



## Oregon State Fair Council Special Meeting Notice & Agenda

Friday, February 23, 2024, at 2:00 P.M.

State Fair & Expo Center

2330 17<sup>th</sup> Street NE Salem, OR 97301

The Meeting will be held via Zoom.

Please use the Zoom meeting link:

<https://us06web.zoom.us/j/88051938981?pwd=99H4pARbNutYaGtsAWnPf1dpiBvaZx.1>

Meeting ID: 880 5193 8981 Passcode: 926477

### **Council Members**

*Loyal Burns, Chair*

*Joel Condor, Vice Chair*

*Vicki Berger*

*Kevin Cameron*

*Jon Chandler*

*Geoff Hinds*

*Austin McGuigan*

*Arnie Roblan*

*Craig Smith*

*Travis Smith*

### **Advisory Members**

*Senator Bill Hansell*

*Representative Paul Evans*

Keith Stahley, Salem City Manager

#### **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. We also believe in the right of citizens to observe Council meetings. To ensure citizens have an opportunity to attend Council meetings and offer citizen comment and 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 desk 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 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 this 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 Board Meetings: list your name, address, and the subject matter upon which you wish to be heard.
- You will have 3 minutes to testify unless otherwise stated.
- 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 Chief Executive Officer 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 Board Chair.
- Individuals offering citizen comments are not permitted to make personal attacks on any Council employee, Council member, other testifier, or member of the public.



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### **Agenda**

- Call to Order
- Roll Call
- Action Items
  - Amend the October 26, 2023 Minutes. – *motion needed*
  - To Approve and adopt the Oregon State Fair and Exposition Center Media Policy. – *motion needed*
  - To Approve and adopt the Sate Fair Council Public Records Procedures. – *motion needed*
- Council Members' Comments
- Public Comments
- Adjourn



Minutes of the Oregon State Fair Council Regular Meeting

October 26, 2023

Cascade Hall-Oregon State Fair & Expo Center

Recorded Audio: Yes

- I. **Call to Order:** The meeting convened at 1:33 PM with Chair Berger presiding.
- II. **Roll Call:** The attendance, both in-person and by phone, was recorded as shown below:

**Present:**

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

**Non-Present:**

Kevin Cameron, Council Member  
Jon Chandler, Council Member  
Keith Stahley, Salem City Manager

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

- IV. **Approval of Minutes:**

- a. **Council Meeting of October 26, 2023:** 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 Smith and seconded by Council Member Jennings to approve the minutes as presented. The motion carried unanimously.

- V. **Council Chair's Report:**

The Executive Council has not met this round. Council Member Jennings asked how we are doing with new members. Chair Berger stated that she will be reaching out to find new Council members to replace the Council Members who are terming out this year.

VI. **CEO's Report:**

**CEO Kim Grewe-Powell:** CEO gave an Oregon State Fair Recap Presentation. OSF had about 308,000 people visit the fair this year. The 2023 Fair attendance was down about 10% from 2022. Revenue was up, alcohol sales were up, as well as food. OSF did not have any issues due to alcohol this year. Carnival was extremely successful this year. Sales were up about 52% adding more rides and the layout was really great this year. Concert revenue was up 23%, the public loved our concert lineup this year. OSF's concert lineup was very diverse for 2023. The programming budget was \$500,000 this year, which provided about 250 hours of programming. OSF had Rodeo, Motorsports in the Pavilion and about 31 attractions throughout the Fair. Livestock entries were up about three hundred and twenty-five. OSF was very proud to provide 5,642 meals to Marion Polk Food Share through Canstruction. OSF had almost 10,000.00 digital impressions this year. OSF introduced Sunny, our new mascot. This was a really fun addition to the fair. OSF had 232 Commercial Exhibitors, 60 Food Concessioners and 18 Artesian Village Exhibitors. OSF had very few complaints this year. Sponsorship was up this year. 85% are going to renew next year and 99% of the remarks were nothing but positive from our sponsors. CEO Kim Grewe-Powell stated that she will present the Fair P&L at the December 14<sup>th</sup> Council Meeting. OSF is already getting ready for the 2024 Fair.

CEO Kim Grewe-Powell stated that the Media Policy and Public Record Procedures are now on all three websites; Oregon State Fair and Exposition Center, Oregon State Fair and the Oregon State Council so that the media can easily access them. In addition, the Media Policy has been sent out to all of our Exposition clients.

