



Oregon State Fair Council Meeting Notice & Agenda Thursday, November 21st, 2024, at 1:30 P.M.

State Fair & Expo Center
2330 17th Street NE Salem, OR 97301

The meeting will be conducted solely through Zoom.

Zoom Meeting Link:

<https://us06web.zoom.us/join/ztZludGpQ8jWfKz6sWDm2y1>

Meeting ID # 863 2817 4879

Passcode# 235031

Council Members

Loyal Burns, Chair

Joel Conder, Vice Chair

Vicki Berger

Jon Chandler

Soraida Cross

Geoff Hinds

Austin McGuigan

Arnie Roblan

Craig Smith

Travis Smith

Advisory Members

Senator Bill Hansell

Representative Paul Evans

Deputy City Manager Scott Archer

Our Mission

The Mission of the Oregon State Fair & Exposition Center is to provide a reason and a place for all people to gather, connect and Learn, embrace excellence in all forms, and celebrate the achievements of Oregonians.

Our Vision

We envision a relevant Oregon State Fair & Exposition Center that embodies good stewardship of the public's trust and serves as a self-sustaining asset for Oregonians to treasure long into the future.

Public Comments

The Oregon State Fair Council values the input of citizens in making important decisions that affect the Oregon State Fair and Exposition Center. The Oregon State Fair Council also believes in the right for interested parties to observe Oregon State Fair Council meetings. Working to ensure the general public has the opportunity to attend Council meetings and offer public comment, to ensure that the Council can conduct its business, the following guidelines apply to all public comment.

- The Council will have two sign-up sheets at a table in the meeting room 15 minutes before the scheduled meeting for those wishing to speak on agenda items or non-agenda subjects. Individuals may sign up in person, or in advance or on our website, <https://oregonstatefaircouncil.org/meetings-1>, in advance of the meeting via email. Email requests should include the date the requester wishes to speak, the requester's name, phone number, and the agenda item or topic of their comments.
- Public comment on agenda items before the Council: individuals on the list will be called to testify before actions on these items are taken. On the sign-up sheet, list your name, address, and the agenda item upon which you wish to be heard.
- Public Comment on Non-Agenda items during Oregon State Fair Council Meetings: list your name, address, and the subject matter upon which you wish to be heard.
- You will have 3 minutes to testify.
- When you are called to come forward to speak, state and spell your name for the recorded record of the meeting.
- Council members may ask questions to clarify your testimony but will not engage in a discussion with you. Public Comment allows the Council and CEO to hear issues that interest our citizens but does not allow an opportunity for dialogue between the Speaker, Council, or Administrators.
- If the Council determines that follow-up is necessary, you may be referred to the CEO or an item may be placed on a future Council agenda.
- If you wish to submit written testimony before or at the meeting, please provide 15 copies.
- The public may not use videos or PowerPoint presentations to accompany their testimony without prior approval by the Council Chair.
- Speakers are expected to address the Council without yelling, name calling, using abusive or foul language or other behavior or speech that negatively impact the efficiency of the Council meeting.



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Agenda

1:30 pm – Public Session

- Call to Order
- Roll Call
- Pledge of Allegiance
- Minutes:
 - Council Meeting of July 18th, 2024 – motion needed
- Action Item:
- Reports:
 - Council Chair Report – Loyal Burns
 - CEO Report – Kim Grewe-Powell
 - Oregon State Fair Re-Cap
 - Profit & Loss Previous Year Comparison – Fair
 - Entertainment Presentation – Eric Marcuse
 - Marketing Presentation – Royle Johnson
 - Public Safety Presentation – Jim Krieger
 - Financial Statements – motion needed
 - Balance Sheet/Profit & Loss 01/01/2024- 10/31/2024
 - Profit & Loss Budget vs Actual
- Public Comments
- Committee Report:
 - Executive Committee
 - Governmental Affairs
 - Nominating Committee
- Old Business:
 - Create committee's for By-Laws and CEO review
- Adjourn



