

FAIR BOARD REGULAR MEETING
April 5th, 2018
Lane Events Center, Meeting Room #2, 7:30 am

Thwing	Harris	Cosio	Deedon	Speer
Present	Present	Absent	Present	Present

Others Present:

Corey Buller – Division Manager/Fair Director, Lane Events Center
 Rachel Bivens – Marketing Manager/Assistant Fair Manager, Lane Events Center
 Layne Pendleton – Office Assistant, Lane Events Center
 Gary Williams – Lane County Commissioner
 Dan Hurley – Interim Public Works Director

1. ITEMS FROM THE COMMUNITY:

None

2. ANNOUNCEMENTS:

Staff thanked Sid Voorhees, honorary Fair board member, for his efforts in helping Lane Events Center secure the Relief Nursery banquet event. Staff informed board that 4-H regions are shifting and John Panches, 4-H Regional Administrator, will no longer be the head of our region as of July 1, 2018; Emily Anderson, 4-H Program Manager, elaborated that our county has moved north and 4-H is in the hiring process now.

ACTIONS/DIRECTIONS:

None.

3. APPROVAL OF MINUTES – March 1st 2018

MOTION: René Speer		COMMENTS: René Speer moved to approve the March 1 st minutes as written. Jack Harris seconds. No discussion. Randy Thwing Abstained. All in favor.
SECOND: Jack Harris		
VOTE		
Name	Vote	
Randy Thwing	Abstained	
Jack Harris	Yes	
Sascha Cosio	Absent	
Brett Deedon	Yes	
René Speer	Yes	

4. MARKETING UPDATE:

Staff informed board that marketing efforts are plugging along; the media plan has been built and bought, and it is currently in the creative phase. Staff informed board there will be changes this year, including: an increase in smaller poster billboards and a decrease in larger billboards; more smaller print ads and less larger print ads; an increase in digital ads and banner ads; and an increase in transit ads. The Marketing plan will also include Pandora, radio and TV ads. Discussion surrounding the positive and negative attributes of these changes. The goal of this plan is to increase the frequency in which ads are seen and heard. These mediums have either already begun to be implemented or will be in mid-June/July. Staff is optimistic about this new plan and is excited about its long-term benefits. Staff also announced that concert tickets will go on sale May 1 online.

ACTIONS/DIRECTIONS:

None.

5. GROUNDS ENTERTAINMENT LINEUP:

Staff informed board of the onsite grounds entertainment for the Fair.

Returning acts will be:

- Fritter Critters – fuzzy, friendly and fun strolling characters
- Washboard Willy – one-man band
- All Alaskan Racing Pigs and Children’s Tractor Pull
- FMX – similar act, but a different group
- Storyville – stationary children’s area; same group that put on Barnyard Adventures, but with a different theme

New acts will be:

- Steve Chaney & Corny Crow – ventriloquist
- Alex Zerbe – physical comedy show
- Professor Smart – science themed comedy show
- Coventry & Kaluza – physical comedy show

Also returning is Toddler Zone, an area for toddlers, infants, and their families to relax. Staff also informed board that the Community Stage is returning and is in the middle of programming; it is already almost full.

ACTIONS/DIRECTIONS:

None.

6. **RECYCLING DISCUSSION:**

Discussion surrounding current Fair recycling measures and goals for the upcoming Fair. For the last several years, the Fair has been able to recycle 72%-76% of its waste. Board and staff decided to have a goal of increasing this number to 80%. Discussion regarding challenges and ideas to reach this goal.

ACTION/DIRECTION:

Staff will work with Lane County Waste Management, Master Recyclers, and Sanipac to make improvements to reach this new goal.

7. **SPONSORSHIP DISCUSSION:**

Staff reported obtaining sponsorship partners has been difficult this year. Discussion surrounding current sponsors and possible new sponsors to reach out to.

ACTION/DIRECTION:

None.

8. **OTHER:**

- a. Brett Deedon, Fair board member, asked a clarification question regarding exhibitor participation in both Youth Fair and 4-H. Staff and Michelle Banks, Lane County Fair Youth Fair Coordinator, stated as of this year, one animal cannot compete in two shows.

Meeting adjourned.

X_____

Jack Harris, President

MINUTES ARE DRAFT AND SUBJECT TO CHANGE UNTIL APPROVED BY THE FAIR BOARD AT THE NEXT REGULAR SCHEDULED MEETING