

Oregon Country Fair Board of Directors' Meeting  
November 4, 2013, 7:06 at Hilyard Community Center

Board members present: Diane Albino (alternate), John 'Chewie' Burgess, Paxton Hoag, Saman Harnsongkram, Lucy Kingsley (alternate), Jack Makarchek (president), Indigo Ronlov (vice-president), Kirk Shultz, Sue Theolass, Bear Wilner-Nugent, Lawrence Taylor. Board members absent: Deane Morrow. Peach Gallery present: Staff (Charlie, norma, Andy, Robin), Officers (Hilary, Grumpy, Randy), and 37 members and guests.

### **Agenda Review**

New business, Announcements, Reports from Staff and Committees, Member Input during which there will be comments on the Consent Calendar, Secretary's report, Consent Calendar, Treasurer's report, Old Business, confirm minutes from October board meeting, Approve the Election Results, Approve Officers, President's Peace. Consent calendar input will be during member input.

### **New Business**

LPFM revisited and to move it forward to Old Business (Paxton)  
Employee holiday gifts (Jack)  
Skipping Stones donation request also moved from New Business to Old Business (Diane)  
Approve Laura Strobel as co-coordinator of the Solar Stages (Chewie)

LT: With the exception of the confirmation of the prior minutes, is there anything above approval of the election results that requires the lame duck board to vote?

Bear: Lawrence is quite right, in keeping with past practices, I'd recommend that we move both approving the election results and approving officers above the consent calendar, so officers for the new board are present for donation requests.

### **Announcements**

norma: We lost both Faith Petric and John Winslow on Friday October 25<sup>th</sup>. We've all seen Faith many times at the Fair. John was our first caretaker back in the 80s. He was one our first VegManEcs.

Mouseman: Over 90% of the corn in the United States is GMO; popcorn is not GMO. It is a hybrid and contains more polyphenols than any other snack food. By combining popcorn with some cane sugar and salt we have kettle corn – which is available to all of us in the back of the meeting room.

Sue: Next month there will be beeswax candles and catnip toys for donations to Culture Jam.

Saman: Thank you for letting me serve you.

Robin: December 7 there will be a reunion for Culture Jam participants from 14 to 18 years old. If there are interested 19 year olds or above please call me because we have mentor roles for you. There will also be a gathering of alumni of Culture Jam in February or March. We have former participants of Culture Jam up to 28 years old.

Lucy: Sunday, November 10 from 11:00 to 6:00 the Barter Fair Task Force (BFTF) will be meeting at the Fair office to finish the report to be given to the board during the December meeting. All are welcome.

Jain: Saturday and Sunday, November 16 & 17 at Alice's Wonderland will be the Fall Conflict Resolution retreat. Also on the 16<sup>th</sup> is the CALC Cornucopia Multicultural Celebration and Auction at the Unitarian Universalist Church from 5:30 to 8:00.

### **Reports**

Staff:

Charlie: Heart felt thanks to Deane and Saman for your service on the board. Thanks to everyone who ran for the board and welcome Casey and welcome Jon. The board retreat is a very full weekend at Wayfarer Inn up on the McKenzie. From the operations side we focused on the Crafts Lot and booth selection for that area. We all have some heavy lifting coming up with this expansion. The Crafts Lot Operations Group (CLOG) has been doing a lot of work with weekly meetings. We expect to be putting out letters for food and crafts booths that are interested in potentially moving to the new Crafts lot. We hope these letters will be out around the first of December. As for Camping crew and their work with the affected campers in Crafts lot, there will be a couple of all day work sessions coming up. We are working toward an orderly and systematic process for these moves. There will be a work party on Sunday, November 10 gathering at Main Camp between 9:00 and 10:00, to try to get one more big weekend of work in before the rains come. Please RSVP to me at the office so that we can have lunch for folks. Thank you to the estate of Randy Roundfoot that at his direction donated around \$3300 to the Fair. We are working with the folks in the estate to decide where that money might be best applied. He also gifted his trailer that we've borrowed over the years. It is a touching thing for Randy to continue to give to the Fair, even as he has left this plane. Employee evaluations are beginning this month and I'll distribute the latest job descriptions. We will be doing these between now and the end of December, so reach out if you want to contribute.

norma: November 24 there is a celebration of life for Randy Roundfoot at the WOW hall. It's a benefit to build a wheelchair ramp. It will feature the Sugar Beet and My Father's Ghost and begins at 6:00. I also want to thank Deane and Saman for their service. It is budget season and today was the deadline for budgets to be submitted by coordinators. The Budget committee will begin reviewing the budgets in preparation for January's budget board meeting. There will be a new contact list after our approval of the new board members, so if you are on the contact list and you have changes, please get them to me. Thanks to those with suggestions for meeting spaces for the board meetings. The office will be closed for Thanksgiving on Thursday and Friday, as well as the last two weeks of December. I want to thank the Elections committee for making sure our election is accurate, up front and held with the utmost integrity.

