



Minutes of the Oregon State Fair Council Regular Meeting

January 21, 2016

Oregon State Fair & Exposition Center – Cascade Hall-McKenzie Room

Audio Recorded: Yes

I. **Call to Order:** The meeting convened at 1:30 p.m. with Chair Craig Smith presiding.

II. **Roll Call:** The attendance, both in person and by phone, was recorded as shown below:

Present:

Craig Smith, Chair
Gene Derfler, Council Member
Vicki Berger, Council Member
Loyal Burns, Council Member
Leah Perkins-Hagele, Council Member
George Jennings, Council Member
Austin McGuigan, Council Member
Anna Peterson, Council Member
Kerry Tymchuk, Council Member
Rep. Mike Nearman, Advisory Council Member
Sen. Arnie Roblan, Advisory Council Member
Mike Paluszak, Director & CEO

Non-Present:

Jon Chandler, Vice Chair
Kevin Cameron, Council Member
Steve Powers, Advisory Council Member

III. **Pledge of Allegiance:** The Pledge of Allegiance was made by all parties present.

IV. **Presentations: None**

V. **Approval of Minutes:** Chair Smith asked if there were any changes or corrections to the minutes presented for approval. Hearing none, the Full Council Meeting Minutes of 12/17/15 were unanimously approved as presented.

VI. **Public Comment on Agenda Items: None**

VII. **Council Chair's Report:**

February Council Meeting: A full Council meeting to discuss the budget will be held in February.

Sub-Committees: Chair Smith reported Sub-Committees for 2016 and appointments to those Sub-Committees. Following discussion, the following Sub-Committees were formed and/or appointed for 2016, and their charges adopted as follows:

Executive Committee

"The Executive Committee of the Council shall exercise such powers and perform such duties as may be directed by the Council and as may be delegated by the Council from time to time, and the Executive Committee shall be authorized to exercise the powers of the Council when the Council is not in session except for the following powers: the selection of a Director, amendment of the by-laws of the Council, alteration or repeal of any decision of the Council. When meeting to act on behalf of the Council, at least four voting Executive Committee Members must be present in person or via telephone conference to constitute a quorum. When taking action on behalf of the Council an affirmative vote of at least four voting Executive Committee Members is required, regardless

of the number of Committee Members present in person or via telephone conference.” [Oregon State Fair Council Bylaws, Rev. 4/16/15]

Executive Committee

Craig Smith (Chair)
Jon Chandler (Vice-Chair)
Gene Derfler (Past Chair)
Anna Peterson
Austin McGuigen

Governmental Affairs Committee

The Governmental Affairs Committee works closely with the Director/CEO of the Oregon State Fair Council to offer advice, develop strategy and support positive relationships between the Council and governmental entities that interact with the Council. This includes developing a legislative agenda and testimony before the Legislature.

Governmental Affairs Committee

Vicki Berger (Chair)
Jon Chandler
Gene Derfler
Kevin Cameron
Kerry Tymchuk
Sen. Roblan
Rep. Nearman

Collaboration Committee

The Collaboration Committee works closely with the Director/CEO of the Oregon State Fair Council to offer advice, develop strategy and execute a plan that strengthens the relationships between the Council, County Fairs, State 4-H , State FFA and other exhibitors. The goal could be to help support County Fairs to promote exhibitors’ desire to advance to State Fair and to explore opportunities to strengthen the 4-H, FFA, and other programs that in turn lead to increased participation at the State Fair.

Collaboration Committee

Loyal Burns (Chair)
Leah Perkins-Hagele
Craig Smith

Nominating Committee

The Nominating Committee will put forth a recommended slate of officers for the following year at the December Council meeting. In addition the Committee will monitor Council membership and may make recommendations on adding additional members and the criteria to be used to recruit new members, either as additions or replacements.

Nominating Committee

Gene Derfler (Chair)
George Jennings
Leah Perkins-Hagele

VIII. CEO's Report: Mr. Paluszak reported that in 2015 a new Senate bill was passed requiring DAS to develop training required for new board commission members and executive directors of small entities. New appointees must complete two online courses and one live course of training within the first six months of service.

