

## OREGON COUNTRY FAIR BOARD OF DIRECTORS MEETING, JANUARY 25, 1999

PRESENT: Charlie Zennache, Michele Sharpy, Tom Alexander, Brad Lerch, Jack Makarchek, Marlene Monette-Showker, Jim Sahr and Doug Carnie & Etienne Smith (alternates).

NOT: David Liberty, Jim Newhall and Palmer Parker. (Palmer sent word that he was still recovering from oral surgery.)

Note: Due to limited space and trying to fit the minutes of two Board meetings in one issue of the Fair Family News the record of the discussions will be less than usual and will not include comments that do not address the specific motion. Copies of the budget are available at the Fair office.

## REVENUE INCREASES

Charlie moved, and Jack seconded, the BoD increase all paid parking to \$5.00 per vehicle. Additionally, the fifty cent Fastixx fee per admission ticket will be passed on to the customer. Background: The \$5 charge for paid parking will apply to everyone: patrons and those with worker day passes. Thus, the cost is borne by all. Projected additional income is \$40,000.

By not absorbing the Fastixx fee the Fair will save \$2,050.

Member Input: David Helton (Registration Co-coordinator) stated that after soliciting vendor opinion on fee increases, he has received little opposition. Many crafters are against paid parking and advance ticket sales. They think that paid parking is an additional tax to come to our event and means less money to spend on the inside.

BoD Discussion: Michele argued that advance ticket purchases are operationally necessary to implement the no drug and alcohol policy. This has eliminated the parking lot parties where folks came with no intention of ever coming inside the Fair. We have reclaimed our land. The motion passed: 9 in favor and 0 opposed.

Jim S moved, and Marlene seconded, the BoD 1) increase vendor camping passes by \$5 (increased revenue projection equals approximately \$13,200. 2) \$5 worker day passes will be limited to 1/2 the number of adult passes. Additional worker day passes may be purchased for \$10. This will generate \$1,830. 3) All cars parked off-site will be charged \$10. Increased revenue projection: \$5,000. Total revenue increase from this motion equals approximately \$20,000. Attendance is conservatively projected at 13,000/15,000/13,000 for Friday, Saturday and Sunday respectively.

Member Input: Both Treasurers prefer the \$10 camping fee increase rather than \$5. We can use the additional revenue especially as we are still running a very tight budget. Even this \$5 or \$10 increase will not solve the Fair's financial questions. Expenses have increased tremendously and we are closer than ever to operating at a break even point. Financial Planning and the Budget Committee also asked crews to cut costs by two percent for two years and hold back on any big projects. Thus, the financial responsibility rests among staff as well as booths. We still don't know what unexpected capital projects will arise once the floods subside. Although a \$5 increase may be sufficient this year, will we be required to raise booth fees again next year? The last booth fee increase was four years ago in 1995. Fiora Starchild (Booth rep) stated that this will be a big increase for many vendors once the fee per pass and off-site vehicle pass are totaled together. What is the Fair doing to increase attendance again. Reduced attendance impacts some vendors negatively. David stated that Fiora's comments are the context for the argument to increase passes by only \$5 not \$10. Leslie wanted to quell the latest rumor that advertising was canceled last year. In fact, the BoD voted to spend more money for advertising in Portland at the July BoD meeting. She believes the fundamental reason attendance was down is people realized in 1997, we were serious about enforcing the no drugs or alcohol policy. It's time to build a new patron base.

BoD Discussion: Jack thinks these motions are a band aid solution at best. Instead the Fair must consider the costs of renewal so that we may truly become a family event for the patrons as well as taking care of our own family. We will need more services, more passes to include our ever growing, multi-generational family.

The motion failed: 3 in favor, 5 opposed (Charlie, Michele, Brad, Doug, Marlene) and 1 abstention (Etienne).

Charlie moved, and Michele seconded, the BoD 1) increase vendor fees by \$10 per pass and 2) worker day passes purchased over the basic booth fee baseline (four at \$5 each) will cost \$10 each. (A friendly amendment later deleted the off-site parking fee.)

Peach Gallery: Fiora responded to comments that vendor fees at the Fair are low compared to other fees. The highest fee they pay for the most conservative street fair is \$300. David calculated that this package (including the off-site parking fee) would generate \$34,830 which is \$10,000 more than the total proposed increase. Each booth receives eight camping passes and four worker day passes at \$5 each. The booth may purchase more worker day passes. The implication is greater for food booths which use more worker day passes. He proposes the Fair use the extra revenue to address some of the concerns patrons have such as having more buses run more frequently to and from the Fair. Have ambient entertainment at Autzen and/or on the buses.

BoD Discussion: Doug expressed concern that the Booth rep may try to pass off all additional costs to other booth members. The expense may not be shared equally. He suggested dropping the off site fee as a gesture of good will. Charlie's friendly amendment to drop the off site parking fee was accepted by Michele as the second. Tom noted that the reality is as internal growth increases, our need for more staff and services also increases.  
The motion passed: 8 in favor and 1 opposed (Tom).

