



Minutes of the Oregon State Fair Council Regular Meeting

March 10, 2021

By Zoom Due to COVID-19 and Social Distancing requirements

Audio Recorded: Yes

I. Call to Order: The meeting convened at 1:40 p.m. with Chair Kevin Cameron presiding.

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

Present:

Kevin Cameron, Chair
Vicki Berger, Vice Chair
Loyal Burns, Council Member
Jon Chandler, Council Member
Rep. Mike Evans, Advisory Council Member
Austin McGuigan, Council Member
Leah Perkins-Hagele, Council Member
Craig Smith, Council Member
Kim Grewe-Powell, Interim Director/CEO

Non-Present:

Dana Jung, Council Member
Steve Powers, Advisory Council Member
Sen. Bill Hansell, Advisory Council Member

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

IV. Report Out Regarding Executive Session

Chair Cameron reported that an Executive Session was held prior to this meeting pursuant to ORS 192.660(2)(a) to consider employment of a Director/CEO. During that Executive Session the Council discussed the potential terms of agreement with Interim Director/CEO Kim Grewe-Powell. No decisions were made.

V. Possible Public Comments and Action Regarding Employment of a Director/CEO:

Chair Cameron expressed his gratitude to Interim Director/CEO Kim Grewe-Powell for her efforts and success working with the different agencies working disasters that have happened in the region, in opening up the fairgrounds for their relief. Council Member Berger discussed the reason the change in hiring Interim Director/CEO Kim Grewe-Powell, despite that the Council was going in a different direction last year, and that she is looking forward moving forward with Kim. Former Senator Roblan commended Interim Director/CEO Kim Grewe-Powell and her team for the work they have done throughout the events of fire, and Covid, and how exemplary Interim Director/CEO Kim Grewe-Powell was as a leader during this time.

A motion was made by Council Member McGuigan and seconded by Council Member Perkins-Hagele that the Fair Council appoint Kim Grewe-Powell as CEO; that the Council Chair negotiates the terms of an eight-month employment agreement ending December 2021; that the Chair will negotiate the salary, expenses and terms under which the Fair and Expo would be partially open to fully open because of Covid having a tiered compensation that is negotiated, and the Chair would bring the agreement back to the Executive Committee for approval. Chair Cameron opened up the floor for discussion.

Council Member Perkin- Hagele commented about how hard it was for the industry over the last year and how being Interim CEO did not prevent Kim and her team from rising to the occasion. A year ago the Council was looking in a different direction to hire, and thank goodness they didn't because it would be even more challenging to have someone not from the area and no experience in the facility. So glad they pivoted, and trusted Kim and her team.

Chair Cameron commented that dealing with three emergencies as County Commissioner, the fires, vaccine clinic, and homeless shelter, Interim Director/CEO Kim Grewe-Powell was quick to respond and acted, and how appreciative he is of her and her leadership.

Hearing no further discussion, the motioned passed unanimously.

VI. Approval of Minutes:

- a. Council Meeting of December 10, 2020: Chair Cameron asked if there were any changes or corrections to the minutes presented for approval. Hearing none, a motion was made by Council Member Chandler and seconded by Council Member McGuigan to approve the minutes as presented. The motion carried unanimously.

VII. Public Comment on Agenda Items: None

VIII. Council Chair's Report: The Executive Committee met and recommended that the Council have an Executive Session to discuss the potential terms of the Director/CEO position. Also, there has been a lot of communication regarding how to charge Salem Health for use of the facilities.

IX. CEO's Report: Interim Director/CEO Kim Grewe-Powell reported that OSFEC is housing the mass vaccine clinic. As of this week they have given 75,000 vaccines. The homeless shelter has served 113 homeless guests and has served over 1,300 meals. They will be moving out at the end of the month. We are excited to host the first event since Covid, the Junk Hunt. Unfortunately, during the ice storm several heritage trees have been lost, as well as some damage to the Floral Building. With the partnership with Green Acres and OSFEC staff, clean-up is happening slowly but surely. She has met with the Fair Foundation to work on several marketing project to utilize them more effectively. The Bond Funds should be approved by the end of this month, and then projects can be started with the Historic Horse Stadium and Poultry Building, as well as other projects.

X. Information Items:

- a. **State Fair Report:** Chair Cameron reported that he was talking with the Governor's office and he heard that they were working on criteria for large events, which would impact fairs. There should be new guidelines next week.
- b. **Survey Results:** Interim CEO/Director Grewe-Powell shared the results of a survey that checked the pulse of our Fair loyalist to see what they were thinking. 1,656 people responded. They are eager to attend the Fair this summer. They would like to see hand sanitizing station, facemasks, social distancing, and cashless purchase options. People would like to attend other events at the Fairgrounds. They would like to see drive in movies, concerts, farmers markets, and drive-through holiday light shows. Fair food, Ag and concerts ranked highest in reasons why people attend the Fair. Women aged 45-64 were the majority of the those that answered the surveys, which is skewed higher than typical.

XI. Action Items

a. State Fair Council

- i. Preliminary Financial Statement 1/1/20-12/31/20: This is the end of 2020 statement. As this

will be an auditing year, there could be a few more adjustments from the auditor's recommendations.

