



UMATILLA COUNTY FAIR BOARD OF DIRECTORS

DRAFT Meeting Minutes

6:15 PM, Wed., April 16th, 2025 @ Fair Building Conference Room
1740 E. Airport Rd., Hermiston, OR

1. **Call to Order & Introductions:** Chairman Steve Wallace, Vice Chair (VC) John Eckhardt, Directors Kelly Burke, Micheal Hampton, Doug Bennett, Mike Cutburth, Board-Elects, Milo Weaver & Jose Garcia, & Board Secretary, Jennifer Sceva in attendance.
Absent –Director Robbie Curry, Commissioner Liaison Dan Dorran, Temp Administrative Aide-Jennifer Rowden
Public –4-H Director - Courtney Waliser, Sales Superintendent – Marie Linnell, & member of public – Tonya Koehler
Meeting was called to order by Chairman Wallace at 6:15pm. Video recording started.
2. **Approval of Agenda (Action):** M/S by Directors Bennett & Hampton to approve to agenda. VC Eckhardt, Directors Burke, Hampton, Bennett, & Cutburth in favor. Motion carried unanimously.
3. **Approval of Financials (Action):** M/S by Director Burke & VC Eckhardt to table the approval of the March 2025 Financials until Board-Elect Weaver arrives. VC Eckhardt, Directors Burke, Hampton, Bennett, & Cutburth in favor. Motion carried unanimously.
4. **Approval of Minutes (Action):** M/S by VC Eckhardt & Director Bennett to approve the 3/12/25 meeting minutes. VC Eckhardt, Directors Burke, Hampton, Bennett, & Cutburth in favor. Motion carried unanimously.
5. **Public input:** Courtney Waliser introduced herself. Marie L. requested board approval to sell the old beef scale and for the funds to go back to the sale committee. Chairman Wallace advised that Jennifer S. will look into whether the scale is considered a county asset in order to be able to approve the sale. Anything from the old fair grounds is considered 50/50 possession with the county and the City of Hermiston. Director Burke discussed keeping the scale and offering periodic unofficial weigh-in dates for kids to monitor rates of gain and progress of animals. Marie discussed concern of risking disease transmission and animals getting loose with temporary panels. Chairman Wallace felt disease transmission would be less likely than using scale at EOTEC because Fair Board would manage disinfection protocols since they'd be the only ones to use the scale. Chairman Wallace also reported that NW Farm Supply is interested in sponsoring the certification of the scale at the EOTEC site. Marie L. also reported that MF is interested in the old head catch that UCF no longer uses. Jennifer S. to also look into if Board is able to approve selling/giving this away.
6. **Commissioner Liaison Update:** Commissioner Dorran not present. No update given.
7. **Fair Office Report:** Jennifer S. presented handout with what the office is currently working on. Discussed Papa Murphy's quote to cook pizzas on site for volunteers at Set-up Day, July 26th. Board requested 3 total bids for food at this event for 250 volunteers.
8. **New Business-Action/Consensus Items:**
 - a) **Goat Judge/Animal Show Schedule (Action):** Director Hampton explained that in the past the market sheep judge has judged the market goats because the goat judge typically is only qualified in dairy goats, however, the current goat judge is also qualified to judge market goats. Director Hampton has requested the approval of allowing the goat judge to judge a 3rd day to judge the market goats. This would have a financial impact of an additional \$250 (per day) for the goat judge. **M/S by Director Bennett and VC Eckhardt to approve the goat judge to judge market goats and extend judging by an additional day as long as they are certified to do so. VC Eckhardt, Directors Burke, Hampton, Bennett, & Cutburth in favor. Motion carried**

unanimously.

