

# Oregon State Fair Council Meeting

Meeting Location: **Title of meeting:** Full Council Meeting  
**Date:** Sept 18, 2014  
**Time:** 1:30 pm – 3 pm following Executive Session  
**Location:** Oregon State Fairgrounds Floral Building  
**Chair:** Gene Derfler  
**Scribe:** Heidi LaDue

APPROVED  
10-02-14

**Audio Recorded:**  Yes  No

## Attendance:

Anna Peterson	<input checked="" type="radio"/> Present <input type="radio"/> Absent	Kerry Tymchuk	<input checked="" type="radio"/> Present <input type="radio"/> Absent
Austin McGuigan	<input checked="" type="radio"/> Present <input type="radio"/> Absent	Larry Tokarski	<input type="radio"/> Present <input checked="" 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
Kevin Cameron	<input checked="" type="radio"/> Present <input type="radio"/> Absent	Rep. Vicki Berger, Advisory	<input type="radio"/> Present <input checked="" type="radio"/> Absent
Jon Chandler	<input checked="" type="radio"/> Present <input type="radio"/> Absent	Sen. Arnie Roblan, Advisory	<input type="radio"/> Present <input checked="" type="radio"/> Absent

Council met in executive session from 8:30 AM – 1:55PM held pursuant to Oregon Revised Statute 192.660 (2) (a) to consider the employment of the council’s chief executive officer. Standards and criteria for hiring the executive director were discussed in a public meeting on July 3, 2014.

1. Meeting convened at 2:00 p.m.
2. Strategic Planning Session – Discussion of ideas to consider for future business on the fairgrounds.

## Goals

- Ideas to bring in the younger fair goers (profitable and sustainable)
- Bring in families and tri-county folks (profitable and sustainable)
- 150<sup>th</sup> anniversary needs to be ‘BIG’/outstanding and add historical value into the fair
- Utilize the expo center more throughout the year
  - Focus on technology and bringing in young people
- Give the State Fair a new look/new feel that is aesthetically pleasing
- Enhance 4-H and agriculture side of the fair
  - Add technology to the mix
- Keep the classic fair events/food/etc. that people look forward to when going to the fair
- Recognize student achievements
- Be well planned, executed and staffed
- Add components that are inviting/pleasing to native Oregonians
- Incorporate some kind of a ‘Maker Fair’
- Utilize a free (if possible) shuttle/Amtrak to and from fair for people that cannot afford the gas
- Add gaming to the fair

3. Chair recognized public members of the audience to provide additional comments.

- Bring/more emphasis on the 'top' items/animals/etc. from the county fairs
- Add an 'anchor' event. Something huge that people will want to come to the fair to see/visit every year.
- Have a large event of some kind on the first weekend of the State Fair to draw more people in (ex: 5k race/cycling/race from Portland to Salem/student choir competition)
- More emphasis on agriculture-tourism across the state
- Cater to non-greasy eaters at the fair (note: Fair has always allowed people to bring in their own food to eat)
- Bring in Coastal/other areas across the state to showcase Oregon as a whole
- Expand the use of the expo by marketing!! Marketing will be initiated by the CEO.
- Expand use of the buildings and grounds
- How can we fund the agriculture buildings/grounds to host horse events/etc. throughout the year?
- Rent the barns/arenas out for small individual shows/etc.
- Market the facilities better
- Restore/facelift/repair facilities so that they are more appealing.

Any further ideas or comments can be emailed to Leah Perkins-Hagele at: [lperkins@faircomplex.com](mailto:lperkins@faircomplex.com)

4. Meeting Adjourned 2:50 p.m.