

Columbia County Fair Board
Thursday Workshop Agenda
June 20, 2019
6p

In attendance: Todd Moore, Amanda McFeron, Jake Sperley, Maryann Guess, Butch Guess, Lisa Masog, Tiffany Johnson

Meeting called to order: 5:58p

Eva Frost: *Update on 4-H building patio:* concrete is poured and looks nice, posts are being fabricated now and the top of the patio will be completed after fair. Project is going according to plan and is looking nice. Boulders are being brought in to deter cars from driving out past the patio. Suggest putting tables out there and make it friendly during Fair this year.

Car Show: Jake Sperley Update (rescind the Vote) 2 car clubs have backed out on the FB, tried to prevent them doing this, but couldn't be helped. Possibly due to all the other car shows going on around town and in the area. Originally Ingrid's Car Club signed up but then backed out, not enough time to recoup and get someone else in. Rather rescind the Vote/Make a Motion to rescind the Vote as opposed to trying to put something together at the last minute. Todd makes a motion to rescind Car Show, Jake Seconds, Motion carries.

Columbia Auto Glass: Jake says that he knows this family, the owner of Columbia Auto Glass feels as though she has not been treated like she expected. Their advertisement is in the tabloid, but there is no record of this company having excess sponsorship money to use towards tickets for this season.

CC Tree Care: Trees have been removed, but they didn't do the job they were asked to do to the level or quality that was expected. It will have to do, however, because the Fair is coming up fast. Clean up after the tree removal continues. Butch's opinion moving forward is that in the future, payment in full must happen AFTER the job is done, not before. In this case, this company was paid before the job. Lesson learned, payment in full AFTER the job is done. This will be enforce through a contract that will be signed. Stump grinding still expected to happen to finish the job. Todd will follow up with the contractor to keep him on track for fall.

Spotlight Ad: Wants a BW Ad ¼ page - \$164 for 2 ads. **Chronicle Ad:** wants a BW Ad ½ Page - \$895 for 2 ads. Jake suggests that the ad in the newspaper will be read by the older demographic. Amanda suggests asking the Chronicle to match the Spotlight Ads price. If not, then go with the Spotlight Ad based on cost. Jake suggests possibly invest the same money into a Facebook Ad (\$164 would give a FB Boost that would reach approx. 30,000 people) – the discussion then becomes which is the best use of our money with regards to investing in advertising. A Facebook Boost would repeat the Fair Post/Ad more frequently towards a target audience pre-determined by the FB using data that reflects who has expressed an interest in the Fair Event ads to begin with. Ashley to call the Chronicle to get them to match

the price of the Spotlight. Chronicle reaches more readers than Spotlight, so if Chronicle can/will match the Spotlight fees, FB agrees to go with the Chronicle. Multiple approaches is the key to a successful advertising. Add into the budget for 2020-21 as a Facebook/Social Media Expense Line Item. Butch will call Amy at the Chronicle himself to discuss.

Gate 3/Pavilion Mural: See attachment for ideas of the murals proposed. Pavilion is used for formal and informal events throughout the year, so a “fair mural” may be inappropriate. The tickets booths would be OK to paint and decorate. The information booth does not need to be painted with a mural either. Daybreakers will pay for the paint, ticket booth only and not the pavilion. Jake suggests asking to have “Columbia County Fair” be painted on the Floral building because lots of people take pictures to post of that building.

Rodeo Court Judge: Alice is asking for one of the Fair Board members would like to be a Judge for the Rodeo Court. Judging includes presentation, speech, etc. Jake will be the FB representation as a Judge for Rodeo Court on July 14, 2019. Currently there is only one candidate for Rodeo Queen. Jake suggests changing the name to “Rodeo Queen” so that when only one person shows up and it’s not a “Court” then it doesn’t look bad. OHSET Teams at SHHS and SHS would be great candidates for Rodeo Court and/or Rodeo Queen candidates. The non-participation stems from something that happened several years ago. If in the future there is no candidate for a Queen, then a Rodeo Ambassador will be chosen – which is lower maintenance than a Queen. Most fairs and rodeos are going to a singular representation with a Rodeo Queen as opposed to a Rodeo Court.

