



# FAIR BOARD WORK SESSION & PUBLIC ROUND TABLE MEETING MINUTES

Monday, November 13, 2023

Clatsop County Fair & Expo (Exhibit Hall), 92937 Walluski Loop, Astoria, OR 97103

## FAIR BOARD MEMBERS

Kallie Linder, Chair

Brittany Israel, Vice Chair

Matt Bellingham

Sarah Finn - Absent

Mallory Litehiser - via Zoom

## WORK SESSION 5:00 PM

### 2023 OFA (Oregon Fairs Association) Annual Convention Debrief

*2024 OFA Convention dates will possibly be the 3<sup>rd</sup> week of October (dates not published yet)*

#### **April Bellingham**

- Marketing/Social media takeaways: Competitions and giveaways, have a photographer at the Fair with a shot list, live weather report from the Fair. Pair-up with a radio station to have callers win tickets to concert/Fair. Sell Fair merchandise.
- Everyday Ag. (Wyoming State Fair) <https://wystatefair.com/state-fair/everyday-ag/> An education program aimed at patrons of all ages, abilities, and backgrounds with the equal opportunity to learn about the way agriculture impacts our daily lives. This program was created to be editable by others in the industry.
  - QR codes at each station with more information. Have different community members read Everyday Ag content or create YouTube videos that link to the QR codes.
  - Scavenger hunt with stickers, which includes the Community Competitions area.
  - Suggestion to Fair Board to go into the schools to get kids excited about Fair using this resource (months before Fair) and give kids coupons (example: ice cream at the Chicken Coop).

#### **Matt Bellingham**

- Fire Marshalls are starting to crack down on Fairground safety.
- Push for document sharing. Fair professionals are willing to share resources.
- Fairs are doing less marketing with radio stations and going more with digital marketing.
- Hire a photographer/videographer to take photos and video during the Fair to use for future marketing/advertising.
- Meeting with Eric, Romeo Entertainment. Stated that our area is the most difficult in the country due to our remote location and the busiest time of year to book acts.

- Keynote presenter takeaways:
  - County Fair is to serve our community but the County Fair also needs to produce revenue so we can keep putting on the Fair. Revenue sources comes from: ticket sales, merchandise (hats, shirts – don't want to compete with our vendors), and food & drink/alcohol sales.
  - What does our blueprint say about us? Signage and maps are important (locations for food, water, restrooms, first aid, etc.)
  - First Responders at the Fair includes the Fair team and this team needs to be easy to identify/spot in a crowd.
- Commercial vendors: we're never going to be able to please everyone. Set deadline for returning vendors for initial placement consideration. Have a vendor manual and have vendors complete the application and sign-off on reading the vendor manual. Quality over quantity – not have multiple vendors selling the same thing. Have vendor rules on our website. Nonprofits pay the same rate as everyone else for a vendor booth space. Gives them the opportunity to seek out a sponsor to help pay for a booth space. If a vendor creeps outside of the vendor footprint they paid for, they need to pay for that additional footage. Have a vendor parking area so they are not competing for space. Driving on the Fairgrounds during Fair was not permitted by other Fairs. Any restocking needs to be done before Fair opens (include this in the vendor rules and regulations). Don't put up with rude vendors.
- Marketing: Have contests and giveaways throughout the year. Have relevant information pinned to the top of the Facebook page. Fair Board encouraged to share, like, and engage with Fair & Expo Facebook page. Include marketing for our Spanish speaking community.
- Country music is not doing we as it used to. Rock and pop music is doing very well at other Fairs.
- Board Governance: Understanding Robert's Rules of Order.
- Strategic Plan: Does the strategic plan meet the mission and vision? Does the mission and vision need to be updated?
- Eventeny: Event planning platform that can be used for vendor applications, 4-H camping forms, invoicing, receipts, etc. Worth looking into.
- Spoke with Pat Davis, owner/operator of Davis Rides/Davis Entertainment. Provided Mike Silverton's contact information who has some rides available and may be a good contact to get some small rides (probably for ages 12 & under). Heard from other carnival vendors who suggested to move our dates. Move Fair two weeks later or one week earlier

#### **Kristen Klein**

- The Fair community is a sharing culture willing to share resources, successes, failures, and insight.
- Valuable conversations and relationship building took place outside of the sessions and during networking time. Currently continuing conversations with Fair professionals met during the convention.
- Introduced to Eventeny technology, which looks like it can streamline our processes and make them more professional – get away from paper and manual entry.
- Create a vendor acceptance process that is not an agreement/automatic in to the Fair. There needs to be an application completed by the vendor first and review process.
- Create Vendor Rules and Regulations so that we have backing and support by a document and so the vendor clearly understands our rules and expectations. Have vendors sign-off on the vendor application that they have read the Vendor Rules & Regulations.
- A common challenge heard among other Fairs is volunteer recruitment. Important in our roles

to be out in our community throughout the year, to build relationships, and to get people excited and educated about Fair so when it's time to call for volunteers we have individuals/groups that want to help. Wyoming State Fair provided some good examples of engaging volunteers throughout the year.