Minutes of the Oregon State Fair Council Regular Meeting

July 18th, 2024

Zoom Meeting

Audio Recorded: Yes

- **Call to Order:** The meeting convened at 1:31 PM with Chair Burns presiding.
- **Roll Call:** The attendance, both in person and by phone, was recorded as shown below:

Present:

Loyal Burns, Chair
Joel Conder, Vice Chair
Vicki Berger, Council Member
Soraida Cross, Council Member
Geoff Hinds, Council Member
Austin McGuigan, Council Member
Arnie Roblan, Council Member
Craig Smith, Council Member
Travis Smith, Council Member
Sen. Bill Hansell, Advisory Council Member
Scott Archer, Advisory Council Member
Kim Grewe-Powell, Director/CEO

Non-Present:

Jon Chandler, Council Member
Rep. Paul Evans, Advisory Council Member

Other-Present:

Deborah Hall, Accounts Payable & Office Lead

- **Pledge of Allegiance:** The Pledge of Allegiance was made by all parties present.
- **Approval of Minutes:**
 - **Council Meeting of May 16th, 2024:** Chair Loyal Burns stated that the Council will review the minutes from May 16th, 2024 Council meeting. Chair Loyal Burns asked for a motion to approve the minutes. Hearing none, Council Member Arnie Roblan motioned to approve the minutes, and seconded by Council Member Austin McGuigan to approve the minutes as presented. The motion carried unanimously.



Oregon State Fair Council Meeting-July 18th, 2024

Agenda Item: (For Action) Council

Meeting Minutes of July 18th, 2024

- **Council went into an Executive Meeting** – The Oregon State Fair Council will now meet in executive session pursuant to ORS 192.660(2)(i) to discuss the performance evaluation of its Chief Executive Officer. Representatives of the news media and designated staff shall be allowed to attend the executive session. All other members of the audience will be placed in a Zoom waiting room. Representatives of the news media are specifically directed not to report on or otherwise disclose any of the deliberations or anything said about these subjects during the executive session, except to state the general subject of the session as previously announced. No decision may be made in executive session. The meeting convened at 1:45 pm.
- **Council resumed Public Meeting:** The meeting reconvened at 2:15 pm
- **Action Item:** Review and approve the CEO's compensation.
Council Member Joel Conder motioned to increase the CEO's compensation by 10%, and seconded by Council Member Vicki Berger, the motion carried unanimously.
Council Member Vicki Berger asked that the Chair Loyal Burns would appoint two to four Council Members to a sub-committee, to create the CEO's employment agreement, compensation, and review process. Chair Loyal Burns stated that the sub-committee will consist of Council Soraida Cross, Geoff Hinds, and Chair Loyal Burns.
- **Reports:**
 - **Council Chair's Report:** None
 - **CEO Report:** CEO Grewe-Powell stated that the 4th of July went very smoothly. This year's 4th of July included a ticketed Demo Derby in the Pavilion, a VIP area with bands, and Bounce-N-Battle area. CEO Grewe-Powell thanked the City of Salem for providing a spectacular firework show. She stated how proud she is to say a donation of \$3,388.00 will be made to the Family YMCA of Marion and Polk Counties Veteran's Project, (Courtney Place).
Expo Sales continue to be steady in comparison to 2023, facility sales are up 24.3%.
The OSFEC team is working hard to wrap up the details for the Oregon State Fair. This year the Oregon State Fair will highlight a new nightly drone show, a farm experience exhibit, Puppy Pal Show and Sea Lion Splash.
Bond funded improvements for the Historic Preservation projects are coming along. The Poultry Building and the Horse Stadium will be useable by the time the Oregon State Fair opens.