Robin: Thank you to Charlie, Tony and all those involved in the Craft lot project and the new loop. The presentation on the Crafts lot at the Board retreat was a manifestation of many years of work and shows the Fair is in good hands with the Crafts Lot Operations Group (CLOG) and all involved in this project. Culture Jam participants ages 14 to 18 will be gathering on Saturday, December 7 for a first-ever Culture Jam Reunion. City of Eugene Recreation Services is kind enough to operate a shuttle van from the Portland area so Culture Jammers can attend. The Reunion will be at Avalon Lodge. Paul Simon and I will be leading the day's activities. Culture Jammers who are 19 and older, do not fret, you have not been forgotten. Paul and I will be organizing a special Reunion just for you in Feb or March 2014, so stay tuned!

Andyman : It was a record wet September and it seemed like a dry October. We were able to complete the warehouse and DUG's Green roofs. The roof for the Yurt is also done. We had to replace the pump at the warehouse. Yesterday we got the bale dams in place and the tarp at Jill's crossing up. Thanks to Animal, who did a lot of preliminary work placing the bales, rebar and sand bags we needed.

### **Committees**

Sue: I'm giving the Feedback and Evaluation report for Jen-Lin: Thank you to everyone who submitted feedback and attended the Evaluation Meeting held on October 26. Thank you, norma, for taking notes at the Evaluation Meeting. The hot feedback topics this year included sound & light pollution and cigarette smoking. New this year was a call for craft and food vendors to follow the guidelines: Crafts should be made by the seller/booth rep and strolling vendors should stroll, not remain parked in one spot. At last year's Evaluation Meeting, we discussed ways to freshen up the process to make it more relevant. Basing the agenda on the Feedback report seemed appropriate. Thus, the theme of this year's agenda was Quality of Experience/Liveability. Although attendance was sparse, we had a good dialogue on

Sound & Light, Cigarette Smoking, and Path Planning – troublesome spots... One common thread that runs throughout the first two items is location, location, location. The second common thread is the conscious practice of respect for one another as a shared Community Value. In addition, another question is how do we effectively communicate our shared values with our newer community members? Both, the 2013 Feedback Report and notes from the Evaluation Meeting will be posted on the .net site soon.

Craft committee is looking at ways to improve the crafter listings in the Peach Pit and info booth lists. We've had feedback from many crafters about difficulties with the wifi system and how that affected them as well as customers. We will discuss the wifi further when we get more information on how the system can be strengthened. There was much appreciation for all Clif and the other volunteers were able to do. We met with Charlie and had a long discussion about the changes in Craft lot, booth selection criteria, and booth designs and needs were sounded out. A call for letters of interest will be put out soon. The next Craft Committee meeting is November 13, at 6 p.m. at the town office.

Food Committee met with members of Recycling crew and they gave us feedback about booths not in compliance with recycling guidelines. A letter explaining what cups and utensils may be used will be drafted and sent to booths that need further information to help them understand. We met with Charlie and discussed upcoming plans for Craft lot and what we need to do in the process. We will soon send a letter to all food booths to see who may be interested. The next meeting is November 20, at 5:00pm at the town office.

Peggy: Elders Committee report: The Elders Committee Meeting was held at 7 PM on Oct 24 at the Fair Office. After approving the minutes of last month's meeting, the committee approved 21 vetted Elder applications. 9 are still pending.

Announcements: The Spirit Walk was a success, with beautiful weather and good companions.

Anyone with donations for CALC's silent auction being held at Cosmic Pizza on Nov 17 should give them to Jain. The Conflict Resolution Training will be held Nov 17-18 at Alice's. The budget was discussed for Chris to propose. The Elders Spring Retreat has been set for April 12-13, 2014.

