



Deschutes County Fair & Expo

Board Meeting Agenda

January 13th 2022

3:00pm

Deschutes County Fair & Expo

3800 SW Airport Way Redmond OR 97756

Virtual Meeting Access available: contact DCFE office for dial or web log-in info

Call to order	3:00pm
Roll call	3:01pm
Introduction of visitors	
• Public Comments on items not listed on the agenda	3:02pm
Minutes from Prior Meeting	
• Approval of December 9th, 2021 Meeting Minutes	3:07pm
Old Business	
Business & Finance Reports	
• Directors Report	3:10pm
○ Organizational Update	
▪ Introduction of Brandi Ebner	
○ Sales & Marketing Report	
○ Facility Master/Strategic Planning	
• Budget & Finance Committee/ DCFE Finance reports	3:30pm
• Building & Grounds Committee Report	3:45pm
• Deschutes County Fair Association Operational Plan Update	4:05pm
New Business	
• Board Communications	4:15pm
Correspondence	
• TBD	4:30pm
Agenda items for future meetings	
Director's Comments	4:25pm
Approval to adjourn to subsequent Meeting	4:30pm

ORS 192.630 Meetings of governing body to be open to public; location of meetings; accommodation for person with disability; interpreters. (1) All meetings of the governing body of a public body shall be open to the public and all persons shall be permitted to attend any meeting except as otherwise provided by ORS 192.610 to 192.690.

At any time during the meeting, an executive session could be called to address permissible issues, as per ORS 192.660(2). Executive sessions are closed to the public, however with few exceptions and under specific guidelines, are open to the media.

Deschutes County Fair Board Meeting

December 9, 2021

In attendance: Fair Board members, David Bishop, Steve Curley, Arron Curtis (via conference call), Bill Kuhn, Carrie Novick, and Libby Richie. Fair & Expo team members in attendance: Geoff Hinds, Director; Roxia Thornton Todoroff, Sales & Marketing Coordinator; and Elyse West, Administrative Analyst (via conference call). Also in attendance: Brandi Ebner (via conference call).

The meeting was available via Zoom.

David Bishop called the meeting to order at 3:04 p.m.

Carrie Novick moved to approve the November 18, 2021, Fair Board meeting minutes. Bill Kuhn seconded the approval. All present were in favor. Minutes approved.

Organizational Update/ Sales & Marketing Report/Facility Master & Strategic Planning

Geoff Hinds shared an update on the recruitment of the Sales, Marketing, and Event Coordination position. Final decisions from interviews will be given to HR next week. Roxia has offered to return for training. A secondary position will be recruited next spring, to be of similar level with the current position being recruited. Butch Graham plans to retire next summer, and a plan is in place to temporarily cover the 2022 Fair's food & B=beverage duties. Analysis of staffing structure will continue, including an administrative level role to provide additional level of management.

Steve asked about the candidates for the recruitment.

Geoff replied that thirteen applications were received, with six candidates interviewed. The first round of interviews has been completed and the second round planned for next week. Board members are welcome to join at request.

Geoff shared the included presentation and highlighted the Quarter 1 and Quarter 2 events of FY22.

Roxia reviewed returning events in 2022 including Adventure Van Expo and Overland Expo. Contracted events in progress include Arts in the High Desert, FMCA Rally, and Foresight Learning Center long-term school space. New events in 2022 include Balloon Glow Tours and the Reawakening America Tour.

Bill Kuhn mentioned a basketball league possibly interested in a Central Oregon home location. Geoff noted a similar discussion was visited in prior years and will research this opportunity.

Steve asked about the FMCA Rally.

Roxia shared it expects 2,500 coaches, but is smaller than the previous full-site rally.

Geoff shared FMCA's request for additional electrical resources, which will be discussed in long-term facility planning. For the 2022 rally, temporary solutions are being explored.

Bill asked if electric vehicle charging stations on-site would be an option.

Geoff shared a new partnership being explored might afford the stations. Carrie noted if visitors stayed long enough for charging stations to be relevant, it would be an added opportunity for customer service and revenue. Steve noted that it might offer an added incentive to future nearby hotel partners.

Geoff shared upcoming events include continuation of Holiday Lights Show, Oregon Youth Challenge Graduation, and Harlem Globetrotters in January. Holiday Lights Show has been successful in its first month, including group sales. The partnership with R. Entertainment hopes to include more events in the future.

Budget & Finance Reports

Steve reviewed the financial reports. He noted the Budget & Finance Committee met to review the expanded versions of the reports. We are 41.7% through the fiscal year, with no significant changes to note.