- **2023 Audit Report:** Bradley, stated that he is a partner with SingerLewak. The financial statements from December 31st, 2023 are actually reviewed statements and not a full audit. The Oregon State Fair Council switches back and forth every other year between an audit and a review of the financial statements. The report states to the best of their knowledge that the financial statements are correct.
- **Financials:** Chair Loyal Burns asked if there were any questions regarding the financial statements that were presented to the Council. Hearing none, Council Member Vicki Berger moved to accept the financial statements, and was seconded by Council Member Joel Conder. The motion carried unanimously.
- **Public Comments on Non-Agenda Items:** Justin Alderman from the Equestrian Media Group spoke about obtaining public records.
- **Council Member Comments:** Council Member Craig Smith stated that Oregon State Fair Council need to work on updating their by-laws.
- **Committee Reports:**
 - **Executive Committee:** None
 - **Governmental Affairs Committee:** None
 - **Nominating Committee:** None
- **Adjourn:** There being no further business, the meeting adjourned at 2:45 pm



Signature Events

With 185 acres of opportunities for events, we're more than just the Oregon State Fair. Visit us year-round to experience our seasonal signature events.

4TH OF JULY SPECTACULAR

OREGON STATE FAIRGROUNDS

July 4, 2025

The OREGON STATE FAIR

August 22 -
September 1, 2025

FRIGHT PLANET

SCARE AT THE FAIR

October 3 -
November 2, 2025

Holiday Village

November 22 -
December 22, 2024

For Sponsorship Information Contact

Michele O'Hara

541-678-3706 | micheleoehara10@gmail.com

For Vendor Information Contact

Maddie Kansky

971-701-6568 | maddie@oregonstatefair.org



Support County & State Fair Investments for Emergency Preparedness

In the past few years, our county fairgrounds and the state fair stepped up when our communities needed them the most. Through the global pandemic, wildfire relief efforts, and testing and vaccination efforts, our fairgrounds were transformed overnight into testing centers, makeshift hospitals, shelter for thousands of people and animals, and mass vaccination clinics.

Fairgrounds continue to act as hubs for emergency response and resilience efforts year-round. However, our state fairgrounds and county fairgrounds infrastructure has not been able to meet the health and safety needs of our communities when we need them the most.

In addition to emergency response centers, our fairgrounds are year-round economic hubs in our community. Each year:

- Fairgrounds host approximately 6 million people during annual fairs and over 17,000 local events, bringing business to local hotels, restaurants, retail establishments, and service providers.
- Over 600 non-profit groups used our fairgrounds to generate more than \$10 million in charitable donations. Fairgrounds hosted educational, cultural, agricultural, and economic events for all ages and continue to seek further inclusion of communities of color.
- Junior Livestock Auction receipts at fairs of over \$12 million go to fund educational scholarships for youth entering food production and agriculture education beyond high school.
- 10,000 volunteers dedicated over 200,000 hours of volunteer service at their local fairgrounds.
- Fairgrounds directly employed 479 workers with a payroll of over \$10 million

A recent economic study by Oregon State University estimated that fairgrounds generated an economic footprint of approximately \$52 million in output, \$28 million in value-added income, and 867 full- and part-time jobs.

We are asking for legislators to:

- Eliminate the cap established 20 years ago and fully fund 1% of lottery funds to county fairs with 90% of funds going to county fairgrounds and 10% of funds going to the state fairgrounds.
- Support an additional \$20.171 million to the state fairgrounds for infrastructure improvements as a regional emergency and evacuee center
- Fund a study and additional capital project improvements to state and county fairgrounds to ensure they can continue as resilience/disaster response, economic, social, cultural, and educational hubs in our communities.

CONTACT INFORMATION:

- JL Wilson, Public Affairs Counsel – jlwilson@pacounsel.org / 503-569-8054
- Patrick Sieng, Oregon Fairs Association – patrick@oregonfairs.org / 503-558-5815



Date: November 14, 2024

To: Oregon State Fair Council

Re: Financial Overview Summary

During the report of the Oregon State Fair Re-Cap the CEO will present the **Profit & Loss Previous Year Comparison FAIR.**

This report reflects **2024 Total Income \$8,148,424.19 up 7.4%** from 2023.

The **Total Expenses \$5,929,364.15** which increased **3.3%** overall from 2023.

The **Net Ordinary Income from Fair financial data only, \$2,219,060.04 up 20.3%** from 2023.

Financial Statements:

The **Balance Sheet** is through **October 31, 2024** reflecting our current financial position with our **Assets \$12,358,290.46** in balance with our **Liabilities/Equity** and the **Net Income of \$1,884,835.39** year to date.