The LPFM was discussed and the possible reasons it was voted down. We will speak with the BOD members who voted against it and try to discover and assuage their fears about this project before the new vote at the BOD meeting on November 4. It doesn't make sense that they will not approve the application since even if it is approved, if it looks like it will not be a great asset for the Fair and greater community, they can abort the project with no penalty.

An Emergency Preparedness Plan for the Fair was put on the Spring Retreat agenda. We are fortunate to have someone who has worked in this area and will share their plan as a starting place to work on one for the Fair. A concerned Elder approached the committee about disabled Fair Family and what their needs are. This issue was added to the Spring Retreat agenda. We will invite 4A to the retreat to present their successes working with the public and how that can be extended to Fair member participants. Some issues are parking and camping. Some thoughts about improvements included a fleet of powered wheelchairs and a special map. We should consider a subcommittee or task force to address alter-abled Elder issues, as the needs are immediate.

Annual Elders Holiday event tentatively set for December 19 at the WOW hall in place of the monthly committee meeting. Next Elders Committee meeting, Thursday Nov 21, 7PM, OCF office. (This is one week early due to Thanksgiving holiday). The gotomeeting setup was a resounding success with two long distance attendees able to fully participate.

Kirk: Path Planning committee and Crafts Lot Operations Group (CLOG) report: There were a lot of reports and map work at the last Path Planning committee meeting. Crafts Lot Operations Group (CLOG) has a monthly standing agenda/report during the Path Planning committee meeting. Path Planning has created their work plan and has meeting notes and the latest iteration of the map on the .net site.

Merrill: Election Committee Report: Thanks to everyone who has run for the board this year and in the past. It takes a lot to serve on the board.

**Newly elected board members:**

Casey Marks Fife -alternate  
Lucy Kingsley  
Lawrence Taylor  
Jon Silvermoon  
Bear Wilner-Nugent  
Paxton Hoag

**Total ballots counted – 825**

(A new record, but I hoped it might be even higher.)

Voters at meeting – 134

Absentee voters – 691 (some of these came to the meeting too)

Absentee ballots mailed – 1308 (~53% returned)

**Ballots not counted – 10** (2 had more than six candidates marked without numbering them and 8 arrived in the mail after the Saturday meeting)

**Biggest scare –** There was a three-way tie with three candidates each receiving 282 votes.

**Biggest relief –** They were not in the top six (unfortunately for them) so we didn't have to worry about it.

Thanks and much appreciation to all of the counting volunteers: Cher Aker, Linda Keating, David Hoffman, John Flanery, Norma Sax, Mary Drew, Patty Marx, Kay Kintzley, Mouseman McCarthy, Heather Kent, Bill Wright, Cathy Coulson-Keegan, Lisa Parker, Susan Moore, Bedo Crafts, Anita Sweeten, Peggy Day, Spirit Leatherwood, Chris Browne, Glenn Johnson, Robert and Barbara Jacobs, Hilary Anthony, Randy Turney, Jen Lin Hodgden, Merrill Levine.

**Saman moved and Chewie seconded to approve the 2013 election results. Motion passed 10-0.**

**Bear moved and Lucy seconded that we appoint Jack Makarchek president, Indigo Ronlov vice-president, Laurie Doscher membership secretary, Randy Turney recording secretary, Hilary Anthony and Steve Gorham co-treasurers of the Oregon Country Fair.**

Board Input:

Jon Silvermoon: I do not think it's appropriate for the same person to hold a high level financial position and a high level management position, therefore I would like to ask to separate out the treasurer from this motion.

Bear: You could resolve that by voting against the motion – it's still going to pass 9-1 – in the interest of comity on the board I will make a separate amendment to appoint Steve Gorham as co-treasurer.

Consider this motion friendly amended.

Jon: This is no reflection of your job as treasurer.

Bear: You are saying this because he is a BUM and co-treasurer.

Lucy: I accept this as a friendly amendment.

**Motion passed 10-0**

**Bear moved and Chewie seconded to appoint Steve Gorham as co-treasurer.**

Board Input:

Bear: I would say there has not even been the appearance of conflict of interest in the 16 years Steve Gorham has held both these positions.

Kirk: I think a lot of us are extraordinarily adept at shifting hats. It is actually a good practice.

Jon: The principle I see is that you don't set policy for individuals. You set policy irrespective of individuals. This is my thought on separation of duties.