Fund 615: Steve pointed out that revenues are trending slightly lower due to the slower season.

Fund 616: Steve noted the calendar report for the 2021 Fair will see a few more adjustments. \$400,000 is anticipated as a carry-over in 2022.

Fund 617: Steve shared that this fund continues to increase.

Fund 618: Steve noted that revenues are trending above projections and slightly below FY21 year-to-date.

Fund 619: Steve shared this fund continues to grow.

Carrie asked the timetable of the RV Park bond payoff.

Steve and Geoff confirmed it at 2 years.

Bill and Carrie agreed the lead-up time is good opportunity for planning the expansion.

Building & Grounds Committee Report

Arron Curtis shared that planning efforts continue for maximizing funds. He shared that Deschutes County has hired a new project manager that the team will work with. Facility work has been limited, while efforts continue to await and pursue rebate funds.

Geoff shared that the COLA results will be discussed in January, and projects will be explored.

Deschutes County Fair Association Operational Plan Update

Geoff shared that his recent time at IAFE gave indication that fairs worldwide will move forward in 2022. Strategy regarding entertainment demand and opportunities will be explored. Geoff was accepted to a position on the IAFE Board. He shared that he, Brandi, Dan, and Fair Association directors continue productive conversations on vendor Fair layout. EventHub has been selected as a software for fair vendor management. Dan continues to work on sponsorships, and has secured Woodbridge Homes as the Title Sponsor for the 2022 Fair.

Geoff has met with several Fair Association (DCFA) directors on information to update and add to the DCFA Operational Plan draft. He has also assembled a Fair Operational Plan to include

this into. The plan is focused to include pre-Fair efforts, on-site Fair plans, and post-Fair review. An agenda item to review the draft has been set for the next DCFA meeting on December 13. Steve and Carrie noted it would be helpful to have a summary of each Director's responsibility at Fair, perhaps in the Organizational Chart component.

Arron noted that the required documentation is still lacking, including absence of the Rodeo Director. He believes the DCFA has not submitted a complete document. He expressed surprise that no DCFA members were present at today's meeting.

David noted he does not believe the responsibility to ensure the finalized document is completed lies with Geoff or the Fair Board. He also expressed concern that the Rodeo Director position is absent in the draft document.

Arron shared he believes Geoff can provide assistance to DCFA in the preparation of the document, but it is not Geoff's responsibility to produce it. He recognized the talent of the Fair & Expo team in producing the Fair and similar events on the facility year-round.

Carrie shared her concern that Fair is approaching and planning needs to be done.

Libby Richie agreed there is no sense of urgency on the part of the DCFA.

Bill asked if a follow-up meeting with DCFA is needed.

David noted the deadline to submit the final DCFA Operational Plan is 60 days past, and no progressive efforts have been seen.

Geoff confirmed that he gave a review to the DCFA of what was needed to complete the plan.

David said a conversation with David Doyle, Deschutes County Legal Counsel, would be helpful in determining how to proceed.

Carrie noted the importance of putting the information in writing to the DCFA.

Arron moved to authorize David to attend the upcoming DCFA Board meeting and give notice in regards to the breach of contract and provide a date that the Operational Plan be submitted in complete form.

Carrie seconded the motion, and all in attendance were in favor.

Carrie noted the increased cost of entertainment should be explored.

Geoff shared that on December 20, DCFE will host a gathering in appreciation for Roxi's 20-year service to Fair & Expo, and offer a visit to Holiday Lights. Board members and their families are welcome.

Steve Curley adjourned the meeting at 4:22 p.m.

Next board meeting will be January 13, 2022, at 3:00 p.m.

Respectfully submitted,
Elyse West



Budget to Actuals Report

Fair & Expo - Fund 615

FY21 YTD December 31, 2021 (unaudited)

Year over Year Comparison by Percent of Year Complete

50.0%
Year Complete

RESOURCES	Fiscal Year 2021			Fiscal Year 2022			Projection	%	\$ Variance
	Budget	Actuals	%	Budget	Actuals	%			
Events Revenue	625,000	256,140	41%	578,000	289,138	50%	533,000	92%	(45,000) A
Food & Beverage	548,500	45,724	8%	513,500	198,513	39%	479,000	93%	(34,500) A
Rights & Signage	125,000	-	0%	105,000	-	0%	65,000	62%	(40,000)
Storage	75,000	33,330	44%	77,500	21,410	28%	84,000	108%	6,500
Horse Stall Rental	52,000	-	0%	71,500	48,827	68%	60,000	84%	(11,500)
Interfund Payment	30,000	148,106	494%	30,000	15,000	50%	30,000	100%	-
Camping Fee	12,500	-	0%	19,500	575	3%	6,000	31%	(13,500)
Interest	(2,200)	302	-14%	474	2,670	563%	5,340	999%	4,866
Miscellaneous	250	1,205	482%	250	1,690	676%	3,225	999%	2,975
TOTAL RESOURCES	1,466,050	484,807	33%	1,395,724	577,823	41%	1,265,565	91%	(130,159)