The **Profit & Loss YTD (January 1, 2024 – October 31, 2024)** is broken down with our revenue sources identified in five categories.

Our total income year to date is **\$9,733,133.63** and total expenses year to date **\$8,574,363.59**. The **Net Ordinary Income \$1,158,770.04** and the **Net Other Income \$726,065.35** for a **Total Net Income of \$1,884,835.39** as of **October 31, 2024 YTD**.

The last report is our **Profit & Loss Budget vs Actual** a combination of all our business **January 1, 2024 – December 31, 2024** which would include any entries made after the month end close of October 31, 2024 reported in earlier reports mentioned above. Keep in mind our **Annual Projected Budget** is for **12 months** and divided equally over the year. Our monthly income and expenses will vary each month with the different activities of Expo and Fair. The final report is the **Profit & Loss Current and Prior Year Comparison** to last year during the same time period for your review. Our projections in the 2024 Budget appear to be varying in some areas with two months left to report. We believe we will see a successful year with our growth and net income bottom line at the end of year.

Respectfully submitted,

Jean Wheat-Palm, Chief Financial Officer

11/14/24
Accrual Basis

Oregon State Fair Council
Profit & Loss Previous Year Comparison - Fair
January through December 2024

	Jan - Dec 24	Jan - Dec 23	\$ Change	% Change
Ordinary Income/Expense				
Income				
State Fair Revenue	8,148,424.19	7,583,892.76	564,531.43	7.4%
Total Income	8,148,424.19	7,583,892.76	564,531.43	7.4%
Gross Profit	8,148,424.19	7,583,892.76	564,531.43	7.4%
Expense				
Salaries & Wages - Permanent	189,777.19	213,381.43	-23,604.24	-11.1%
Contracted Labor - PT/Snl/T...	0.00	16,710.95	-16,710.95	-100.0%
Employee Benefits - ER Exp	0.00	208.66	-208.66	-100.0%
Payroll Tax - Employer's Sha...	30,000.04	31,753.50	-1,753.46	-5.5%
Professional Services Exp.	12,332.66	15,182.00	-2,849.34	-18.8%
Travel/Training	0.00	193.64	-193.64	-100.0%
Supplies & Expenses	1,793.80	11,156.04	-9,362.24	-83.9%
Insurance	0.00	8,219.67	-8,219.67	-100.0%
Utilities-Elec,Gas,Water, Trash	23,705.15	19,180.31	4,524.84	23.6%
Maint. of Buildings and Grou...	4,398.92	13,545.55	-9,146.63	-67.5%
Marketing Expenses	3,318.71	457.91	2,860.80	624.8%
Vehicle Expenses	0.00	8,328.91	-8,328.91	-100.0%
Bank Fees	116,860.90	125,374.16	-8,513.26	-6.8%
Doubtful Debt Expense	-137.00	220.00	-357.00	-162.3%
Equipment Purchase <\$5k	3,038.75	1,404.15	1,634.60	116.4%
Permits, Licenses	685.00	461.25	223.75	48.5%
State Fair Administrative Exp.	54,629.14	55,407.90	-778.76	-1.4%
State Fair Marketing Expenses	750,175.82	785,765.47	-35,589.65	-4.5%
State Fair Operations Expen...	1,875,057.50	1,779,592.99	95,464.51	5.4%
State Fair Attractions Expen...	2,075,119.48	1,952,881.80	122,237.68	6.3%
State Fair Exhibits Expenses	788,608.09	700,182.56	88,425.53	12.6%
Total Expense	5,929,364.15	5,739,608.85	189,755.30	3.3%
Net Ordinary Income	2,219,060.04	1,844,283.91	374,776.13	20.3%
Net Income	2,219,060.04	1,844,283.91	374,776.13	20.3%