**Motion passed 9-1 Jon Silvermoon opposed.**

**Paxton moved and LT seconded to review the LPFM application and move it from New Business to Old Business.**

Board input:

LT: The only reason I ever support a move from New to Old Business in the same meeting is if there is a timeline in play. This is clearly one of those.

**Motion passes 8-2 Indigo and Lucy opposed.**

**Diane moved and Bear seconded that we move Skipping Stones to the Consent calendar tonight. Motion passed 10-0**

### **Member Input**

Kathleen: Eugene Peace Choir is grateful for the donation from the OCF.

Jean and Joslin, board members of Dance for a Reason, wanted the OCF to know that our gifts have added to their 20 year legacy of giving over \$80,000. This year is the school garden project and they are really thankful.

Chewie: John Winslow more than anyone at the Oregon Country Fair is the reason that I am here. I was fortunate to sit with him before he passed. He was the reason the VegManEc crew exists. He is responsible for the Warebarn, that used to be called Chinatown. He will be missed by many people. I also want to relate a story about Randy Roundfoot. When he first showed up in his funky jeep the site was flooded and he drove across De Spain Lane and out into the water. From this day forward, Randy always, always went in a circle.

Lisa: I'm from Beyond Toxics. Thank you for entertaining our request for support. We have been working in West Eugene for over a decade, including projects on the rail yard pollution, helping stop coal trains from going to the coast, and our current project is to help lower income families with gardens and food security. There is less access to fresh food in West Eugene; there are 8 community gardens with none of them being in West Eugene. We are conducting bilingual garden workshops and testing soil so folks can have gardens in this area. Thank you.

Beverly: I'm with the Whiteaker Thanksgiving Dinner. This is the 25<sup>th</sup> annual dinner with lots of food and entertainment. Lots of folks come for the free clothes, blankets, and sleeping bags. Your donation has helped us with these items. The OCF has been involved since day one. Many of the family have come and helped with the dinner. We would like to thank you with a certificate for what you've done for us in the past and in many years to come.

Arun: I am from Skipping Stones and with your support we've completed 25 years. The support this year as in the past for schools gift subscriptions. This Friday evening in Oakland Skipping Stones will get an award for being the best children's multicultural publisher.

### **Donations**

Secretary's Report:

Randy: One additional donation request has come in from Upstart Crow Studios for \$500 – Bear to sponsor in December.

We also received thank you notes from some of the folks we've donated to in the past:

Eugene Sunday Streets

SMART

BRING

Stillpoint Farms for our honorarium for Grandma Mona

Also, the University of Oregon, School of Journalism and Communications sent a donation to the Fair for Zak's help with Mike Thoele's class on interviewing.

norma: I would also like to thank Lynda Gingerich for her donation through her work at Symantec.

Indigo: We have a membership on the Consent calendar and we have not really considered a membership on it in the past. Shall we keep this on the Consent calendar or make it a different item?

Chewie: Different

Jon: With the Consent calendar we know it will be a 10-0 vote. That is the purpose of the consent calendar.

November Consent calendar items:

Eugene Peace Choir \$500 (Paxton)

Whitaker Thanksgiving and the use of OCF radios \$2,000 (Chewie)

Beyond Toxics \$1000 (Chewie)

Skipping Stones \$500 (Diane)

**Indigo moved and Kirk seconded to approve the four donations on the Consent calendar. Motion passed 10-0**

### Old Business

**Indigo moved and Chewie seconded to confirm the minutes from the October 2013 meeting. Motion passes 10-0**

Treasurer's Report:

Hilary: There are Budget Committee meetings most Wednesdays for the next couple of months at the office. By the end of January we'll have a budget to recommend.

Grumpy: The budget meeting with the board will be January 27<sup>th</sup>.

**Bear moves and Paxton seconds that we approve the revenue projections as presented by the Financial planning and Budget committee in the amount of \$1,929,740.00 in forecast revenue with the assumptions incorporated in the document given to us by the treasurers.**

Hilary: The board has already seen much of this information. The board packets have the minutes to the financial planning meeting that in a text form describes the changes. It shows the total revenue package that is being proposed.

