

Oregon State Fair Council Meeting

APPROVED
04-17-14

Meeting Location: **Title of meeting:** Regular Council Meeting
Date: March 20, 2014
Time: 1:00 p.m. – 3:00 p.m.
Location: Oregon State Fairgrounds, Cascade Hall
Chair: Senator Gene Derfler
Scribe: Brenda Schorr **Audio recorded:** Yes No

Attendance:

Anna Peterson	<input checked="" type="radio"/> Present <input type="radio"/> Absent	Kerry Tymchuk	<input type="radio"/> Present <input checked="" type="radio"/> Absent
Austin McGuigan	<input checked="" type="radio"/> Present <input type="radio"/> Absent	Larry Tokarski	<input checked="" type="radio"/> Present <input type="radio"/> Absent
Craig Smith	<input checked="" type="radio"/> Present <input type="radio"/> Absent	Leah Perkins-Hagele	<input checked="" type="radio"/> Present <input type="radio"/> Absent
Gene Derfler	<input checked="" type="radio"/> Present <input type="radio"/> Absent	Loyal Burns	<input checked="" type="radio"/> Present <input type="radio"/> Absent
George Jennings	<input checked="" type="radio"/> Present <input type="radio"/> Absent	Linda Norris, Advisory	<input checked="" type="radio"/> Present <input type="radio"/> Absent
Janet Carlson	<input checked="" type="radio"/> Present <input type="radio"/> Absent	Rep. Vicki Berger, Advisory	<input checked="" type="radio"/> Present <input type="radio"/> Absent
Jon Chandler	<input checked="" type="radio"/> Present <input type="radio"/> Absent	Sen. Arnie Roblan, Advisory	<input checked="" type="radio"/> Present <input type="radio"/> Absent

1. Meeting convened at 1:06 p.m.

2. Approval of minutes:

Chair Derfler stated that unless comments or changes were needed, the February 24, 2014, meeting minutes will be accepted and approved as written. Unanimous approval, 10-0.

3. Agenda Items:

Item #2, Update from the Chair

- Chair Derfler shared that they are close to having a final lease agreement ready to sign with the Department of Administrative Services (DAS). There will be a few language adjustments.
- The Chair provided an update on Errors and Omissions (E&O) insurance costs, approximately \$3000. As directed by the Council, the Executive Committee approved securing the E&O insurance when the lease agreement is signed with DAS.
- As directed by the Council, the Executive Committee approved securing legal counsel to act primarily as a clearinghouse for the Council on an add-needed basis. The primary firm Garrett, Hemann, Robertson (note: George Jennings advised that he is retired and there is no conflict of interest in using his former law firm). Additionally, the Council may use the services of Saalfeld Griggs PC.
- The Chair provided an update on the assessment for hiring a CEO. As approved at the February meeting, the first step will be to have a strategic planning discussion facilitated by the California Fair Services Authority. The Chair announced that the strategic planning session will be all day on April 3, 2014.

Motion: Motion was made by Councilmember Chandler to approve recommendation from Executive Committee to assign authority to Chair Derfler to sign the lease subject to his satisfactory resolution of outstanding issues.

Second: Motion was seconded by Councilmember Perkins-Hagele.

Aye: 10 *Nay:* 0 Motion carried unanimously.

Item #3, Sub-Committee Reports provided by Committee Chairs

➤ Business Operations (Vice-Chair Smith)

- People need to be able to schedule Expo business well in advance so we need to be making decisions about how we are going to proceed.
- Discussion included the question of whether the Expo is the business that the Council wants to be in.
- Fiscal Year Recommendation:

It is the Sub-Committee's recommendation that the fiscal year be changed to a calendar year, to more appropriately fit the needs of the State Fair and Expo events.

Motion: Motion was made by Councilmember Chandler to change their fiscal year to a calendar year, and change the Bylaws to reflect the change.