- a. **Tom Wood Report:** Tom Wood stated that our Capital Improvement projects budget is about 91% spent. We generally have four projects at Columbia Hall; new restrooms, painting of the exterior, expo floor lighting and the roof. The roof is 95% complete. Columbia Hall's new restrooms on the south end will be complete by the 5<sup>th</sup> of November 2023. This will open up two completely code-compliant restrooms plus a family restroom. We will do the North side restrooms next, then the SE side. The Columbia Hall expo floor lighting project will immediately commence. In Jackman Long, the expo floor lighting project is complete and will be highly energy efficient. OSFEC will see reduced utility bills and the quality of lighting for our customers will be improved. The exterior painting project is complete, and sectional overhead doors have been installed. Cascade Hall has three completed projects; new carpet, new painting and new roofing on section A, the lower roofs on South and East sides. Next, we will soon be receiving a cost proposal for the Historical Poultry Barn and the Historic Horse Stadium. Council Member Jennings stated that Tom is doing an excellent job, and that the Council has seen the improvements.

- b. **Jim Krieger – Public Safety:** Jim stated alcohol was not the problem at OSF 2023. What was the problem was youth criminal behavior, “gang activity”. OSP’s ability to investigate criminal behavior and make criminal arrests outside the traffic environment has been instrumental in this year’s Fair. When OSP is present at OSF it can be a deterrent of bad behavior. There were no sexual assaults or minor assaults this year at 2023 OSF. Jim stated that the metal detectors were a clear deterrent. CEO Kim Grewe-Powell was integral in getting the Department of Justice to give OSF the legal justification to ask the public for their concealed carry permit before entering the metal detectors and OSF. Council Member Conder stated that he came to the Fair three times, and he interacted with OSP, and he was impressed with them.
- c. **Foundation Report:** CEO Kim Grewe-Powell shared the Fair Foundation’s report on behalf of Debbie McCune. The Foundation’s next meeting will be Wednesday, December 6<sup>th</sup> at OSFEC. They are researching tile design and installation for the Santiam Canon Memorial project which is outside by the flagpole. Due to recent resignations, their focus is on board recruitment. They are working on updating their by-law and implementing a strategic plan for 2024 -2025.

**VII. Action Items:**

**a. State Fair Council:**

**i. Financial Statement November 30, 2023**

- a. Chair Berger asked if there were any questions regarding the financial statements. Council Member Conder moved to accept the financial reports as presented, the motion seconded by Council Member Smith.

**b. Committee Reports and Action Thereon**

- i. **Executive Committee:** None
- ii. **Governmental Affairs Committee:** None
- iii. **Nominating Committee:** Chair Berger stated she will reengage with the Governor’s office.

**VIII. Public Comments on Non-Agenda Items:** Justin Alderman from Equestrian Media Group spoke on his concerns about OSF’s Media Policy. Brian Carlson came to speak about OSF’s Public Record Policy.

**IX. Council Members’ Comments:** The Executive Council has not met this round. Council Jennings asked how we are doing on new members. Chair Berger stated that she will be reaching out to find new Council members.

**X. Adjourn:** There being no further business, the meeting adjourned at 2:30 P.M.

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Meeting Materials:

Agenda

Council Meeting Minutes October 26, 2023

Media Policy

Public Records Procedure





The Oregon State Fair and Exposition Center (OSFEC) recognizes the importance of media coverage in promoting our events, non OSFEC produced events and activities. This media policy is established to ensure fair and equitable access for all media representatives while maintaining the safety and integrity of our events and facilities.

**Media Representative Definition:** Individuals or organizations engaged in the dissemination of news and information, including but not limited to journalists, reporters, photographers, videographers, and bloggers.

**Licensee Events:**

OSFEC often leases their facilities for non OSFEC produced events. The Event Lessor have their own policies and procedures separate from OSFEC that must be followed. Media representatives should contact the event producer prior to covering a public event to learn their media protocol. This information can be found at [oregonstateexpo.org](http://oregonstateexpo.org).

**Media Access:**

- Reporters and media personnel must request accreditation from the OSFEC media relations department or Event Lessor in advance of the event.
- Accreditation will be granted at the discretion of the OSFEC staff or Event Lessor.
- These credentials must be prominently displayed at all times while on the fairgrounds.

**Conduct and Professionalism:** Media representatives are expected to conduct themselves professionally at all times. This includes respecting fairgoers, exhibitors, staff, event attendees and fellow media representatives. Any disruptive or unethical behavior may result in the revocation of media credentials.

