



Clallam County Fairgrounds Parks, Fair & Facilities Department

1608 W. 16th Street
Port Angeles, WA 98363

CLALLAM COUNTY FAIR ADVISORY BOARD Minutes of January 12, 2023 Regular Meeting – In Person and Via Zoom

Name	J	F	M	A	M	J	J	A	S	O	N	D	Position
Bekkevar, Megan	X												Secretary, At-Large
Mowbray, Julie	X												Large Animals and FFA
Beckstrom, Teresa	X												Agriculture At-Large
Clark, Bob	-												Grange
Davies, Laurie	X												Horse Groups
Edwards, Don	X												At-Large
Martin, Cheryl	-												Home Arts/Hobbies & Crafts
Johnson, Carol	X												Port Angeles Chamber
Borte, Josh	X												President, City of Port Angeles
Offermann, Barbara	X												Garden Clubs
West, Tara	X												Small Animals
McCarty, Dan	X												Sequim/Dungeness
Greer, Melanie	X												Vice President, Arts/Photography
Wilson, LaDona	-												4-H Homemakers
Winn, George	X												West End

Guests Present:	Sylvia Strohm
Staff Present	Shari Ioffrida, Don Crawford
Call to Order	The meeting was called to order at 6:09 p.m. by Josh Borte.
Quorum	Yes.
Request for Modification / Approval of Minutes	George Winn moved to accept the minutes as presented, Don Edwards seconded. Unanimously approved in vote.
Public Comment on Agenda Items	None.
Committee Reports	1. Advertising: Shari started an advertising plan for 2023 fair. Contacted by Everett Herald "One Tank of Gas" that does advertising on I5 Corridor, ferries, hotels, etc. Laurie will be talking to companies who have brochures on the ferries to get our Fair information into those for the issues going out in the summer.

	Don reached out to BC Fairs association about doing collaboration possibility for advertising. Could possibly open up the door to allowing 4-H kids to show in Canada & vice versa. It could be a great opportunity for kids on both sides. 2. <u>Camping and Parking:</u> None. 3. <u>Hospitality:</u> None. 4. <u>Information Booth:</u> None. 5. <u>Pacific Northwest Junior Livestock Auction:</u> Teresa Beckstrom said they have had election of officers. Set the important dates, including parent meetings and getting started on slaughter arrangements. 6. <u>4-H / WSU Extension:</u> Melanie Greer said enrollment is up to 70, and more who are attending that haven't signed up yet. Dan will have first meeting of the year next week in Forks. Dan McCarty spoke about Fair Entry program. It is an online entry system that also runs 4-H online. Looking at the possibility of using it for enrollment of Fair. There is someone from Pierce County Fair that would be willing to come up and help set up and train people in our county. It is an opportunity to move our entire entry system for the Fair to online. It has the ability of entering ribbons for exhibitors, calculating premium points, cutting premium checks, printing 1099's, etc. Melanie Greer made a motion to adopt the Fair Entry program as the sole entry for the county fair in 2023. Tara West seconded. Discussion: Carol Johnson asked who would be paying for this program. Per Melanie it would cost \$2500/year for the program and the one time cost of \$200 for the hardware. Don Crawford said this could be a huge helper for the efficiency of the Fair and operations during the Fair and utilizing resources elsewhere. Unanimous vote approved. 7. <u>Royalty:</u> Laurie Davies reported that Coronation will be on January 28 at 1pm in the Expo Building. Changed from the previous location of the Home Arts Building.
Special Committee Reports	1. <u>Fair Kitchen:</u> Laurie Davies reported she is working with Cheryl Martin to get a date when they can meet about the Fair Kitchen. They will hopefully have more to say for the next meeting. 2. <u>Rodeo, Entertainment, Beer Garden:</u> Rodeo: George Winn reported that Don Crawford, Ken Billings and Joe Fors met and went through the Rodeo Arena and created a punch list of things that will need to be done before the Fair and long term goals of the arena. Beer Garden: Tara West reported that it is being looked at. They met and discussed the RFP that will be sent out to businesses so they can bid & get back to us and go from there. There will be no Beer Garden at the Demo Derby, as voted on previously.