- Cognito Forms – free online form creator. Already started working with this platform.

### **Kyle Sharpsteen**

- Had conversations and gathering resources on how to run the Fairgrounds: rentals, policies, rules, security, how other Fairgrounds are running their properties.
- Talking with Klamath County Fairgrounds who were in a similar situation as ours with everything on paper and moved to online/electronic platforms.
- Need to set peoples' expectations that there are going to be deadlines and they need to follow them. It takes too much staff time to accept late camping forms – especially the day of the Fair.
- Optimistic with the OFA Team that are trying to make the convention better year after year and we can help with that.
- Spoke with multiple carnival vendors that said our Fair week is too busy. Was advised to move our Fair two weeks later or one week earlier.
- Keynote speaker gave a presentation on providing for our disabled community. It's more than compliance, it's about our community. The presenter offered to speak with any of us.
- "Alphabet Soup" panel from all of the Fair organizations, WFA, OFA, OFEA, etc. International Association of Fairs & Expos offers certification classes, seminars, and resources that are available online. We are a member and can access these resources. We are also members of the chambers and are making an effort to participate in the groups we are members of.

### **Committee Assignments**

- Seeking the help from the community to participate on Fair Planning Committees on topics such as:
  - Parking, Concert, Advertising/Marketing, Vendors, Security/Emergency Response, Volunteers, Community Competitions, and Non-Music Entertainment.
- Fair Board members in attendance assigned each other to committees and combined committee topics. Tentative committee assignments (no more than 2 Fair Board Members per committee):
  - Concert Committee: M. Bellingham and B. Israel
  - Advertising/Marketing: S. Finn and K. Linder
  - Vendors and Sponsorships: S. Finn and M. Litehiser
  - Security: M. Bellingham and B. Israel
  - Community Competitions: K. Sharpsteen to reach out to Katrina Gasser
  - Non-Music Entertainment & Volunteers: K. Linder
- Individuals in attendance invited to be involved with a committee(s). Fair Board reaching out to specific individuals who play key roles during Fair to be involved.

### **2024 Fair Planning Kick-Off**

*(Audio recording was difficult to hear at times. Voices further away from the microphone did not pick-up very well)*

- 4-H office location in warehouse and restroom worked well this year.
- Judging in the Dairy Barn was difficult to hear when the "People Mover" drove by.

- Consider having some vendors booth spaces indoors (Exhibit Hall). Work with Sandra Carlson to layout some booth space along the back wall. S. Carlson needs this space along the wall until mid-day Monday before Fair.
- “People Mover” – need to keep people safe and from jumping off and jumping on. There were zero accidents this year. Provide more clarity of what is expected of the drivers. Possible suggestions: a chain, camera, or PA system. Issues from vendors with dropping-off people at the Dairy Barn and bypassing the vendors. The cover is currently is torn. Suggestion to refresh the “People Mover” with paint and include the Fair Logo on it.
- Create and provide a volunteer description of roles and expectations.
- 4-H leader asked S. Carlson about having another conversation about using their personal side-by-side during next year’s Fair. K. Linder responded that if a side-by-side is allowed for one person then everyone is going to want to use theirs too. M. Bellingham reiterated that unless there is a legitimate Fair-related need like 4-H leadership moving trophies then there is not a need for a third-party to have their side-by-side on the property during Fair.
- Idea shared to include a livestock category in Community Competitions (Open Class) after the Fair (Sunday or Monday) – the pens will already be set-up.
- Suggestion shared to have a live feed of the auction/shows in Indoor Arena playing in the Exhibit Hall, Lobby, and Beer Garden. K. Sharpsteen to reach out to the county’s IT department to see what it would take to do this.
- Request made to provide upper area parking for the photographer taking photos of market animals. K. Sharpsteen replied with needing to know when the photographer will be onsite so the photographer can receive gate access and a parking pass.
- Many people left after the auction on Saturday night and the Fair shut down too early – vendors closed down early. Working on a draw to keep people onsite.
- Feedback shared that the hired TEAMS crew kept the bathrooms very clean this year.
- K. Sharpsteen suggested to have another Fair Planning meeting in January.
- M. Bellingham suggested to post the next Fair Planning meeting on Facebook.
- K. Sharpsteen to reach out to the newly created Fair Planning Committees to get initial meetings scheduled.

**Adjournment at 7:10 pm**

Approved By: \_\_\_\_\_