#### CREW BUDGETS

Jack moved, and Michele seconded, the BoD accept the Crew Budgets as presented for a total of \$333,120.00. Specific crews, i.e., Recycling and Admissions may be amended at a later date.

Peach Gallery: Leslie thanked the crews again that worked very hard to achieve a four percent decrease in budget expenses over the past two years. She also thanked the crews that gave up staff and their accompanying t-shirts and food vouchers: Traffic, WhiteBird, Admissions, and Lot Crew. Also, many crew coordinators did not turn in their receipts for coordinator expense reimbursement. Hilary said she would appreciate BoD involvement with the discussion with Recycling.

The motion passed: 9 in favor and 0 opposed.

#### BOARD OF DIRECTORS BUDGET

Charlie moved, and Michele seconded the Board approve the Board Budget as presented for a total of \$57,540.00.

Peach Gallery: norma questioned whether funds for the second BoD retreat will come from the Orientation line item. Does the BoD want to increase this line item? Marlene questioned whether Law Reform should actually budget \$6,000 given their low expenses last year. She is concerned that they have such a high budget without any BoD oversight. (Note: the 1998 BoD approved \$6500 for law reform in response to many members' interests in "Obey the law; change the law." Only \$500 was spent and the plan is to roll the remaining \$6000 over into the 1999 budget.) Jack stated that Law Reform, like Public Relations, needs to have expenses approved by the Board. (Note this is contrary to statements in past meetings ---check for passage in past minutes-- tho I know I've heard it in at least one prior meeting whether it is recorded is another matter.) Tom stated that people will believe an editorial (public relations) more than they will an advertisement. Either way, he prefers it be moved from the BoD budget to another budget home. Leslie clarified that the PR budget could move to the Advertising Crew expenses. However, it remains a negotiated contract.

The motion passed: 9 in favor and 0 opposed.

#### GENERAL MANAGER'S BUDGET

Jack moved, and Charlie seconded, the Board approve the General Manager's Budget for a total of \$308,655.00.

Background: \$1000 was added to the Best Pots line item for a total of \$7,000. The soda line item for \$5,000 was moved to Crew Services. This new budget, also, more accurately represents the food vouchers that are given out by the GM. Leslie clarified that the Contractors line item refers to security for the Far Side and Autzen Stadium and for the BUMs.

BoD Discussion: Marlene expressed surprise that some folks seem to get more than others.

Everyone should cut back. Jack disagreed. Some people have considerably more responsibility than others. It is not just a volunteer event. Much of this discussion harkens back to the days of per diem which has since been eliminated. This topic needs a broader forum and is not part of tonight's current budget approval agenda. Doug appreciated Leslie's line item detail. Brad believes some of the event wages should be increased to time and a half, i.e., the kitchen cook. It's a volunteer event, but, if the kitchen volunteer does not show up it is the cook who fills in so the volunteers may be fed.

#### SITE MANAGER'S BUDGET

Charlie moved, and Jim seconded, the Board approve the Site Manager's Budget for a total of \$25,500.00.

Peach Gallery: Steve W said that when he was on the BoD (891-195) and voting on budgets he felt that they weren't budgeting for the full cost of managing the site. Since he's been the Site Manager, he's had to reduce his budget 2% each year. He added that he's doing more with less and less. He hopes to present his successor (whenever that may be) with a budget that truly reflects such expenses. Charles Drew (Construction) reminded the BoD about the prior discussion during the work session about experimenting with road oil and dust control on specific parts of roads. Part of the issue is that magnesium sulfate is no longer available. Even the Forest Service uses petroleum again for dust control. Steve W said he'd work with Palmer. This may mean the Fair needs more qualified Peach truck drivers and possibly another truck. One alternative is to reduce the amount of road oiled but water more. The motion passed: 9 in favor and 0 opposed.

#### ADMINISTRATIVE ASSISTANT'S BUDGET

Charlie moved, and Jim seconded, the Board approve the Administrative Assistant's Budget for a total of \$13,200.00.

The motion passed: 9 in favor and 0 opposed.

#### FOOD VOUCHER VALUE & SOP AVAILABILITY INCREASE CONCURRENTLY

Jack moved, and Michele seconded, the BoD approve a fifty cent increase in the value of a food voucher which will be paid for by the sale of an additional 500 Significant Other Passes.

Peach Gallery: Steve W noted that while this motion is revenue neutral it is not site neutral. Hilary said it is not even expense neutral. Added population means more shitters, more crew services, etc. However, the graphic for a \$3 food voucher on our 30th Anniversary could be very cool! David Helton added that an increased supply of SOPs should be available to vendors as well. Leslie said she understands the impulse of Jack's motion, but, it is a very complex issue with many ramifications. Fiora noted that an increase in food voucher value would help the vendors (food and craft) as well.

Brad moved, and Michele seconded, to table this motion as we were being asked to leave. We had overstayed our time by half an hour and it was time to close up the building!

The motion passed: 9 in favor and 0 opposed.