

Grant County Fair Board Meeting

MINUTES

March 12, 2018 6:00 pm

Keerins Hall North Room

Meeting was called to order at 6:00 by - President-Luke Moore

Board of Directors present: Donna Palmer, M.T. Anderson, Jonna Bishop, John Girvin, Shanna Northway

Absent: Jake Taylor

Fair Board Manager present: Mindy Winegar

Guests: Shaun Hart, Kim Kell, Courtney Montague

Additions or Changes to the Agenda:

Approval of Minutes: M.T./Shanna Approved minutes as presented

Financials- M/S Donna/John approved as presented

Correspondence: Shaun Hart presented the fair board with a printout that is attached. Shaun understands that we are wanting to publish the fair guide in house. Shaun states that doing it in house guarantees us \$1000's in expenses 100's of hours in labor, Legal risks, and challenges in distribution. Shaun says if we stay with the BME we can keep it status quo. No expense, no liability they will distribute. Shaun explained their role in the fair guide. They sale the ads take care of the prepress, get it printed and distributed. He states it may be difficult for us to run a successful ad campaign, build the ads and do the distribution. Problems with self-publishing. If we sell ads in the book the paper is not able to do the distribution. He says that is 2000 homes that would not get the fair guide. He is also concerned that the people who by in the fair guide will not want to put an ad in the newspaper and then they will not be able to do as much coverage at the fair he states if we take it on ourselves and they do not have ad sales they we will lose additional promotion of the fair. He says that even though other counties have pulled this off he does not feel as if we can do to demographics. Shaun says that we are developing a publishing company. He states that it is a public sector competing with a private sector. He says the Eagle has been printing this for 30 years for the fair and would like to continue to do so. With the Eagle doing the fair guide it is there way of supporting the fair at no risk and no cost to the fair. If we go back to the Eagle they would consider doing a profit sharing. They are still willing to take it over this year. Kim says she could pull it off but it would be hard. Shaun would like us to get a quote from the Eagles print service. Kim says that they would have come to the fair board earlier if they would have known sooner. Mindy stated that we did discuss it in August and it is in the written minutes it did not get typed in. She also apologized for not sending a formal letter. Shanna asked the paper what kind of profit they had with printing the guide. Kim said it depended year to year on the sales. Kim said she could get some figures to us. She would need to add the graphic designers into it which she believes is 90 hours. Mindy said she wanted the paper to know that the fairgrounds is not on the tax roll. The fairgrounds receives 56K from the state of Oregon Lottery and 25K from the Grant County Lottery funds. Shanna told the Eagle that one of our problems is when we go out seeking sponsorship people will say "well we bought an ad in the fair guide" our sponsors believe they are sponsoring the fair. Kim states she has the same problem getting ad sold. Jonna said as a business owner it has been confusing. That she always felt that profit went back to the fairgrounds. Jonna told the Eagle she realizes it is a big hit to their budget. Shanna said she does not believe the distribution will be a factor. That so many pick up at the fairgrounds and the extension office. She is afraid the ones that go in the paper if they are not an exhibitor those just go to the garbage. Shanna also explained that when the fair is trying to run out of the red and we hear how much the Eagle is profiting off the fair guide it is a bit disheartening. Mindy told the Eagle we are one of the last fairs to start printing their own fair guide. Shaun stated that they do Umatilla's with a profit sharing. M.T. let the Eagle know that he has not been happy with the mistakes. Mindy explained we started in October of 2016 and still did not get a proof until the day before it needed to go to print and that usually was during BMW week and summer conference for the Extension office. Mindy also let them know that one of their employees said "no one really reads this anyways" Shanna told them we ask for different font and things lined up and we are told we can't make it happen. We need to proof it weeks before print. Shaun commits that those situations would not happen in the future. Shaun proposed that the Eagle sell both the sponsorship and ads for us. Shanna explained that we have a good relationship with our sponsors and that sponsorship has grown over the last few years. Mindy asked what kind of profit sharing they are talking about in the future. Shaun said 20% after all expenses. Courtney asked how much time they would spend covering the fair and they said if they do not sell the ads they will not be able print as much. Luke says that in the future we will look into doing business with the Eagle.

Shanna said we have a lot to think about. Kim said fair is one of her favorite sells. M.T. asked about legal risks. Shaun explained about trademarks, copy rights and peoples pictures. Courtney asked if the fair and the Eagle thank each other. Shanna said that she feels the relationship is good. Mindy and Kim both said they have a good relationship. Shaun said they still support the fair. Kim says she believes ads would be down if she takes it back. Jonna said that Mindy may add to it.

4H-FFA: Weighed in 28 Steers. All the judges are lined up.

Fair and Rodeo Court:

Rodeo: Claude Rickman came in at \$6,500 for the Rodeo August 10-11, 2018 Bain Broncs \$14,000 without an announcer. **M/S Shanna/Donna** to accept Lazy H august 10-11,2018

Katie Johnson: We will offer the facility to Katie Johnson \$1000. Mindy will email.

Fair Pricing: M/S Shanna/Donna to approve admission prices for fair general \$5 seniors \$2(65 & over) 5 and under free.

M/S/P Donna/Jonna to adjourn meeting

Meeting was adjourned at 7:42 by Luke Moore