- ii. Financial Statement 1/1/2021-1/31/2021: Interim Director/CEO Kim Grewe-Powell stated that they still are working with limited staff, Kim and Wayne have limited their hours, and that the vaccination clinic is paying 1/3 of rack rate for use of the facilities. They hope that in the future the clinic will be able to pay more if funding is available.

Chair Cameron asked if there were any changes or corrections to the financial statements presented for approval. Hearing none, a motion was made by Council Member McGuigan and seconded by Council Member Perkins-Hagele to approve the Preliminary Financial Statement 1/1/20-12/31/20 and the Financial Statement 1/1/2021-1/31/2021 as presented. The motion carried unanimously.

- iii. Discussion and possible action regarding 2021 Budget: Interim Director/CEO Kim Grewe-Powell presented three budget scenarios A, B and C, and her recommendations.

Scenario Definitions

Scenario A is reflective of a pre-COVID world including:

- An uninterrupted year of Expo Center business.
- A fully programmed and operating State Fair.
- The necessary roster of staff, contracted labor and professional services, with some modification of positions, responsibilities and salaries.

Scenario B anticipates the following:

- Expo Center business:
 - o Primarily non-existent due to COVID guidelines, January – May.
 - o Jackman Long and Columbia Hall Buildings used for Mass COVID Vaccination Center January -July, and the Pavilion for the Homeless shelter for a 6-week period.
 - o Some non-mass events May – December, not including use of Jackman Long or Columbia Hall Buildings through July.
- Year-round staff significantly reduced January – April, with additional staff returning May – December.
- Modified State Fair based on:
 - o 50% of attendance based on 2019 admissions.
 - o Reduced entertainment, exhibits, commercial exhibits, food and beverage, reduced livestock shows.
 - o Layout to allow for more spacing of exhibits and social distancing.
 - o No Pavilion entertainment.
 - o Reduced use of buildings and/or all exhibits moved outside as determined by guidelines.
 - o Reduced LB Day Amphitheater entertainment, and/or two shows per day as negotiated with acts to comply with guidelines and distancing requirements.

Scenario C would include:

- Minimal staffing.
- Limited Expo Center business, except COVID Vaccination Center and Homeless Shelter.
- No on-site/in-person State Fair.
- Virtual State Fair or something similar.

Council Members discussed the scenarios. Council Member Berger shared her thoughts about liking Scenario B and not Scenario C. It is almost April, so Scenario A is not possible. She offered to talk to the Ways and Means Committee on the Fair's behalf if necessary, to express the financial need for the Fair to happen.

Council Member Perkins-Hagele explained that the Washington County Fair is going to be presenting the same type of scenarios to their officials to discuss budgetary needs and finding ways how to include Covid guidelines to make plans for their Fair.

Council Member Chandler asked Eric Marcuse, Entertainment Coordinator, what other fairs are doing. Eric responded that they are looking at a high level of concerts where venue capacity shrunk. 50% seems to be model to work toward for fairs and festivals to make a profit. Large scale concerts are happening this summer elsewhere.

Council Member Perkins-Hagele mentioned that concerts and fairs are happening in Florida and Texas, but masks are not being mandated. Those cannot be used as examples for Oregon to have events safely.

Council Member Burns shared that OSU Extension is opening up in-person programming depending on the level the county is at. Large Agricultural/Livestock turn out to events have been happening and people are willing to follow guidelines.

Chair Cameron shared that Marion County is moving forward with planning the Marion County Fair. They do have a drop date in case guidelines do not allow for a Fair to happen.

A motion was made by Council Member Perkins-Hagele to adopt the budget as presented, along with CEO recommendations.

Council Member Smith opposed the motion stating that he would prefer choosing only one scenario. Looking at it as a CPA, it is cleaner. Scenario A won't work since we are too far into it. He would suggest adopting only Scenario B.

There being no second to the motion, Council Member Perkins-Hagele withdrew her motion to allow for more discussion.

Council Member Berger agrees with Council Member Smith in adopting Scenario B.

Chair Cameron suggested that proposed transfers from the Contingency Budget to the Operating Budget be brought to the Executive Committee for approval.

Council Member Perkins-Hagele revised her motion, which was then seconded by Council Member Smith, to adopt Budget Scenario B; authorize the CEO to conduct the activities of the Oregon State Fair & Exposition Center (OSFEC) within the adopted budget Scenario B, based on the mandated guidelines for operations, most current information available, and the best interest of OSFEC and its audiences; and that the CEO would bring proposed transfers of funds from the Contingency Budget to the Operating Budget to the Executive

Committee for approval. Chair Cameron asked for further discussion. Hearing none the motion carried unanimously.

Council Member McGuigan asked if the CEO should report to Executive Committee more often. Chair Cameron stated that she reports almost every month, and if needed she can contact them any time.

- a. **State Fair:** None
- b. **Expo Center:** None
- c. **Committee Reports and Action Thereon**
 - i. Executive Committee: None
 - ii. Governmental Affairs Committee: None
 - iii. Nominating Committee: None

XII. Public Comments on Non-Agenda items: None

XIII. Council Members' Comments:

XIV. Adjourn: There being no further business the meeting was adjourned at 2:45pm

Meeting Materials:

Agenda
Preliminary Financial Statement 1/1/20-12/31/20
Financial Statement 1/1/2021-1/31/2021
Survey Results
2021 Budget Scenarios