11/14/24
Accrual Basis

Oregon State Fair Council
Balance Sheet
As of October 31, 2024

	<u>Oct 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
10120 · USB - Operating Acct - 5013	2,290,845.38
10121 · USB - Payroll Acct - 3265	17,916.76
10122 · USB - Premium Acct - 5021	405.00
10127 · USB - Fair Admission -5088	821,687.58
10128 · USB - Office Expo - 5104	201,696.80
10129 · USB - Show Works - 5120	40,059.25
10130 · USB - Camp Ground - 5138	122.50
10131 · USB - Office FAIR - 5112	480,092.64
10150 · Petty Cash Box - Fair	518.66
10200 · State Treasury Fund Account	6,711,475.92
Total Checking/Savings	10,564,820.49
Accounts Receivable	
11000 · Accounts Receivable	185,660.89
Total Accounts Receivable	185,660.89
Other Current Assets	
12004 · Prepaid Rent	500.00
12005 · Prepaid FCC 10 Yr License	735.00
13000 · Prepaid Contracts	-5,055.40
Total Other Current Assets	-3,820.40
Total Current Assets	10,746,660.98
Other Assets	
19000 · Capital Investments- SF Council	1,611,629.48
Total Other Assets	1,611,629.48
TOTAL ASSETS	<u><u>12,358,290.46</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	80,627.51
Total Accounts Payable	80,627.51
Credit Cards	
20055 · US Bank #4736	14,789.30
Total Credit Cards	14,789.30
Other Current Liabilities	
20100 · Deferred Rent Income - MCFair	180,225.00
20200 · Deferred Income - Fair	70.00
20515 · Deferred Income - Expo	283,143.00
24000 · Payroll Liabilities	28,180.81
Total Other Current Liabilities	491,618.81
Total Current Liabilities	587,035.62
Total Liabilities	587,035.62
Equity	

Oregon State Fair Council

Balance Sheet

11/14/24

Accrual Basis

As of October 31, 2024

	Oct 31, 24
25000 · State Parks Opening Bal	3,014,804.40
25020 · State Biennium Fund 2015-2017	1,015,299.00
32000 · Retained Earnings	6,103,125.03
32001 · Ret Earn - Facility Assess Cost	-254,738.00
32050 · Restricted Net Posititon	7,929.02
Net Income	1,884,835.39
Total Equity	11,771,254.84
TOTAL LIABILITIES & EQUITY	12,358,290.46

11/14/24
Accrual Basis

Oregon State Fair Council
Profit & Loss
January through October 2024

	<u>Jan - Oct 24</u>
Ordinary Income/Expense	
Income	
July Spectacular Revenue	81,083.50
Administration Revenue	273,542.21
Operations Revenue	42,640.00
Expo Center Revenue	1,357,462.04
State Fair Revenue	7,978,405.88
Total Income	<u>9,733,133.63</u>
Gross Profit	9,733,133.63
Expense	
Salaries & Wages - Permanent	626,335.49
Contracted Labor - PT/Snl/Temp	109,893.55
Employee Benefits - ER Exp	107,782.80
Payroll Tax - Employer's Share	68,898.78
Professional Services Exp.	384,941.49
Council Expense	507.21
Travel/Training	16,984.46
Supplies & Expenses	77,271.43
Dues and Subscriptions	4,443.99
Insurance	143,353.00
Utilities-Elec,Gas,Water, Trash	773,997.94
Maint. and Repairs of Equipment	42,804.67
Maint. of Buildings and Grounds	487,787.91
Special Repairs & Maint.	1,964.97
Marketing Expenses	40,235.07
Vehicle Expenses	13,172.96
Bank Fees	124,888.28
Doubtful Debt Expense	-137.00
Equipment Purchase <\$5k	16,182.09
Permits, Licenses	1,229.19
State Fair Administrative Exp.	54,482.34
State Fair Marketing Expenses	750,029.91
State Fair Operations Expenses	1,870,860.02
State Fair Attractions Expenses	2,068,767.16
State Fair Exhibits Expenses	<u>787,685.88</u>

