



EVERGREEN STATE FAIR ADVISORY BOARD MEETING
7:00 P.M., TUESDAY, OCTOBER 11, 2022
LOCATION: FAIR ADMIN OFFICE CONF ROOM AND ZOOM MEETING
Meeting Minutes

I. **CALL TO ORDER** *Chair Pro-Tem Eldon Bartelheimer (Vice Chair)*
 Eldon Bartelheimer, Chair Pro-Tem, called the October 11, 2022, Fair Advisory Board meeting to order at 7:00 p.m.

II. **ROLL CALL OF MEMBERS** *Debbie Donk, Programs Supervisor*

Fair Advisory Board Members:	County/Fair Park Staff:
D2: Vacant, Chair – Don Ballard - Resigned	Sharon Swan, Parks, Director - Present
D5 AL: Eldon Bartelheimer, Vice Chair - Present	Kara Underwood, Division Director - Present
D5 AL: Elaine Johannsen, Secretary - Excused	Jana Notoa, Admin. Analyst - Present
D5 AL: Tod Johnson - Present	Tom Teigen, DCNR Director - Present
D1: Marshia Armstrong - Present	Debbie Donk, Programs Supervisor – Present
D1 AL: Bill Johnson - Excused	Brenda Granstrom, Operations Sup. - Present
D5: Kathleen Wright - Excused	Sherry Stovner, Supt. Coord. - Present
D5 AL: Candace Burke - Present	Amy Craven, Marketing Spec. - Present
D4: Judi Smith - UnExcused	
D5 AL: Drew Andrew – Present via Zoom	
D3: Vacant	

III. **APPROVAL OF AUGUST 9, 2022 MINUTES** *Eldon*
 MSP – The August 9, 2022 meeting minutes were approved.

IV. **INTRODUCTION OF GUESTS** *Eldon*
 Introduction of new Division Manager, Kara Underwood
 County Councilmember Sam Low, District 5
 County Councilmember Jared Mead, District 4
 Ty Carlson, Citizen

V. **OLD BUSINESS** *Eldon*

- a. September Workshop Recap
 Debbie reported that she took the topics of discussion from the Fairboard’s Workshop and categorized it for the staff to review and follow up. It will be presented at the November meeting. Tod asked for continual updates. Sharon said the staff have been attending post fair recap meetings and prioritizing. There is also a survey out to the vendors for feedback.

- Tod Johnson on behalf of the Fairboard wanted to discuss important topics:
1. Commercial Building tear down: what is the timeline and plan for the space? Sharon replied that the staff started to discuss ideas for the space. The building is scheduled to be demolished before fair next year.

Tom Teigen said that is has been in the Master Plan to demolish the building for a long time. There have been issues with the permit and utilities.

2. Concerts: the budget needs to be increased to bring in good acts that will sell. Discussion about other venue competition and cost recovery. Sharon replied that the Fair did an RFP for grandstand entertainment analysis and two companies submitted proposals which are under review. She wants feedback from the board on the concert analysis scope of work.
3. Buildings/Grounds: The fairboard wants to see reinvestment back into the buildings and grounds. Our facilities are larger than some state facilities. The board wants to help in planning and prioritizing. Sharon thanked the board for their support. Tom thanked them for their input as the Fair Park has over 1 million visitors per year.
4. Fair Manager & Staff: The Fair Park needs a dedicated Fairgrounds Manager again that can have sole leadership and oversee the maintenance, grounds and buildings. We also need a sponsorship person. There are less staff now doing more work – they are overloaded. Invest more in staff = more revenue.

Candi thanked Tod for his overview of the main topics. She has been reading a lot of articles on other fairs.

Tom said that Parks has the highest cost recovery. Parks has an incredible staff, and staffing is down 33%. There is a strategic opportunity to dream big and be an economic driver.

VI. COMMITTEE REPORTS

- a. Ambassador
No Report

Tod Johnson

- b. Recognition
No Report

Candi Burke

- c. Rodeo

Debbie for Elaine

Debbie reported that Kelley Bowcutt, Rodeo Stock Contractor, wants to meet at 6 p.m. on November 8 to discuss NPRA membership.

Debbie mentioned the reason why the Rodeo was moved to Saturday thru Monday (instead of Fri-Sun) was because maintenance and the stock contractor would have more time to set up the Arena (chutes, pens, corrals, etc.), especially with limited staff. Also, the Friday Rodeo would not be going on at the same time as the concert in the grandstands.

- d. Special Events

Marshia Armstrong

Marshia reported that she wants to move the Ice Cream contest to the concrete in front of the Courtyard Stage instead of the Ag Stage area. Also move the Roping Contest to the Arena during the Rodeo.