REQUIREMENTS	Budget	Actuals	%	Budget	Actuals	%	Projection	%	\$ Variance
	Personnel Services	840,704	501,767	60%	1,118,980	566,158	51%	1,007,327	90%
Personnel Services - F&B	165,518	80,080	48%	181,593	81,313	45%	158,604	87%	22,989 D
Materials and Services	702,149	250,712	36%	818,804	381,834	47%	751,000	92%	67,804
Materials and Services - F&B	257,600	17,851	7%	282,500	100,496	36%	183,000	65%	99,500
Debt Service	104,400	58,969	56%	103,000	56,923	55%	103,000	100%	-
TOTAL REQUIREMENTS	2,070,371	909,378	44%	2,504,877	1,186,724	47%	2,202,931	88%	301,946

TRANSFERS	Budget	Actuals	%	Budget	Actuals	%	Projection	%	\$ Variance
	Transfers In - Room Tax	650,000	249,502	38%	905,769	452,880	50%	1,144,598	126%
Transfers In - County Fair	-	-	-	150,000	150,000	100%	150,000	100%	-
Transfers In - Park Fund	30,000	15,000	50%	30,000	15,000	50%	30,000	100%	-
Transfers In - Room Tax (as needed)	25,744	12,874	50%	25,744	12,870	50%	25,744	100%	-
Transfers In - General Fund	200,000	100,004	50%	-	-	-	-	-	-
Transfers Out	(10,777)	(5,388)	50%	(310,777)	(155,388)	50%	(310,777)	100%	-
TOTAL TRANSFERS	894,967	371,992	42%	800,736	475,362	59%	1,039,565	130%	238,829

FUND BALANCE	Budget	Actuals	%	Budget	Actuals	%	Projection	%	\$ Variance
	Beginning Fund Balance	364,904	(1,199)	0%	750,673	923,473	123%	923,473	123%
Resources over Requirements	(604,321)	(424,571)	-	(1,109,153)	(608,900)	-	(937,366)	-	171,787
Net Transfers - In (Out)	894,967	371,992	42%	800,736	475,362	59%	1,039,565	130%	238,829
TOTAL FUND BALANCE	\$ 655,550	(\$ 53,778)	-8%	\$ 442,256	\$ 789,934	179%	\$ 1,025,672	232%	\$583,416

- A** A large last minute event cancellation reduced projected revenue; projection based on current contracted events or events that are likely to contract
- C** Projection reflects vacancy savings
- D** Projected Personnel based on savings to date
- E** Room tax revenue projected to be higher than budget





Budget to Actuals Report

Annual County Fair - Fund 616

FY21 YTD December 31, 2021 (unaudited)

Year over Year Comparison by Percent of Year Complete

50.0%
Year Complete

RESOURCES	Fiscal Year 2021			Fiscal Year 2022			Projection	%	\$ Variance
	Budget	Actuals	%	Budget	Actuals	%			
Gate Receipts	-	-		550,000	738,029	134%	738,029	134%	188,029
Concessions and Catering	-	1,150		385,000	526,737	137%	526,919	137%	141,919
Carnival	-	-		330,000	415,716	126%	415,717	126%	85,717
Commercial Exhibitors	-	(125)	999%	110,000	85,100	77%	85,100	77%	(24,900)
Fair Sponsorship	-	-		83,500	40,525	49%	40,525	49%	(42,975)
State Grant	52,000	-	0%	52,000	53,167	102%	52,000	100%	-
R/V Camping/Horse Stall Rental	-	-		25,500	19,944	78%	19,944	78%	(5,556)
Rodeo	-	-		20,000	24,600	123%	24,600	123%	4,600
Livestock Entry Fees	-	-		4,500	-	0%	-	0%	(4,500)
Merchandise Sales	-	-		-	5,239		5,239		5,239
Interest on Investments	-	(81)	999%	-	1,401		2,800		2,800
TOTAL RESOURCES	52,000	944	2%	1,560,500	1,910,458	122%	1,910,872	122%	350,372

