statements for recognizable companies and organizations to better understand the value and composition of mission and vision statements.

There was further discussion.

4. Lane County Fair: Priorities and Goals

The group reviewed survey results collected by the consulting team earlier in the month pertaining to the priorities and goals for the fair. The group examined the context of the questions, analyzed the feedback and discussed how this information could be useful for future planning work.

5. Lane County Fair Mission and Vision

The participants felt the mission statement was still appropriate but agreed there was a need for a vision statement to accompany it. They broke into groups and worked through a guided small group exercise to start developing a vision statement. There was lengthy discussion about their priorities for their vision and it was determined that the consulting team and staff would gather all the feedback and continue to develop a draft statement for the board to review.

6. Wrap up/Next Steps

The consulting team reviewed the information gathered in the retreat and thanked the board for their time and participation. Staff explained how this information will be incorporated in upcoming master planning work and how the board will be involved in that process.

7. Adjourn

The retreat adjourned at 10:00am.