IX. Information Items: None

X. Action Items

a. State Fair Council

i. Financial Statement 1/1/15 – 12/31/15 (Preliminary): It was moved by Council Member McGuigan and seconded by Council Member Derfler to accept the financial statement as presented. The motion carried unanimously.

ii. Proposed Goals and Objectives: After considerable discussion, a motion was made by Council Member Jennings and seconded by Council Member McGuigan to adopt the strategic goals, amended as follows. There being no objections, the motion carried unanimously.

Strategic Goals and Objectives

Proposed Financial Goals:

- Show a profit three of the first five years (Calendar Years 2015-2019).
- Maintain ending available resources of at least \$1,500,000.
- Propose an annual operating budget that includes a contingency fund of \$400,000 for emergency needs, unanticipated opportunities, and/or reallocation to other budget categories.
- In seven years we will add equity value to the property of at least \$4,000,000 in capital improvements, not counting improvements made from funding received from the State.
- Identify and exploit additional funding opportunities to address deferred maintenance liabilities and capital improvements (Legislature, State Fair Foundation, sponsorships, grants, public and private sector partnerships, etc.).

Proposed State Fair Goals:

- Develop programming that will:
 - Increase attendance by 5% compared to prior year, using "unique visit" methodology.
 - Increase total direct cash revenue by 5% compared to prior year.
 - Increase non-cash revenue by 5% compared to prior year.
 - Mitigate increased programmatic and operating costs.
 - Expand attendance, participation and partnership within a one hundred mile radius with an emphasis on the Portland metro tri-county area of Washington, Multnomah and Clackamas Counties.
 - Exploit media and public relations opportunities that create increased attendance, participation and partnership, and that generates positive public perception.

Proposed Expo Center Goals:

- Increase total direct profitable revenue by 10% compared to prior year.

- Increase facility use by 10% compared to prior year measured in terms of event days, total square feet rented, and event attendance.
 - *Discussed as strategies toward accomplishing the above two goals:*
 - *Create and implement a comprehensive long-term modernization, deferred maintenance and capital improvement plan that makes OSFEC competitive and viable in the facility rental market.*
 - *Create a guest-focused facility and operating culture where renters' and attendees' needs and expectations are consistently exceeded.*
 - *Create a brand identity, message, and reputation that is positive and instantly recognizable.*

b. Committee Reports and Action Thereon (if any)

- i. Governmental Affairs Committee:** Committee Chair Berger explained the importance of building positive relationships with members of the Legislature, and to show them that the Oregon State Fair and Expo Center is a good investment and a positive result of SB7. There was also discussion regarding the \$1,015,299.00 received via the 2015-17 DAS budget, and seeking legislation to amend ORS 565.495(5) to relieve the Council's obligation owing these funds to DAS, as well as other funds received in the future. Sen. Roblan suggested that in the future preparation of policy and funding requests to the Legislature start sooner.

- XI. Public Comments on Non-Agenda items:** Mary Sjogren and Penny Thomas commented that her family has a long history in showing horses at the Oregon State Fair. They are here today representing all of the exhibitors of soft breed horses. They would like to work with the Fair to see how they can help lower the cost to the State Fair for horse shows and possibly bring in more Tennessee Walking horses to show during Fair. Mary and Penny also wanted to thank the staff of the Oregon State Fair for allowing her and Penny to bring their horses to showcase during the Fair. They enjoyed participating in the flag presentations, talking to the public and providing demos of the Tennessee Walking horse breed. They would like to continue showing at the Oregon State Fair and would like to know how they can help be a part of the Fair in the future and bring back the Tennessee Walking Horse shows, as well as other breeds.

- XII. Council Members' Comments:** None

- XIII. Adjourn:** There being no further business the meeting was adjourned.

Meeting Materials:

Agenda

Financial Statement 1/1/15 – 12/31/15

Proposed Goals and Objectives