REQUIREMENTS	Budget	Actuals	%	Budget	Actuals	%	Projection	%	\$ Variance
Personnel Services	110,000	64,825	59%	155,959	13,297	9%	69,703	45%	86,256 ^A
Materials and Services	17,000	-	0%	1,312,172	1,242,018	95%	1,312,172	100%	-
TOTAL REQUIREMENTS	127,000	64,825	51%	1,468,131	1,255,315	86%	1,381,875	94%	86,256

TRANSFERS	Budget	Actuals	%	Budget	Actuals	%	Projection	%	\$ Variance
Transfer In - TRT 1%	75,000	37,750	50%	75,000	37,500	50%	75,000	100%	-
Transfer Out - Fair & Expo	-	-		(150,000)	(150,000)	100%	(150,000)	100%	-
TOTAL TRANSFERS	75,000	37,750	50%	(75,000)	(112,500)	150%	(75,000)	100%	-

FUND BALANCE	Budget	Actuals	%	Budget	Actuals	%	Projection	%	\$ Variance
Beginning Fund Balance	-	(47,461)	999%	-	(109,033)		(109,033)		(109,033)
Resources over Requirements	(75,000)	(63,881)		92,369	655,143		528,997		436,628
Net Transfers - In (Out)	75,000	37,750		(75,000)	(112,500)		(75,000)		0
TOTAL FUND BALANCE	-	(\$ 73,592)		\$ 17,369	\$ 433,610	999%	\$ 344,964	999%	\$327,595

^A Projection reflects vacancy savings





Budget to Actuals Report

Fair & Expo Capital Reserve - Fund 617

FY21 YTD December 31, 2021 (unaudited)
 Year over Year Comparison by Percent of Year Complete

50.0%
 Year Complete

RESOURCES	Fiscal Year 2021			Fiscal Year 2022			Projection	%	\$ Variance
	Budget	Actuals	%	Budget	Actuals	%			
Interest on Investments	14,000	5,209	37%	8,544	3,545	41%	7,090	83%	(1,454)
TOTAL RESOURCES	14,000	5,209	37%	8,544	3,545	41%	7,090	83%	(1,454)

REQUIREMENTS	Fiscal Year 2021			Fiscal Year 2022			Projection	%	\$ Variance
	Budget	Actuals	%	Budget	Actuals	%			
Materials and Services	235,000	7,600	3%	180,000	188	0%	180,000	100%	-
Capital Outlay	166,940	-	0%	388,000	-	0%	388,000	100%	- ^A
TOTAL REQUIREMENTS	401,940	7,600	2%	568,000	188	0%	568,000	100%	-

TRANSFERS	Fiscal Year 2021			Fiscal Year 2022			Projection	%	\$ Variance
	Budget	Actuals	%	Budget	Actuals	%			
Transfers In - TRT 1%	453,158	126,578	28%	428,901	214,446	50%	531,256	124%	102,355
Transfers In - Fair & Expo	-	-	-	300,000	150,000	50%	300,000	100%	-
TOTAL TRANSFERS	453,158	126,578	28%	728,901	364,446	50%	831,256	114%	102,355

FUND BALANCE	Fiscal Year 2021			Fiscal Year 2022			Projection	%	\$ Variance
	Budget	Actuals	%	Budget	Actuals	%			
Beginning Fund Balance	1,143,224	726,169	64%	1,101,663	1,029,596	93%	1,029,596	93%	(72,067)
Resources over Requirements	(387,940)	(2,391)	-	(559,456)	3,358	-	(560,910)	-	(1,454)
Net Transfers - In (Out)	453,158	126,578	28%	728,901	364,446	50%	831,256	114%	102,355
TOTAL FUND BALANCE	\$ 1,208,442	\$ 850,356	70%	\$ 1,271,108	\$ 1,397,400	110%	\$ 1,299,942	102%	\$28,834

^A Capital Outlay appropriations are a placeholder should viable projects be recommended and approved for construction





Budget to Actuals Report

RV Park - Fund 618

FY21 YTD December 31, 2021 (unaudited)