T-Mobile Contract: Contract for T-Mobile has been circulated to be reviewed by the FB prior to tonight’s meeting. Essentially it is \$2500/year for 5 years for 3 weeks (the wording is a one year contract with auto renewal) First year to be paid upon acceptance (within 5 days) and then every other year to be paid by May 15 to hit after taxes but before Fair. This insures week of Fair there is additional service. Detailed edits (in summary: remove “normal wear and tear” verbiage in Exhibit 2, within “30 days” for termination if necessary is added, Updates the date to reflect making payment by May 15 of each year, tower site is on Bachelor Flat Road, but official business is Saulser Road) will made by Counsel and draft will be then reviewed by Butch, will be sent to T-Mobile by Amanda and once it is returned with original signatures, then FB signs final draft. Amanda makes a motion to approve the T-Mobile contract with the revisions that were made at workshop, Maryann seconds, all in favor, none opposed. Motion carries.

Jackson Mickelson – made a video – Columbia County Fair and Rodeo. Jake will work on linking this video to the facebook page.

Columbia County Courthouse employees – tickets for the fair. Historically they have been given 2 tickets each. Currently there are 210 county employees at 2/each is 420 tickets to give out. 2 adult tickets that can be exchanged for a child ticket if needed. To track how many county employees come, these tickets can be tagged in order to keep track. Amanda makes motion to provide tickets to county employees like years past, Butch seconds, all in favor, none opposed, motion carries.

Treasurer Report: Currently FB Balance is \$12,500 in the black. This time last year the FB did not do as well as this year. DID get funding from Columbia County of \$105,000.00 this year. Tickets are being sold online already. Ticket price: Presale \$8/Gate \$9. Sales are looking pretty good, but remember people don't actually buy until closer to the date.

Announcement from Butch: Goat Arena has been rebuilt and repainted. Because the Eagle Scout was not able to commit, the arena was rebuilt by the Fair Staff. They also smoothed out the dirt within the arena. Amanda asks for the Dressage Arena be considered for a rebuild as well.

NOTE: No Fair Board Member should be on speaker phone at any time, especially without previous consent. Always ask if there is a suspicion of speaker phone, no Fair Business should be done over speaker phone.

Thank you Todd: New refrigerated Case for the Baked Goods Area, older cases will be taken away by Stan's refrigeration. Also, Todd suggests capitalizing on the demolition of the SHMS and possibly acquiring hardware and doors for the Fairgrounds.

Open Class/Pavilion: some other new cases have also been acquired this year. They will be moved into the Pavilion, cases will start to be moved into the Pavilion as of 6/24.

Livestock Area Update: Barns will start being sprayed tomorrow. Small Animals start moving in on July 17.

Reminder: Lisa Masog is GONE 7/12 thru 7/14, but has back up to help facilitate all Open Class Areas and the Plant Sale. Michele Stofiel will stand in for Lisa for Superintendent while she is gone. To dispel a rumor being spread, Open Class Livestock is not being given to Jake, Lisa is still the Executive Superintendent for both the Static and Livestock portions of the Fair, in addition to the Plant Sale.

Water at Info booth – McMullen Water mention in exchange for offering water to fair patrons. No cars allowed through the gates after 9:30a. Gate attendants will be on shift by 8:30a each day.

Fair Posse: in the process of being "search and rescue" certified. Can they use the Fair parking lot to do exercise/search and rescue training for their horses to train for this certification. Yes, the posse can use the side field that has been mowed for hay. Suggest being in uniform and maybe fly their colors to let other people know that there is training going on. During Fair, please have posse present on the fairgrounds until the parking lot is empty. Posse will provide a printed schedule for when the posse is present in the parking lot. Posse has their own insurance to function on the Fairgrounds. Posse horses can be moved into the pens the weekend before Fair. Posse brings in the pen panels in one week before set up to be disinfected.

Tickets giveaway on Facebook – Amanda make motion to do the Facebook ticket giveaway, Maryann seconds motion, all in favor, none opposed. Motions carries.

Meeting adjourned 7:31p

Counsel requests Executive Session at the conclusion of the Workshop.

Approved by the Columbia County Fair Board

For Columbia County, Oregon:

By: _____
Butch Guess, President

By: _____
Amanda McFeron, Vice President

By: _____
MaryAnn Guess, Treasurer

By: _____
Lisa Masog, Secretary

BY: _____
Todd Moore, Board Member

By: _____
Jake Sperley, Board Member