- e. Large C.I.P. Projects

Tod

Tod reported that Jeremy Husby (previous Fair Manager) would give a report on the various projects during this time. Since Jeremy is gone, this committee can be dissolved.

Discussion that the Commercial Building is de-commissioned and will be demolished before next year's fair.

VII. NEW BUSINESS

Eldon

Tom Teigen thanked Jana Notoa and Mike Ohlsen for stepping up to be the Interim Fair Managers this year!

a. 2022 Fair Revenue Report

Jana Notoa

Jana emailed the revenue report earlier today. Discussion about the report. This year's fair made over \$619k more than 2019 Fair – even with one less day! 2022 Fair attendance was 253,000 (2019: 355,597).

Marshia – The Event Center doors need to be open and create a better layout for traffic flow.

Tod – The Carnival needed a separate redemption tent for the advance POP wristbands. Debbie replied that she is meeting with Butler at the WSFA convention and will add this to their agenda.

Tod – Advertise the value of the fair. Have a weekday family pass. Amy replied that the fair does have a Weekday Roundup Pass.

Tod – Have food trucks on rotation if they cannot attend the entire fair. Brenda replied that we did have some trucks on rotation. There are various reasons why vendors could not attend this year – the main reason was not enough staffing, in addition to product shortages.

b. 2023 Fair Fee Proposal

Jana

Jana presented the 2023 Fair Fee Proposal for review and discussion:
Increase Senior/Child/Military to \$13 daily.
Increase Rodeo Child/Senior to \$7
Labor Day – same prices as weekday
Promos (same):Senior Day \$6 Monday and Food Drive in July (weekday free pass)

The final discussion and approval will be at the November meeting.

c. 2023 Fair Honoree

Debbie Donk

Debbie distributed nomination forms and she will email them to the board. She will include the list of the past nominees. Forms are due back by 1/31/23.

d. Selection of Nomination Committee for 2023 Election of Officers (November meeting)

Eldon

Eldon appointed Tod and Candi to be the Nomination Committee to make a report at the November meeting for 2023 Election of Officers.

VIII. OTHER BUSINESS

a. Evergreen Fair Foundation

Sherry

Meetings are at 7 p.m. on the first Tuesday of the month in the VIP Cabin. There are new members attending. The Fairboard asked to be sent their monthly agenda.

1. Fairboard Assigned (per EFF By-Laws) *Eldon*
Since Don Ballard resigned, Eldon will start attending the meetings as the Fair Advisory Board representative.
2. Evergreen Youth Livestock Sale Report *Sherry*
The Auction made the youth a lot of money this year. Tom Teigen thanked Sherry for the fantastic job!
3. 2022 Foundation Events (Fundraisers) *Sherry*
There will not be a Bazaar this year, they hope to have one in Oct/Nov 2023. Barrel Races are scheduled and they will need help. They are considering having a Murder Mystery Dinner to raise money.

- b. Staff Reports *Fair Staff*
 - Amy Craven, Marketing: Working on final reports and sponsor recaps.
 - Brenda Granstrom, Operations: ICC has been on site since September 10 due to the Bolt Creek fire. Estimated end date October 23, but it could change depending on the status of the fire.
 - Debbie Donk, Programs: Working on post-fair projects. We will start accepting online entertainment applications on December 1, instead of Nov. 1 due to work on the portal. The Fair Team is helping with the Focus on Farming event scheduled for November 10.
 - Jana Notoa, Admin: Working on closing fair. Debrief meetings are in process.
 - Kara Underwood, Division Manager: No report.
 - Sherry Stovner, Competitive Exhibits: Wrapping up fair. Working on premium check processing for the exhibitors (\$95k). The Ribbon order bid will be sent out in November. Working on supplies. Debbie thanked Sherry for acquiring the WSDA grants!
- c. Fairboard Vacancy: D2 and D3 *Debbie*
 - Candi Burke and Eldon Bartelheimer – re-appointments for 2nd term. Send Debbie the nomination forms for further processing.
 - D2 and D3 – Debbie and Kara met to discuss the vacancies and next steps.
- d. Next Meeting: 7 p.m. Nov. 8 *Eldon*
- e. Other Business *Eldon*
 - Eldon canceled the December 13 meeting.
 - Tom Teigen: Thank you to CM Mead and CM Low for attending the meeting. Also thank you to staff, fairboard and volunteers for producing a well-done event for the community. Sharon Swan is the new Parks Director.

IX. **ADJOURNMENT** *Eldon*
MSP - The meeting was adjourned at 8:50 p.m.

*Respectfully submitted,
Debbie Donk, Programs Supervisor*