



## Minutes of the Oregon State Fair Council Regular Meeting

September 22, 2016

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

Audio Recorded: Yes

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I. **Call to Order:** The meeting convened at 3:00 p.m. with Immediate Past Chair Gene Derfler presiding, with Chair Smith assumed the chair upon his arrival during the meeting.

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

**Present:**

Craig Smith, Chair  
Vicki Berger, Council Member  
Loyal Burns, Council Member  
Kevin Cameron, Council Member  
Gene Derfler, Council Member  
George Jennings, Council Member  
Mike Nearman, Advisory Council Member  
Leah Perkins-Hagele, Council Member  
Anna Peterson, Council Member  
Kerry Tymchuk, Council Member  
Mike Paluszak, Director / CEO

**Non-Present:**

Jon Chandler, Vice Chair  
Austin McGuigan, Council Member  
Steve Powers, Advisory Council Member  
Sen. Arnie Roblan, Advisory Council Member

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

IV. **Presentations:** None

V. **Approval of Minutes:** Council Member Derfler asked if there were any changes or corrections to the minutes presented for approval. Hearing none, the Full Council Meeting Minutes of 6/16/16 were unanimously approved as presented.

VI. **Public Comment on Agenda Items:** Leslie Foster from The Cake Room has served as the Chair for the cake decorating completion for Oregon State Fair for the last three years. Mrs. Foster reports that the Oregon State Fair has the only cake decoration competition in the state of Oregon. She suggests that Chairs have a place where they can receive feedback. She would like to see standard operating procedures for the departments, improved communication and post-fair debriefs for their department.

VII. **Council Chair's Report:** None

VIII. **CEO's Report:** Mr. Paluszak reported that there is a new food & beverage concessionaire for the Expo Center year-round events, a joint venture between Golden Grill Concessions and Oregon Beverage Service.

IX. **Information Items:**

- a. **State Fair Report:** Mr. Hillman reported that attendance was up by about 10% this year, 295,600. Those numbers only include unique attendance, meaning purchased tickets or tickets that were received as a result of a promotion, for example. This represents about 90,000 more than in 2013, or the equivalent of three full days' attendance more than in 2013. Food revenue was up 14%. Carnival sales were up 15%. The new carnival was very well accepted and liked by fairgoers. Parking revenue was up by about 7%. Mr. Hillman stated that expenses were up slightly for 2016 partly because of the increase in minimum wage, increase in the amount of garbage due to increased attendance, increase in Oregon State Police presence, and purchase of new hand washing stations.
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One of the challenges this year was the hot weather on Friday, opening day. The team made a last minute decision to run the Weatherman Promotion, offering a free return ticket for another day. Other discounts and promotions that were offered this year were the opening day \$1.50 admission promotion; the Comcast \$1 admission promotion; the Labor Day Military and First Responders Day offering free admission for military, first responders and their families; and the ticket giveaway for the new motorsports events in the Pavilion. Oregon State Fair also partnered with Clackamas County Fair this year to hand out free Oregon State Fair admission tickets at Clackamas County Fair. Senior admission was only \$1 this year reflecting in almost double their attendance numbers.

We were pleased that the Governor attended the Fair, and seemed to enjoy and be supportive of the State. Concerts went well. In addition to all the other exhibits, robotics were very popular in Creative Living. The new Pavilion motorsports events went well, with some shows reaching building capacity. The new Roadhouse and Taphouse area was very well received. Artisan Village was consolidated in the Garden, with new entertainment. Outdoor commercial exhibits were reconfigured, which the exhibitors and guests liked. The Recharge Lounge and Dutch Brothers coffee were new to the fair this year. Dutch Brother's had over \$120k in coffee sales.

Mr. Paluszak commented that we hired an economic research firm, Gruen + Gruen Associates, to conduct an exit survey during the Fair, and we will be sharing the highlights soon.

**X. Action Items**

**a. State Fair Council**

- i. **Financial Statement 1/1/16 – 8/31/16:** Mr. Paluszak commented that the current financials reflect incomplete numbers for the 2016 Oregon State Fair, since the Fair splits in half between August and September. Therefore, there is significant revenue and expense that is not included in this financial statement. There being no objections, the Financial Statement 1/1/16- 8/31/16 was accepted unanimously.

**b. Committee Reports and Action Thereon**

- i. **Executive Committee:** The Executive Committee will meet on November 10, 2016 at 1:00 p.m. *[This meeting was subsequently cancelled]*, with a full Council meeting on November 10<sup>th</sup> at 3:00p.m.
- ii. **Governmental Affairs Committee:** Mr. Paluszak is working with Sen. Roblan's office to initiate a bill for the 2017 Legislative Session regarding changes to ORS relating to the State Fair Council.

**XI. Public Comments on Non-Agenda items:** None

**XII. Council Members' Comments:** None

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

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**Meeting Materials:**

Agenda

Financial Statement 1/1/16 – 8/31/16