- b) **Dairy Judge (Action):** Director Hampton reported that last year we hired a judge specifically for dairy cattle vs. having the beef cattle person judge dairy as the year prior they were not qualified to do so. A request has been made to be able to hire a separate dairy cattle judge again this year. No additional financial impact as dairy judge was hired last year. **M/S by VC Eckhardt and Director Bennett to approve hiring a dairy cattle judge for 2025. VC Eckhardt, Directors Burke, Hampton, Bennett, & Cutburth in favor. Motion carried unanimously.**
- c) **Early Bird Ticket Sales (Action):** Jennifer S. presented the opportunity to start selling admission tickets with an early bird discount may 1st – 31st then increasing to regular prices June 1st. Ideas include 20% Off or a BOGO Promo Code. Financial impact of discount versus increased revenue of higher pre-sale ticket sales in May unknown because we haven't offered an early bird ticket sale before. Board discussed plans to market early bird ticket sale. Marketing Committee previously discussed focusing marketing on social media ads for the remaining fiscal year. VC Eckhardt emphasized the need for a marketing director on board. **M/S by VC Eckhardt and Director Bennett to offer 20% off admission tickets during month of May. Marketing committee to decide on how it will be marketed. VC Eckhardt, Directors Burke, Hampton, Bennett, & Cutburth in favor. Motion carried unanimously.**
- d) **Exhibitor's Guide Printing (Action):** Jennifer S. presented quotes from Master Printers & American Printing for the printing/design of the 2025 UCF Exhibitors Guide. Discussion was centered around the need for a 3rd bid. **M/S by Directors Hampton & Burke to table decision until Jennifer S. is able to present a 3rd bid. VC Eckhardt, Directors Burke, Hampton, Bennett, & Cutburth in favor. Motion carried unanimously.**
- e) **Rascal Rodeo Contract (Action):** Jennifer S. presented the proposed contract submitted by Rascal Rodeo for 2025. Board would like Jennifer S. to verify that the fee is covered by donations, find out why they are requesting additional time in the arena, and ask if Director Burke is sufficient as medical personnel on site during the event. **M/S by Director Burke & VC Eckhardt to table to approval of the 2025 contract until Jennifer S. can follow up on discussed items. VC Eckhardt, Directors Burke, Hampton, Bennett, & Cutburth in favor. Motion carried unanimously.**
- f) **NW Events & Marketing Contract (Action):** Jennifer S. presented the proposed 2025 contract from NW Events & Marketing. Terms are the same as last year, but they are requested a 2-year agreement. **M/S by VC Eckhardt and Director Hampton to approve the 2025 NW Events & Marketing Contract. VC Eckhardt, Directors Burke, Hampton, Bennett, & Cutburth in favor. Motion carried unanimously.**

9. Old Business-Action/Consensus Items:

- a) **Key Event Services Quote (Action):** Jennifer S. presented the updated quote after speaking with Director Burke and removing the swine show ring tent & the 10x20 tent for K9 Kings (will use one of the existing 20x40 eating area tents) and adding one 10x10 tent for parking and 6 cocktail tables for \$42,646.00 compared to last year's quote of \$39,094.50. VC Eckhardt would like to see last years quotes/invoices and what the \$42,000 in the fair's financials were for the FY25. **M/S by directors Burke & Cutburth to table the approval of the Key Event Services quote until VC Eckhardt has time to review the numbers more closely. VC Eckhardt, Directors Burke, Hampton, Bennett, & Cutburth in favor. Motion carried unanimously.**
- b) **Fundraisers on Fairgrounds during Fair (Action):** Director Hampton proposed a new rule of any fundraisers on the fairgrounds during fair must be pre-approved by a fair board director. **M/S by Directors Burke & Bennett to add this to the UCF general rules. VC Eckhardt, Directors Burke,**

Hampton, Bennett, & Cutburth in favor. Motion carried unanimously.