Year over Year Comparison by Percent of Year Complete

50.0%
Year Complete

RESOURCES	Fiscal Year 2021			Fiscal Year 2022			Projection	%	\$ Variance
	Budget	Actuals	%	Budget	Actuals	%			
RV Park Fees < 31 Days	400,200	252,676	63%	475,000	260,553	55%	603,950	127%	128,950
RV Park Fees > 30 Days	12,000	9,056	75%	10,500	4,531	43%	15,260	145%	4,760
Washer / Dryer	4,000	-	0%	5,000	2,167	43%	4,488	90%	(512)
Miscellaneous	2,250	1,332	59%	2,500	2,081	83%	3,626	145%	1,126
Vending Machines	3,000	-	0%	2,500	861	34%	1,507	60%	(993)
Interest on Investments	7,600	1,341	18%	2,024	306	15%	610	30%	(1,414)
Cancellation Fees	5,500	-	0%	-	8,089	-	13,708	-	13,708
Good Sam Membership Fee	1,500	-	0%	-	-	-	-	-	-
TOTAL RESOURCES	436,050	264,405	61%	497,524	278,588	56%	643,149	129%	145,625

REQUIREMENTS	Budget	Actuals	%	Budget	Actuals	%	Projection	%	\$ Variance
	Personnel Services	-	-	-	113,956	50	0%	38,051	33%
Materials and Services	321,402	112,350	35%	216,305	149,729	69%	279,330	129%	(63,025) B
Debt Service	222,500	162,805	73%	165,927	162,573	98%	165,927	100%	-
TOTAL REQUIREMENTS	543,902	275,155	51%	496,188	312,352	63%	483,308	97%	12,880

TRANSFERS	Budget	Actuals	%	Budget	Actuals	%	Projection	%	\$ Variance
	Transfers In - Park Fund	160,000	-	0%	160,000	160,000	100%	160,000	100%
Transfers In - TRT Fund	25,000	10,066	40%	20,000	9,996	50%	20,000	100%	-
Transfer Out - RV Reserve	(621,628)	-	0%	(132,042)	(66,018)	50%	(132,042)	100%	-
TOTAL TRANSFERS	(436,628)	10,066	-2%	47,958	103,978	217%	47,958	100%	-

FUND BALANCE	Budget	Actuals	%	Budget	Actuals	%	Projection	%	\$ Variance
	Beginning Fund Balance	587,992	227,936	39%	-	-	-	-	-
Resources over Requirements	(107,852)	(10,750)	-	1,336	(33,764)	-	159,841	-	158,505
Net Transfers - In (Out)	(436,628)	10,066	-	47,958	103,978	-	47,958	-	0
TOTAL FUND BALANCE	\$ 43,512	\$ 227,253	522%	\$ 49,294	\$ 70,214	142%	\$ 207,799	422%	\$158,505

A New FTE added to the FY22 budget, which has not been filled; projection assumes position is filled in March

B M&S projected to exceed budget because of the temporary help needed until FTE is filled





Budget to Actuals Report

RV Park Reserve - Fund 619

FY21 YTD December 31, 2021 (unaudited)

Year over Year Comparison by Percent of Year Complete

50.0%
Year Complete

RESOURCES	Fiscal Year 2021			Fiscal Year 2022			Projection	%	\$ Variance
	Budget	Actuals	%	Budget	Actuals	%			
Interest on Investments	1,100	4,509	410%	7,546	3,126	41%	6,250	83%	(1,296)
TOTAL RESOURCES	1,100	4,509	410%	7,546	3,126	41%	6,250	83%	(1,296)

REQUIREMENTS	Budget	Actuals	%	Budget	Actuals	%	Projection	%	\$ Variance
	Capital Outlay	100,000	-	0%	100,000	-	0%	20,000	20%
TOTAL REQUIREMENTS	100,000	-	0%	100,000	-	0%	20,000	20%	80,000

TRANSFERS	Budget	Actuals	%	Budget	Actuals	%	Projection	%	\$ Variance
	Transfer In - RV Park Ops	621,628	-	0%	132,042	66,018	50%	132,042	100%
TOTAL TRANSFERS	621,628	-	0%	132,042	66,018	50%	132,042	100%	-

FUND BALANCE	Budget	Actuals	%	Budget	Actuals	%	Projection	%	\$ Variance
	Beginning Fund Balance	490,000	497,466	102%	784,466	1,054,426	134%	1,054,426	134%
Resources over Requirements	(98,900)	4,509		(92,454)	3,126		(13,750)		78,704
Net Transfers - In (Out)	621,628	-		132,042	66,018		132,042		0
TOTAL FUND BALANCE	\$ 1,012,728	\$ 501,975	50%	\$ 824,054	\$ 1,123,570	136%	\$ 1,172,718	142%	\$348,664

^A Capital Outlay appropriations are a placeholder and the full budgeted amount is not expected to be spent this year

