



**Minutes of the Oregon State Fair Council Regular Meeting**  
February 17, 2022  
By Zoom Due to COVID-19 and Social Distancing requirements  
Audio Recorded: Yes

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- I. **Call to Order:** The meeting convened at 1:30 pm with Chair Berger presiding.
- II. **Roll Call:** The attendance, both by Zoom and by phone, was recorded as shown below a quorum was not met:

**Present:**

Vicki Berger, Vice Chair  
Leah Perkins-Hagele, Council Member  
Dana Jung, Council Member  
Austin McGuigan, Council Member  
Arnie Roblan, Council Member  
Kim Grewe-Powell, Director/CEO

**Non-Present:**

Kevin Cameron, Chair  
George Jennings, Council Member  
Rep. Paul Evans, Advisory Council Member  
Sen. Bill Hansel, Advisory Council Member

**Members waiting for Reappointment:**

Loyal Burns, Vice Chair  
Craig Smith, Council Memeber

- III. **Pledge of Allegiance:** The Pledge of Allegiance was made by all parties present.
- IV. **Approval of Minutes:**
  - a. **Council Meeting of December 9, 2021:** Since a quorum of OSFC members were not present, the minutes from the meeting on December 9, 2021, were being provided as information only, and a vote will be held at the March 17, 2022, regularly scheduled meeting.
- V. **Council Chair's Report:** Chair Berger shared that she has reached out to the horse community, which is very diverse, asked if they would like to come out to see the facility and discuss their needs. The guests who did come out to see the Horse Stadium were delighted with the changes discussed and gave input on what would work for their organizations.
- VI. **CEO's Report:** Expo business continues to pick up and slowly returns to normal. Several cultural concerts and the RV show had excellent attendance.

There has been a substantial fire water line leak. The bids received were in the range of \$30k. DAS has agreed to pay for the fix of the leak.

Meetings have been set with different focus groups to get their input on restoring the Historic Horse Arena and Poultry Building. Those meetings have gone well. When CEO Grewe-Powell has enough information, she will share with the Foundation the findings to devise a plan for sponsorship opportunities to assist with these projects.

There is an ask for \$3.3 Million with the Capital to improve the facility to become a better functioning Regional Emergency Evacuee Center. This ask was based on feedback from partners who have used the facility over the last two years, such as the National Guard, Marion County Emergency Management, City of Salem, Red Cross, and Salem Health. Such items included security cameras/IT upgrades, Grounds PA System, Reader Boards, and Operational equipment. This money would help the fairgrounds to be more prepared to welcome the community in the event of another emergency.

CEO Grewe-Powell shared with the council that in 2020, there were emergency and evacuee operations held at Oregon State Fair and Exposition Center for a total of 236 days, which was 65% of the year. In 2021 the fairgrounds was used 72% of the year for these purposes.

**VII. Information Items:**

**Concerts – Looking at the Big Picture.** Presented by Don Hillman, State and County Fair Consultant. FairBridge, LLC. Mr. Hillman shared a case study Fair Bridge completed with three different fairs about how holding concerts with marquee-level national artists adds ancillary revenues to the fair. Specifically to the Oregon State fair each concert attendee spends \$32.58 on average. These revenues span concert tickets, gate admissions, parking, sponsorships, merchandise, food and beverage, alcohol, Fairlift, and carnival. Of the 216,734 in fair attendance, 1 in 5 attended a concert (20%).

**VIII. Action Items**

**a. State Fair Council**

- i. **Financial Statement 1/1/2022-2/28/2022:** Since a quorum of OSFC members were not present, the Financial Statement 1/1/2022-2/28/2022 was being provided as information only, and a vote will be held at the Executive Committee Meeting, TBA.
- ii. **Proposed 2022 Budget:** Since a quorum of OSFC members was not present, the Proposed 2022 Budget was being provided as information only, and a vote will be held at the Executive Committee Meeting, TBA. Marketing expenses have decreased significantly this year because there will not be a professionally produced TV commercial.

**b. Committee Reports and Action Thereon**

- i. **Governmental Affairs Committee:** Council Member Roblan will be the chair of the Governmental Affairs Committee. He shared that he visited the Capitol and legislatures, sharing that the fair asked for 5.4 million dollars. He requested that the Council Members reach out to their legislatures and advocate for the fair. CEO Grewe-Powell shared she spoke with Senator Hansell at the Oregon Fair Association. She also said she had asked Oregon Fair Association to start advocating on behalf of the state fair, as historically, they have always supported the county fairs.
- ii. **Nominating Committee:** Vicki and George met with a couple of people interested in becoming part of the board. The potential members have been sent links to apply and start the process.

**IX. Public Comments on Non-Agenda Items:** None

**X. Council Members' Comments:**

**XI. Adjourn:** There being no further business, the meeting adjourned at 2:34 pm.

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**Meeting Materials:**

Agenda  
Council Meeting Minutes December 9 , 2021  
Financial Statements 1/1/2021-12/31/2021  
Proposed 2022 Budget

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