



Minutes of the Oregon State Fair Council Regular Meeting

May 21, 2015

Oregon State Fair & Exposition Center – Floral Building

Audio Recorded: Yes

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

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

Present:

Gene Derfler, Chair
Craig Smith, Vice Chair
Vicki Berger, Council Member
Loyal Burns, Council Member
Kevin Cameron, Council Member
George Jennings, Council Member
Austin McGuigan, Council Member
Anna Peterson, Council Member
Kerry Tymchuk, Council Member
Mike Paluszak, CEO

Non-Present:

Jon Chandler, Council Member
Leah Perkins-Hagele, Council Member
Anna Peterson, Council Member
Kacey Duncan, 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:** In honor of Chair Derfler's 91st birthday, all present joined in singing him "Happy Birthday" and sharing cake.

V. **Public Comment on Agenda Items:**

Regarding proposed dormitory fees, Roberta Lundeborg representing 4-H commented that they would support not having dorms, and would rather use the cost savings to make more camping available to those exhibitors.

VI. **Approval of Minutes:** Chair Derfler asked if there were any changes or corrections to the minutes presented for approval. Hearing none, the Full Council Meeting Minutes of 4/16/15 were unanimously approved as presented.

VII. **Council Chair's Report:** Chair Derfler reported that they are meeting with the Co-Chairs of Ways and Means later in the day regarding our request for funding. An answer may not be known until perhaps mid-June. SB 934 regarding Tort Liability Limits and Council Membership has passed out of the Senate and will be heard in the House on May 27th.

VIII. **CEO's Report:** Mr. Paluszak stated that State Fair concert entertainment has been announced, tickets went on sale May 20th. All of the entertainment is now on the State Fair web site. The new Expo Center web site oregonstetexpo.org is now online and is a work in progress. More details will be added going forward. All of the Expo Center marketing materials are being updated, and this is the first step. A pre-fair event is taking place today in Portland which will result in the 2015 State Fair television commercials, and will generate significant news coverage.

IX. **Information Items: None**

X. Action Items:

State Fair Council:

a. Financial Statement 1/1/15-4/30/15

It was moved by Council Member McGuigan and seconded by Council Member Berger to accept the financial statement as presented. The motion carried unanimously.

State Fair:

b. Proposed dormitory fees for 4-H and FFA Exhibitors during the 2015 Oregon State Fair

Mr. Paluszak explained that dormitory costs for the 2014 Fair were approximately \$15,000. The proposed fees would only cover about half the cost. Mr. Hillman added that the dorms went away four or five years ago, and since then there have been a number of ways to house those exhibitors for a cost as high as \$50,000 per year. In 2014 the Pavilion happened to be available and was used at much lower cost. However, the Pavilion may not be available for this use in the future, in which case cost would increase significantly to accommodate housing differently. Although we could have charged dorm fees in the past, the State Fair did not. Given the economic realities facing the Council, we need to look at ways to reduce costs in order to meet the mandate to become profitable. The suggestion by 4-H to move to more camping is the type of solution that could work for everyone.

Vice Chair Smith commented that the suggestion by 4-H sounds like a better direction to go, but the Council is not equipped to make such a decision today. He suggested that the dorm fees be approved, if we decide to go forward with dorms this year, and ask the CEO and staff to work with 4-H to determine a better solution that would put that money into something we can use in the future.

Council Member Berger stated that we have heard from 4-H but not from FFA. Mr. Hillman responded that we have ways to communicate with FFA quickly to get their input. Mr. Paluszak inquired what the approximate ratio of FFA to 4-H dorm nights was. In response, FFA has more dorm nights than 4-H, as FFA Exhibitors are older and usually come with their advisors and 4-H Exhibitors are usually younger and come with their families.

It was moved by Vice Chair Berger and seconded by Council Member Cameron that the CEO be directed to work with 4-H and FFA to see if there is a consensus regarding camping as opposed to dorm housing beginning with the 2015 State Fair. Absent a consensus to that direction, the CEO has the authority to implement the dorm program as proposed, including a \$10.00 per night fee, and work to create a better solution beginning in 2016. The motion carried unanimously.

Expo Center:

c. Proposed improvements to the equestrian facilities and equipment

Mr. Paluszak began by framing the question as “Do we plan to be in the horse show business?” That decision has already been made when we committed to do horse shows as part of the Marion County Fair and the State Fair. As such, the question is “What do we need to do in the short-term to accommodate

those shows to which we have already committed?” He summarized the proposal that was included in the meeting materials. Although the proposal is still evolving, time is of the essence to move forward with a certain level of work in order to meet the immediate needs. The recommendation is that the Council authorizes the CEO to expend up to \$60,000 from within the approved 2015 budget for short-term improvements to the Stadium arena and the covered warm-up arena, and the equipment and necessary services. This amount would be sufficient to finance a range of options including materials, labor and equipment to make the improvements, as well as purchasing or renting the necessary equipment and hiring the labor to maintain the facilities from the time the improvements are completed through the State Fair horse shows.

Mr. Paluszak introduced Steven Robert Heine representing the Oregon State Fair Foundation. On behalf of the Foundation, Mr. Heine presented the Council with a check for \$10,000 toward the cost of making the proposed improvements. Mr. Heine added that the Foundation is committed to developing a new relationship with the Council and trying to help. Chair Derfler accepted the contribution on behalf of the Council and thanked Mr. Heine and the Foundation.

A motion was made by Council Member Jennings and seconded by Council Member Cameron to authorize the CEO to expend up to \$60,000 to make the proposed improvements to the equestrian facilities, to purchase or rent the necessary equipment, and hire or contract the necessary labor to maintain the arenas through and including the 2015 State Fair horse shows. The motion carried unanimously.

XI. Public Comments on Non-Agenda Items:

Judy Skinner commented that she has not seen figures regarding recycling during the 2014 State Fair, and provided copies of reports for 2012 showing that 56,000 pounds was recycled and 56,000 pounds composted, or 49%.

XII. Council Members’ Comments: None

XIII. Executive Session:

At this point in the meeting the Council went into closed session to conduct deliberations with persons designated by the Council to negotiate real property transactions pursuant to Oregon Revised Statute 192.660(e).

XIV. Adjourn: Upon reconvening into public session, there being no further business the meeting was adjourned.

Meeting Materials:

Agenda

Financial Statement 1/1/15 – 4/30/15

Report regarding proposed dormitory fees for 4-H and FFA Exhibitors during the 2015 Oregon State Fair

Report regarding improvements to equestrian facilities and equipment