- Strive for accuracy and fairness in their reporting. OSFEC reserves the right to correct any inaccuracies reported about our events or facilities.
- Respect the privacy and rights of event attendees, participants, and staff.
- Do not disrupt event activities and follow instructions from staff and security personnel.

**Video and Photography:** Photography and video are allowed within designated areas unless otherwise specified or directed by Event Lessor.

- Special access may be required for specific areas or sessions; obtain necessary permissions in advance.
- Respect copyright and intellectual property rights of others.
- Commercial photography, videography, or filming is prohibited without prior written consent from OSFEC or Event Lessor.



#### **Interviews:**

- Prior to conducting interviews, reporters should seek permission from individuals or organizations they wish to interview.
- Ensure that interviews do not impede the flow of event activities.

#### **Safety and Security:**

- Media representatives must adhere to OSFEC's or Event Lessor's security protocols. Follow the instructions of security personnel and cooperate during security checks.
- Do not obstruct emergency exits, fire lanes, or restricted areas.

#### **Equipment and Gear:**

- Reporters are responsible for their own equipment and gear.
- Ensure that equipment does not pose a safety hazard or disrupt event activities.

#### **Social Media and Online Content:**

- When posting content related to the event on social media, use official event tags @OregonStateFair and hashtags #OregonStateFair and #OregonStateExpo, and mention the Oregon State Fair and Exposition Center where appropriate.
- Do not share sensitive or confidential information without authorization.

#### **Non-Compliance:**

- Violations of this media policy may result in the revocation of accreditation and removal from the events.
- Legal action may be taken if applicable laws are violated.

#### **Media Relations Contacts:**

For media inquiries and accreditation requests, please contact:

- Exposition Center Events: Danette Ficken - [dficken@oregonstatefair.org](mailto:dficken@oregonstatefair.org)
- Oregon State Fair: Kimberly Jacobsen - [media@oregonstatefair.org](mailto:media@oregonstatefair.org)

**The Oregon State Fair and Exposition Center reserves the right to amend this media policy as needed. Reporters will be informed of any changes in advance.**

**By participating in our events, reporters and media personnel agree to abide by this media policy.**



## PUBLIC RECORDS REQUESTS

### Making a Public Records Request

A request for public records that are maintained by the State Fair Council may be made by submitting a written request to:

Kim Grewe-Powell  
Oregon State Fair and Exposition Center  
2330 17th Street NE  
Salem, OR 97301  
[KGrewe-Powell@OregonStateFair.org](mailto:KGrewe-Powell@OregonStateFair.org)  
971-701-6566

The request may be submitted in person, by mail, or by email.

At a minimum, requests must include: (1) the name and contact information of the person requesting the public record; (2) the date of the request; and (3) a detailed description of the record(s) requested to allow the State Fair Council to search for and identify responsive records.

### Fees

The State Fair Council may charge fees reasonably calculated to reimburse the State Fair Council for the actual cost of making public records available. Actual costs include those associated with summarizing, compiling, or tailoring public records, either in organization or media, to fulfill the request. Fees may also include those associated with the cost of time spent by an attorney for the State Fair Council to review records, redact materials, or segregate the public records into exempt and nonexempt records.

If a fee estimate exceeds \$25.00, the State Fair Council will first provide the requester with a written estimate. If the requester desires the request to be completed, the State Fair Council will require prepayment of its estimated charges before taking further action on a request. If the requester fails to pay the estimated charges within 60 days of the date on which the State Fair Council informed the requester of the estimated charges, the State Fair Council shall close the request. Any overpayment of estimated charges will be refunded promptly.





### Calculation of Fees

The State Fair Council calculates fees for responding to public records requests in the following manner:

- No charge to a requester for the first 30 minutes of staff time. After 30 minutes of staff time, actual staff fees that include researching, locating, compiling, editing, or otherwise processing information and records;
- Multiple requests from the same requester will be charged after exceeding 30 minutes of staff time devoted to responding to any request.
- Fees for staff time may include but are not limited to:
  - Clerical tasks: \$35.00 hour
  - Administrative tasks: \$75.00 hour
- Photocopies of public records - \$0.20/page
- Postage and media – Actual costs incurred by the State Fair Council
- Actual attorney fees charged to the State Fair Council for the cost of time spent by an attorney in reviewing public records, redacting material from the public records, and/or segregating the public records into exempt and nonexempt record