Second: Motion was seconded by Councilmember McGuigan.

Aye: 10 *Nay:* 0 Motion carried unanimously.

➤ Facilities (Councilmember Chandler)

- Have not yet met as a committee. They are assessing facilities condition and costs.
- Currently waiting on outside vendor proposals.

➤ Programming (Councilmember Perkins-Hagele)

- Committee has not yet met.
- Don Hillman has got the 2014 Fair covered, but not the 2015, which is already on the horizon.
- Decisions need to be made about keeping business open for the Expo side.
- Chair Derfler recommends that they meet with current Fair and Expo staff, as they are very knowledgeable and passionate about what they do.

➤ Communications

- There was no report from the Communications Committee as Councilmember Tymchuk was unable to attend the meeting.

Item #4, DAS Lease Agreement

- Chair Derfler covered this agenda item under item #2, Update from the Chair.
- During this time on the agenda, Councilmember Tokarski discussed the proposal provided to the Council from the Leland Consulting Group to do market research on the Exposition Center. The proposal was referred to the Facilities Committee for further review.

Item #5, Budget Development Process

- Tanya Crane with the Oregon Parks and Recreation Department (OPRD) provided an overview of historical funding for the Fair and Exposition Center and the process and timing for developing the 2015-2017 biennial budget.
- The budget development is underway. Ms. Crane will work with the Department of Administrative Services (DAS) to serve as a liaison in the budgeting process for the Council.
- DAS needs a budget proposal by June 1, 2014, the process concludes on September 1, 2014.
- Under this agenda item, Don Hillman provided a brief update on the 2014 Fair. His number one goal is to increase attendance. His hope is that with the collaboration of OPRD and Hillman

Consulting this year, we will be able to hand off a very successful event going into the 2015 Fair. Wanting to maintain relevance and sustainability, we are hoping to produce a very tight business model. Don will look to the Council to build goodwill in the community and ask folks to come visit the Fair. He will also look to the Council as a resource.

Item #6, State Fair Foundation, DAS Lease Agreement

- Mark Dunbar and Pamela Rose from the Foundation shared their history. The Foundation was created in 2003 with the sole purpose of supporting the Oregon State Fair. Issues discussed included the Foundation's tax status and the role of the Foundation in the endowment of historical buildings. Councilmember Jennings agreed to work with the Foundation on their tax status. The Foundation will also work with the Communications Sub-Committee to outline the future relationship of the Foundation and the Council.

4. Closing Comments:

- Chair Derfler urged that Sub-Committee meetings need to start happening quickly. Time is of the essence. The Chair asked that each Sub-Committee meet and have something to report at the April 17th meeting.
- The Council was reminded of the strategic planning session on April 3.
- Councilmember Tokarski advised the Council needs to hire a CEO immediately. Parks Director Lisa Van Laanen advised that the Council needs to understand their budget, projected spending and develop a business plan.
- The Council revisited the issue of needing to look at ways to build partnerships and utilize resources to make the Expo a success. Steve Johnson, owner of the Salem Convention Center was noted as a resource who has offered assistance to assess the Expo Center. The issue of possibly sub-contracting out running the Expo Center was also raised.

Motion: Motion was made by Councilmember Peterson to allow Chair Derfler to work with Steve Johnson to assess the operations of the Exposition Center.

Second: Motion was seconded by Councilmember Perkins-Hagele.

Aye: 10 **Nay:** 0 Motion carried unanimously.

5. Meeting adjourned at 2:50 p.m.

Next Meeting:

Winema Event Center, Chemeketa College, Salem

Thursday, April 17, 2014, 1:00 p.m. – 3:00 p.m.

Meeting Materials:

- Agenda
- Draft Minutes from 02-24-14 meeting
- 03-20-14 Draft Department of Administrative Services (DAS) lease agreement
- Language on Insurance provisions for the DAS Lease agreement
- Leland Consulting Group proposal for the Expo Center