Grumpy: The document passed out is an updated Excel spreadsheet. Under the actuals from October 25<sup>th</sup> there are some numbers that have been updated. When the Financial Planning Committee meets we look at what our revenue projection was for the last year, as well as our actual revenue. What you'll find this year is a conservative, but not too conservative projection. We thought it would be better to update the numbers so that we are a little closer to our actual. In the actual total revenue it was \$1,986,798.30 and we budgeted \$244,948.30 less than the revenue. Our revenue projection last year was almost \$250,000 low. We wanted to get somewhat closer to reality. The reason for the revenue increase includes admission projections from 13,000 to 13,500 on Friday, from 15,500 to 16,000 on Saturday, and Sunday remained at 13,000. Our attendance trends hover around 45,000 over the last 13 years. Our attendance has been stable, unlike other festivals. Another assumption of more revenue is around increasing ticket sales by \$1 each day for each guest. In the past there were various prices for wristbands; we've made some adjustments to that inventory pricing structure. Teens and Elders wristbands went from \$45 to \$40. We made Teens and Elders half of the current SO wristband (\$80.) We hope coordinators and those that are buying wristbands do that prior to two weeks before Fair. There is an increase of \$20 under that two-week time period. Other wristband increases were for Community Village and Energy Park – going from \$30 to \$40. Entertainment and trades were \$30 and are now \$40. Worker day passes for Community Village and Energy Park were and are \$10. Booth fees are staying the same – booth fee of X dollars and there is a wristband component of the number of wristbands that the booths get. This is where we standardized at \$70. There is a set number of wristbands that the booths could buy beyond which there is added cost – \$10 extra. Worker day passes were \$15 and will now be \$20.

Hilary: It is unusual for us to recommend increases in admissions, registration and pass sales. This is one of the largest increases that come to over \$100,000 in revenue. If you look at the increase in operating costs, it could be around \$90,000 this year alone. These are fairly modest increases for admissions, registration and pass sales.

Grumpy: Piggy backing on what Hilary said the capital projects and the Crafts Lot expansion could cause operations costs to increase a lot. We want to be fiscally responsible and this revenue expansion does

that. If you look around at the festival landscape with non-profits that run things like the Fair, a lot of them have closed or put themselves on hiatus. Da Vinci days is not going to happen next year, for instance.

Member input:

Merrill: What about Youth passes?

Hilary: There is no increase to Youth passes.

Saman: I would like to bring up population increasing at the Fair. With more population the Fair has to spend money for this increase. I would like to ask members to be aware of this operation expense.

Board input:

Bear: We work very hard on the revenue projections every year. The Financial Planning meeting is a public meeting and a transparent process. We always publicize it. I ask you to think how much it costs to go to a concert for four hours and then look at the price of the Fair for the public to come to the parking lot in the morning and the sweep doesn't get them out until almost 9:00 at night. The value of the Fair ticket is remarkable. With that we should vote yes on this.

Chewie: I question the Entertainment trades, Community Village and Energy Park. The non-profit would not exist without Community Village and Energy Park. I take issue with these increases. Also, on the premium of the food and crafts booths, is it if they get 9 passes they are \$90.00?

Hilary: It is the super booths that registration and food booth committees have said you have a complex menu and you are open 24 hours a day – it is on this basis that they get the super booth designation.

Chewie: So it is that at 24 they are at \$70 and the 25<sup>th</sup> is \$80.00?

Hilary: yes

Kirk: I was hoping to get an explanation why booth wristbands are at \$70.00, while SOs are at \$80.00.

Hilary: It is a ladder system, where the more passes bought were different and Justin, the Booth Registration Coordinator, wanted to standardize at \$70.00. It would have been a huge leap to have all the booths go to \$80.00 this year. So, we went with Justin's recommendation.

Kirk: I grasp the notion, but my reaction is from a pre-fair perspective where crews work lots of hours. Lots of SOs also work and we're all getting one pass for ourselves and we are the ones that are building so that the booth people can be there. I feel like there is inequity here.

Casey: It feels like there is a distinction between the volunteers and the booth people, who do have the luxury at the Fair that they are generating revenue. Lots of SOs come out and work and are not even considered members. The increase in prices to Community Village and Energy Park are a little steep – is there a way that this increase can be siphoned to the programming in the expansion to Crafts Lot, so these people can feel better about the increase?

Hilary: From a CLOG perspective, we do not have solid proposals what Community Village and Energy Park will be doing in that area yet. Many of the booth reps have the opportunity to run their business and people who get passes in the booth system have an opportunity to make money as well.

