



Minutes of the Oregon State Fair Council Regular Meeting
October 21, 2021
By Zoom Due to COVID-19 and Social Distancing requirements
Audio Recorded: Yes

I. Call to Order: The meeting convened at 1:30 p.m. with Chair Cameron presiding.

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

Present:

Vicki Berger, Vice Chair
Loyal Burns, Council Member
George Jennings, Council Member
Austin McGuigan, Council Member
Leah Perkins-Hagele, Council Member
Steve Powers, Advisory Council Member
Arnie Roblan, Council Member
Craig Smith, Council Member
Sen. Bill Hansel, Advisory Council Member
Kim Grewe-Powell, Director/CEO

Non-Present:

Kevin Cameron, Chair
Jon Chandler, Council Member
Dana Jung, Council Member
Rep. Paul Evans, Advisory Council Member

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

IV. Approval of Minutes:

a. Council Meeting of October 21, 2021: Vice-Chair Berger asked if there were any changes or corrections to the minutes presented for approval. Hearing none, a motion was made by Council Member Jennings and seconded by Council Member Smith to approve the minutes as presented. The motion carried unanimously.

V. Public Comment on Agenda Items: None

VI. Council Chair's Report: Vice-Chair Berger shared that Chair Cameron was taking care of his Commissioner duties and unable to attend today's meeting.

VII. CEO's Report: CEO Kim Grewe-Powell shared a recap of the 2021 Oregon State Fair. The fair was executed with two months' notice. She shared how challenging it was to pivot for the mask mandate implemented two days before opening day. She also shared all the effort put forth by the media and marketing team, and staff. Many people did not wear their masks. As expected, gate admissions were affected by Covid-19 and the mask mandate. Admissions were down 209,086, down 31.9%, down from 2019. Carnival sales were strong. Alcohol sales were up. Sponsorship revenues were down by 5%, which was thanks to a great job by Green Cactus. Two concerts sold out Chicago, and John Pardi. Creative Living and Livestock entries were down from previous years. The team rose to the occasion with all the pivoting and issues this year's fair brought.

Vice-Chair Berger asked how the crowds received the entertainment lineup. CEO Grewe-Powell responded that entertainment was well received. She has not received the final report from the Entertainment Manager.

Council Member Jennings observed how diverse the crowd was and a strong indication of the great messaging going out to the public. It was more diverse than years ago.

Advisory Council Member Senator Hansel discussed Pendleton Roundup and the effects of Covid at that event.

Council Member McGuigan asked if the additional funding for entertainment was worth it. CEO Kim Grewe-Powell said she believed adding additional concerts to the lineup allowed people to spend more money and helped to add diversity to the lineup.

2021 vs 2019 Categories Revenue

Admission	-7.20%
Carnival	23.91%
Food & Beverage	-5.73%
Sponsors	-.89%

Over the next few months, weekends are busy. Weekdays are not as full as most businesses are still meeting virtually. The past clientele who had to reschedule have scheduled for 2022. OSFEC is down 37 events compared to September to December 2019. An increase in Cultural events is helping the bottom line and may help in revenue being up for 2021. Salem Health will be using the Pavilion for Covid-19 Boosters shots Thursday from 12 am-6 pm, and my increase to three days if there is a good response.

Wayne Petersen, Director of Expo Events and Commercial and Food Vendors, will be retiring on October 1st, 2022. Ronda Sherman will be joining OSFEC as his replacement.

VIII. Information Items:

- a. **Fair Foundation Report:** Oregon Harvest Celebration kicked off the opening night of the 2021 Oregon State Fair with two hundred tickets sold for the event. The Fair Foundation lost nine wineries the week of the event due to the changes in the mask mandate. The Foundation made \$13,500 in sponsorship revenue, all in thanks in to part to the Fair Foundation members. Five Guys Named Moe entertained the crowd. Attendees stayed and enjoined the venue until 10:00 pm. The Foundation decided they would not hold an event in 2022. The Fair Foundation will work on building up its team and messaging about the mission of the Foundation. Ms. McCune asked if the Council Member had any suggestions for Fair Foundation Members. A list of current Fair Foundation Member will be sent to the Council. Fair Foundation meetings will be quarterly.

IX. Action Items

a. State Fair Council

- i. **Financial Statement 1/1/2021-6/30/2021:** Charlene Ewing, OSFEC Administrative Supervisor, discussed with The Council that the statements reflect no change from 2020 until July when expenses go up because all departments started planning and getting ready for the Oregon State Fair. An increase in revenue is not reflected until August after the fair begins.
- ii. **Financial Statement 1/1/2021-7/30/2021:** Council Member Smith moved to accept Financial Statements (FS 1/1/2021-6/30/2021, and FS 1/1/2021-6/30/2021) as presented, and Council Member Roblan seconded the motion. The motion carried Unanimously.

b. Committee Reports and Action Thereon

- i. **Executive Committee- Report of Executive Committee Meeting 9/23/2021**

1. Fully Executed LRS Architects Contract
2. Professional Services Proposal OSFEC Preservation and Capital Improvements

Tom Wood introduced himself and gave an overview of the contract signed on September 23, 2021, between the OSFEC Council and LRS Architects of Portland. LRS is finishing its consulting contracts with mechanical design, electrical design, plumbing, structural design, civil engineering, and historic preservation. LRS should have these contracts completed within the week. LRS will conduct a design walk thru when all subcontracts are in place. The team has great ideas and background in historic preservation and is excited for the projects ahead.

Council Member Roblan added that it would be good to keep the updates on the project top of mind when going to the legislature during the short session so they see how we fix the fair. CEO Grewe-Powell reminded everyone that a list of immediate projects that needed funding was given to DAS a while ago. DAS said they would submit the list.

- ii. **Governmental Affairs Committee:** This committee will need a new chair.
- iii. **Nominating Committee:** The council will look to see if new members are needed in the near future.

X. Public Comments on Non-Agenda items: None

XI. Council Members' Comments: Council Member Jennings reminded everyone that in a report the state provided The Council, it stated that the fairgrounds were behind about \$20,000,000 in regular maintenance.

Council Member Roblan said the state was reminded how important the fairgrounds are in the event of an emergency, and how important it is that regular maintenance be kept.

CEO Grewe-Powell shared that the following meeting will be changed due to scheduling conflicts.

November 18, 2021 to November 4, 2021

December 16, 2021 to December 9, 2021

XII. Adjourn: There being no further business the meeting was adjourned at 2:15 pm.

Meeting Materials:

Agenda

Council Meeting Minutes July 22, 2021

Financial Statement 1/1/2021-6/30/2021

Financial Statement 1/1/2021-7/30/2021

Fully Executed LRS Architects Contract

Professional Services Proposal OSFEC Preservation and Capital Improvements