10. New Business Discussion Items:

- a) **Sherwin-Williams:** Chairman Wallace spoke with George at Sherwin-Williams and they are going to donate paint up to \$5,000. UCF to provide a sponsor sign on the ticket booth. George will contact High Performance Signs to create sign.
- b) **Ukiah Rodeo:** Fair Court has invited Fair Board to join them at the Ukiah Rodeo June 27, 5pm and they will be announced from the stands. Directors Hampton & Cutburth to attend, and tentatively Board-Elect Weaver.
- c) **Financial Analysis:** Board-elect Weaver reviewed financial analysis and explained difficulty of analysis due to FY ending/starting right before the UCF and expenses/revenue for each UCF being on two separate FYs. One idea Weaver came up with is colored beer sale tickets per location sold. This will show movement of people. Discussed expenses on financial report provided by the county that were not approved by the fair board. Discussed certain budget lines, i.e. parade budget line, that should never be in the red because the sponsors amount exceeds expenses for that line. Fair Board questioned where the left-over money is going. **Motion made by VC Eckhardt to approve the March Financials. The motion failed due to lack of second.**
- d) **Vendor Dry Camping:** VC Eckhardt requested input from the rest of the board on continue the location of vendor camping behind the Barley Barn. Consensus was to continue this as long as there is a privacy fence. VC Eckhardt also requested input on the possibility of putting in infrastructure to provide water for dry vendor camping. Director Burke reported there is a fire hydrant in that area that could be utilized with a city meter for the week if a manifold is built. FB discussed getting this approved by EOTEC and potential for putting vendors in Fair Office Parking. VC Eckhardt mentioned a concern of the Fair Office Parking may be a lack of security. VC Eckhardt will look into options for both.
- e) **Open-Class Premium Payout Date/Time Change:** Jennifer S. requested that the open-class premium payout date and/or time be changed from Saturday 10am-2pm & Sunday 8am-12pm to just Sunday or moving Saturday to later in the day. The past 2 years the office has not had enough time to enter all the premiums into software to generate report in time to start Saturday at 10am. Consensus was to move Saturday's time to 2:00pm – 4:00pm.
- f) **Marketing Committee:** Jennifer S. recapped the marketing committee meeting on 4/8/25. Consensus was to decrease spending on radio ads and improve marketing on social media. FB also liked the idea of adding a billboard in Umatilla County and/or Tri-cities area. Chairman Wallace requested that the marketing committee report to the board where the advertising budget is spent on this upcoming FY and how much is allocated to each area of marketing.

11. Old Business Updates/Reports & Info:

- a) **Tractor Pull Location:** Chairman Wallace reported that he spoke to Ken Bonney about moving his youth tractor pull to in front of the main stage allowing for larger area for audience to watch. Ken has concerns about shade and directing people to the location. Chairman Wallace told him we could possibly move his vendor location north to directly across from the main stage entrance so that participants and spectators could easily be directed to the appropriate area. Director Bennett has already spoken to NW Events & Marketing about negotiating the time of sound check on Thursday to accommodate for the event. Board also discussed idea of moving tractor pull to 6pm as they don't feel it would conflict with the VIP hospitality dinner. Chairman Wallace to discuss with Ken Bonney.
- b) **Entertainment:** Director Bennett discussed option of doing entertainment ad creation in house to

save \$3,000 that we spent last year having NW Events & Marketing doing ad creation. Director Bennett also discussed recommendations for Friday's entertainer. FB also discussed in future only holding a main concert Friday night in addition to Latino night on Saturday in order to have a larger budget and get a more well-known act and doing other types of entertainment Wed & Thurs. evenings such as Battle of the Bands, Adult Tractor Pull, Dance, etc.

- c) **Forklift** – Chairman Wallace reported that county has put the purchase of a forklift out to bid after he already gathered 3 estimates. Chairman Wallace & Director Cutburth concerned the county is wasting board's time by gathering information they already went to the work of obtaining and the time of the sales rep. Chairman Wallace was unsure of when the RFPs were mailed out and when to expect a decision from the county.

12. Next Meeting Date & Location: May 21st, 2025 6:15pm @ Fair Building Conference Room, 1740 E. Airport Rd., Hermiston.

13. Adjournment: 8:46pm