	Don said that the fee will be \$1500 for the beer garden vendor and a percentage of the proceeds will be put into a separate non-profit fund to benefit the Rodeo Arena and Wilder Stage upgrades that will be needed. Don also said that the Sheriff is on board with the idea completely. Security was also talked about and Don will start working on that in May with the thought of alcohol consumption in mind. Tara West made a motion to amend the motion of the November 2, 2022 meeting to change the wording from Headliner act at the Wilder Stage to Primetime Show at the Wilder Stage. The full motion would now read "to have a beer garden on Friday & Saturday during the rodeo and the Primetime Show at the Wilder Stage." George Winn seconded. Unanimous vote of approval. Exhibitor Guide: Melanie Greer spoke about the changes to the Exhibitors Guide. Major changes include bio security issues that have needed to be changed in the past. Other changes to premium points that Barn Duty & Breed categories that have historically been a problem to make them more fair across the board. We are also looking at separating the Exhibitors Guide. One for the general public to show the information they want to know (entry fees, shows, hours, food, map, etc). And a separate guide for the exhibitors that will be broken down by General Info, Still Life and Animal categories. It will allow people to print only the sections they need and be much clearer and easier to read. Melanie Greer made a motion to stop using the PDN and put out our own Exhibitor Guide in PDF form. Tara West seconded. Unanimous vote approval.
Unfinished Business	None.
New Business	None.
Staff Reports	Manager's Report: Shari Ioffrida: Sponsorship: Shari reported that sponsorship money was received from Wilder Auto. She has an upcoming meeting with Coastal Farm & Ranch. Entertainment: Shari said she is working on 2023 Fair and the entertainment line up. Upcoming Events: Shari said the upcoming events are the Royalty Coronation; and various 4-H club meetings.
Other Items	1. First Aid Booth Update: Don Crawford said it should be delivered next month. And he is going to reach out to the Fire Department for guidance on how it should be set up for best. He will be approaching OMC and Jamestown for donations. The building will have gliders in the mothers lounge for space. Ice Machine

	(because it will be a cooling station), power, air conditioning, etc. Wanting to put a weather vein on top of it for easy recognition. 2. <u>Branding Guide</u>: Don Crawford spoke about a branding guide for things separate from the actual week of the Fair. Branding to put on everything related to the fairgrounds so everything is cohesive for the marketing standpoint. If someone sees the logo they will recognize it and know what it stands for and is about. This is completely separate from the Fair theme and logo each year. 3. <u>Accepting Credit Cards</u>: Don Crawford talked about the credit card implementation program that we would like to use this year. Figured out a company that would work with our Fair. The ticketing company, if used, would have a person on site the whole length of Fair for the first year using their program. The County is planning on having an I.T. person at the Fair the whole length of the Fair to help with issues that may come up. He will work with Verizon to figure out the problem areas and how we can fix it. Because of our number of Fair visitors, we would have no out of pocket cost for the hardware, we would only pay for the licensing each year. The company gets paid by taking a percentage of the ticket fee per ticket. Ranges from \$0.50 - \$1.20/ticket depending on the price of the ticket, not including a 3% merchant processing fee per transaction. This will allow people to buy tickets online ahead of time. Have the possibility of selling carnival tickets at the same time, along with Demo Derby tickets. Fraud preventing. 4. <u>Food/Drink Vendors on East Side of Fairgrounds</u>: Don Crawford spoke about how there is a lack of food on the East side of the Fair for people showing animals when it is hard to get to the other side of the Fair. Laurie suggested talking with the barn supers that are in that area to see where they would like it. Melanie suggested by the main showers by the Sunny Farms stage. Shari said we are working on moving the food court area to where the plaza is that the tractors are on right now. And moving the fence back by the West gate to put in lights and add extra room for the tractors that would be taken away by the food court. 5. <u>WSDA State Judge Commissioners</u>: Laurie Davies spoke about how she needs to step down from the Fair Board for her new role with the WSDA State Judge Commissioners. The commissioners want people to know what they are looking for at the Fair. This includes everything from signs driving to the Fair, bathrooms, amount of grass, signage, activities, etc. They want the agriculture areas to be emphasized and educational for the public. Look over the packet from the Washington State Fairs Commission to see
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	how we can improve our Fair over the next two years. They will still be judging every two years. 6. RFID Tags: Melanie Greer spoke about us having the opportunity to be a test site for an upcoming program that will be required in the future for all animals going to the fair to have RFID tags for traceability or sick animals. This would be a requirement for hogs and steers. These tags are available for anyone for free for their animals. They just need to contact Melanie or Dan at the 4-H Extension office. Melanie Greer made a motion that we require all pigs and cattle that are being shown at the fair require RFID tags to be entered. George Winn seconded. Unanimous vote passed.
Public Comments on Non-Agenda Items	None.
Adjournment	George Winn moved that the meeting be adjourned. Seconded by Barbara Offermann. Vote was unanimous. Meeting adjourned at 8:17 pm.

Respectfully submitted,

Megan Bekkevar
Secretary