# **Oregon State Fair Council Meeting**

APPROVED 05-15-14

Meeting Location: **Title of meeting:** Regular Full Council Meeting

**Date:** April 17, 2014 **Time:** 1:00p.m. – 3:00 p.m.

**Location:** Winema Event Center, Chemeketa College, Salem

**Chair:** Senator Gene Derfler

Scribe: Brenda Schorr Audio recorded: • Yes No

#### Attendance:

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

1. Meeting convened at 1:02 p.m.

# 2. Approval of minutes:

Chair Derfler asked if there were any changes or updates to either the 03-20-14 meeting minutes or the 04-03-14 Strategic Planning minutes. No changes or comments were made.

*Motion:* Moved by Councilmember Chandler to approve both sets of minutes.

Second: By Councilmember Burns. Motion carried unanimously.

# 3. Agenda Items:

#### Item #2, Update from the Chair (Chair Derfler)

- Chair Derfler addressed the Council, stating that the Council's charge as a group is to develop a business plan so that the Fair can be an ongoing, successful event that we can improve. This year, the Fair is being taken care of by OPRD/Don Hillman, so we need to concentrate on the Expo event side. The Expo side is what has the possibility to make a better income and to improve facilities. It takes 2-3 years to develop into a viable operation. Councilmember Tokarski contacted Steve Johnson of the Salem Conference Center, for his expertise and assistance in determining next steps. He believes it to be a viable property, with a good market and potential, to build it into a profitable organization and viable Expo Center.
- Chair Derfler advised that the Council needs to develop an immediate marketing plan to attract folks to our Expo events. Don Hillman, not wanting a permanent position, has provided a proposal to the Council to assist in moving forward, trying to explore multiple options and bring back for review and decision. Chair Derfler requests that the Council grant authority to the Chair and Vice-Chair to meet with Don and discuss this topic further, within a timeline of 6-8 weeks.
- Vice-Chair Smith asked the Council to authorize the Executive Committee, after establishing the proper mechanism, to expend no more than \$10,000, employing Don Hillman as a temporary CEO, to help us develop a plan, and discuss options for the Expo side of the business.

<sup>\*</sup>Rep. Vicki Berger participated by phone

*Motion:* Councilmember Tymchuk moved that the Council authorize the Executive Committee, after establishing the proper mechanism, to expend no more than \$10,000, employing Don Hillman as a temporary CEO to help develop a plan and discuss options for the Expo side of the business. *Second:* By Councilmember Jennings.

**Amended:** Representative Vicki Berger requested that the following amendment be added, "to develop a plan within a specific timeline", so amended. Motion carried unanimously.

#### Item #3, Strategic Planning Session Update (Chair Derfler)

The next meeting of the Council is scheduled for May 15, 2014. Becky Bailey-Findley, Executive Director of California Fair Services Authority, will be back for more discussion. At the end of that meeting, the hope is that the Council will have a vision and a plan of what part the Council plays in the overall process and transition. Councilmember Chandler noted that he will not be able to attend this meeting.

# **Item #4 – Committee Reports**

- Business Operations (Vice-Chair Smith)
  - The lease with the Department of Administrative Services (DAS) has been signed.
  - Intergovernmental Agreement (IGA) currently working with DAS to finalize the agreement with them.
  - IGA with the Oregon Parks and Recreation Department (OPRD) is slightly more complicated, and there is much discussion happening to move forward. Next year's fair (2015), will not only be the first fair as the Council's responsibility, but also large because it is the 150<sup>th</sup> celebration. Other considerations right now are currently the grounds, facilities, janitorial needs and IT support/needs. We have broken these into group topic areas that still need to be addressed.
- Facilities and Programming (Councilmember Chandler)
  Joint meeting of the Facilities and Programming committees on April 14<sup>th</sup>, the minutes from that meeting were included in the packet of materials. The two main items discussed were a market analysis and a feasibility study showing the conditions of the buildings. Steve Johnson will be providing some information that will allow greater depth of direction in the future.
- Communications (Councilmember Tymchuk) A press release was sent out letting the public know about the signing of the Lease. Committee will be getting together soon.

# **Item #5 – Bylaws Revision** (Vice-Chair Smith)

A copy of the Bylaws revision was included in the packet materials. The suggested revisions, include the removal of the old section 9, and insert two new sections regarding sub-committees. The second change is in regards to moving to a calendar fiscal year.

*Motion:* Moved by Councilmember Jennings to approve the Executive Committee's recommended revisions.

Second: By Councilmember Carlson. Motion carried unanimously.

# **Item #6 – Budget Development** (Vice-Chair Smith)

By June 1, the Council needs to get a proposal to DAS so it can be considered by the Legislature. The Council wants to ask for what is reasonable and then develop the justification to present the request. A preliminary estimate is about \$5,700,000. The Council looked at the history to get an idea of what has been needed each year, and then added to cover "start-up costs". There also needs

to be some maintenance and capital costs that would be required. Last biennium was 2.5 million from Lottery funds, and about \$980,000 from general fund. The discussion result is that if the Council is going to be aggressive in the request, this is the time to do it. The consensus is that the request should double. The Council would be eligible for bond funds. The suggestion is to ask for the full needs, knowing that the end result will be striking things off the list. The Council needs to look at what it costs to keep the buildings usable and safe.

Action or Follow-up: Documentation is in the notebooks (Fairgrounds Facilities) provided to the Council. OPRD will help prioritize the list of needs and capital projects, and try to add some dollar values on each line item, in order to provide specific figures with each item requested. There are two parts, the maintenance/operational list, and the capital project list.

Over the next 15-months, the Council looked at what is needed and how do they move forward? One issue that has come up is adding air-conditioning to the Pavilion, to make it more useable. Other issues include adequate staffing, sprucing up the facilities, working with the City and close neighborhood associations and access to the Transient Occupancy Tax (TOT) revenue funds.

**Action or Follow-up:** Can TOT funds be raised? This truly fits within tourism related activities. It may be a charter limitation; Linda Norris will look into that. Because it fluctuates greatly, the Council needs to make sure that it is not dependent on funds for planning purposes.

#### Item #7 – Intergovernmental Agreements (MG Devereux)

DAS is working on the agreement now. The other agreement, between the Council and OPRD, will take longer, addressing concerns in stages, to ensure that Parks is covered adequately from a logistical standpoint. The Council must only apply for a Federal ID number. Senate Bill (SB) 7 does not have detailed transfer requirements and financial triggers; however, we are starting to look at exit strategies to transfer the Council carefully and appropriately, before Treasury is notified.

Senator Roblan stated that the Council has now been scheduled on the legislative agenda for September. Once that deadline is met, the third milestone of SB7 will be met. The last and final step is then the financial requirements of the Council.

# 4. Closing Comments:

Chair Derfler commended OPRD for all of their work and support of the Council.

**5. Adjournment:** The meeting was adjourned at 2:18 p.m.

#### **Meeting Materials:**

- Agenda
- Draft minutes from the 03-20-14 full Council meeting and the 04-03-14 strategic planning meeting
- Hillman proposal
- Facilities & Programming joint committee meeting minutes
- Bylaw revisions

Next Meeting: Winema Event Center, Chemeketa College, Salem

Thursday, May 15, 2014, 12:00 – 5:00 p.m.