11/14/24
Accrual Basis

Oregon State Fair Council
Profit & Loss
January through October 2024

	Jan - Oct 24
Total Expense	8,574,363.59
Net Ordinary Income	1,158,770.04
Other Income/Expense	
Other Income	
Other Income	493,145.00
Special Projects Income	351,107.65
Total Other Income	844,252.65
Other Expense	
Special Projects Expense	112,532.91
90700 - Bond Project Exp	5,654.39
Total Other Expense	118,187.30
Net Other Income	726,065.35
Net Income	1,884,835.39

11/14/24

Accrual Basis

Oregon State Fair Council
Profit & Loss Budget vs. Actual
January through December 2024

	Jan - Dec 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
July Spectacular Revenue	81,083.50	400,000.00	-318,916.50	20.3%
Administration Revenue	273,542.21	299,600.00	-26,057.79	91.3%
Operations Revenue	42,640.00	51,168.00	-8,528.00	83.3%
Expo Center Revenue	1,361,380.04	1,857,390.00	-496,009.96	73.3%
State Fair Revenue	8,148,424.19	7,779,150.00	369,274.19	104.7%
Total Income	9,907,069.94	10,387,308.00	-480,238.06	95.4%
Gross Profit	9,907,069.94	10,387,308.00	-480,238.06	95.4%
Expense				
Salaries & Wages - Permanent	626,335.49	862,800.00	-236,464.51	72.6%
Contracted Labor - PT/Snl/Temp	113,013.55	130,000.00	-16,986.45	86.9%
Employee Benefits - ER Exp	107,782.80	133,800.00	-26,017.20	80.6%
Payroll Tax - Employer's Share	68,898.78	80,000.00	-11,101.22	86.1%
Professional Services Exp.	389,022.83	735,200.00	-346,177.17	52.9%
Council Expense	507.21	250.00	257.21	202.9%
Travel/Training	16,984.46	40,800.00	-23,815.54	41.6%
Supplies & Expenses	77,271.43	80,700.00	-3,428.57	95.8%
Dues and Subscriptions	4,443.99	6,200.00	-1,756.01	71.7%
Insurance	143,353.00	190,000.00	-46,647.00	75.4%
Utilities-Elec,Gas,Water, Trash	831,174.38	889,500.00	-58,325.62	93.4%
Maint. and Repairs of Equipm...	42,804.67	31,000.00	11,804.67	138.1%
Maint. of Buildings and Groun...	490,213.36	914,500.00	-424,286.64	53.6%
Special Repairs & Maint.	1,964.97	3,500.00	-1,535.03	56.1%
Marketing Expenses	40,235.07	52,000.00	-11,764.93	77.4%
Vehicle Expenses	13,172.96	21,000.00	-7,827.04	62.7%
Bank Fees	124,888.28	148,000.00	-23,111.72	84.4%
Doubtful Debt Expense	-137.00	500.00	-637.00	-27.4%
Equipment Purchase <\$5k	16,182.09	25,000.00	-8,817.91	64.7%
Permits, Licenses	1,229.19	1,500.00	-270.81	81.9%
State Fair Administrative Exp.	54,629.14	50,500.00	4,129.14	108.2%
State Fair Marketing Expenses	750,175.82	898,650.00	-148,474.18	83.5%
State Fair Operations Expenses	1,875,057.50	1,894,000.00	-18,942.50	99.0%
State Fair Attractions Expenses	2,075,119.48	2,009,500.00	65,619.48	103.3%
State Fair Exhibits Expenses	788,608.09	727,500.00	61,108.09	108.4%
Total Expense	8,652,931.54	9,926,400.00	-1,273,468.46	87.2%
Net Ordinary Income	1,254,138.40	460,908.00	793,230.40	272.1%
Other Income/Expense				
Other Income				
Other Income	493,145.00	798,722.84	-305,577.84	61.7%

11/14/24
Accrual Basis

Oregon State Fair Council
Profit & Loss Budget vs. Actual
January through December 2024

	Jan - Dec 24	Budget	\$ Over Budget	% of Budget
Total Other Income	844,252.65	798,722.84	45,529.81	105.7%
Net Other Income	726,065.35	798,722.84	-72,657.49	90.9%
Net Income	1,980,203.75	1,259,630.84	720,572.91	157.2%