Sue: Last year's recommendation on SO passes was to go from \$60 to \$80.00. The board balked and went to \$70.00. Community Village and Energy Park have been overlooked in the pricing. Both had been historically half the price of SOs. In a Community Village meeting most said that they understood. The booth wristbands are after the booth fee has already been paid. A number of the booth people are volunteers and many do not make tons of money. I think this proposal is fair.

Bear: The proposal is fair. With respect to Casey's proposal, I think we need to keep the budget process separate from the financial planning process. We have not had a practice of dedicating particular revenue sources to particular outcomes and I would prefer to keep it that way. The motion here is how we raise money for 2014. We'll have a meeting on January 27<sup>th</sup> on how we spend this money.

Jon: Has there been a consideration to have a 3-day worker pass? With worker day passes going from \$15 to \$20, if someone is going to work all three days, is there consideration to letting them buy a discounted three-day pass?

Hilary: We can talk about it next year at the Financial Planning meeting.

Jon: I also agree with Chewie about Community Village and Energy Park, and I agree strongly enough that I'd like to **move to amend to keep Community Village and Energy Park passes the same price. Motion failed due to lack of second.** I also think the same about the Entertainment passes but won't make a motion as I see that it would not be seconded anyway.

LT; In the interest of full financial disclosure, if this proposal is passed and my kids don't have to get Teen Crew positions this will save me \$10 a year.

Chewie; There is one class of membership and this does not look at that by these numbers.

Bear: There is one class of membership in the Oregon Country Fair and one eligibility to vote for the board of directors. That is what member means, but there are many ways we get wristbands to attend the three-day event. This is a totally analytically different thing. Membership and how you get wristbands are not the same.

**Motion passed 10-0**

**Chewie moved and LT seconded that the Oregon Country Fair continue its 40<sup>th</sup> year as a member of the WOW Hall.**

Board Input:

Jon: Since we can have a voting member of the WOW Hall does that mean we could have someone run for the board of directors of the WOW Hall?

**Motion passed 10-0**

**Bear moved and Chewie seconded to appoint Autumn Forespring as the Youth Stage Co-coordinator.**

Member Input:

Amy: Autumn is a wonderful woman who has stepped up to a new position at the Fair this year. She's a great choice.

norma: I want to say thank you to Melanie Morrison, the adult supervisor of the Youth Stages who has done the bulk of the work for the last couple of years. I'm sure she will appreciate working with Autumn.

Chewie: Melanie is amazing and Autumn is equally amazing.

**Motion passes 10-0**

**Bear moved and Lucy seconded to authorize the Oregon Country Fair to apply for a business credit card in the name of Tony Clementi, Operations Manager for use for Fair related purchases under the Operations budget.**

Member Input:

Saman: I would like to put a limit on the credit card.

Charlie: The credit card will have a limit.

Jack: The question is what is the limit on the credit card.

norma: It is \$10,000

Bear: I include that in the spirit of my motion.

Board Input:

Jon: How many credit cards does the Fair currently have?

Charlie: norma and I.

Jon: And those are separate credit card accounts?

Charlie: They are actually one account with separate cards.

Jon: So we are talking about creating a separate account?

norma: Yes, this is separate from a different bank.

Jon: Why would you not add another credit card to the current account?

Charlie: My recollection is that it was easier to do this than going back and amending the initial account. To add Tony to this account we would have to go back through and redo all the signature cards.

Lucy: By having it as a separate account, it makes it easy to see what he has spent.

Casey: If we are going to the trouble of getting another card, is there any interest to putting someone else on the card now?

norma: No

**Motion passed 10-0**

**Paxton moved and LT seconded to authorize the Oregon Country Fair President and/or Attorney to apply for a Low Power FM (LPFM) license for the Oregon Country Fair based on the 5-hour, 5**

**day, no walk-in station model. If the license is granted written reports will be required quarterly from the support group on the following schedule:**

**Q1 – finalize support group**

**Q2 – file work-plan**

**Q3 – file financial plan**

**Q4 – file community involvement plan**

**Q6 – final operation / programming plan – Start of Operation**

Member Input:

Robert: I'd like to speak in favor of this motion. This is a rare opportunity.

Dean: I am in favor of this motion. This is just the opportunity to apply. Programming and all that stuff happens down the road. We can always say no.

Saman: I am opposed to this and thought we already had this decision made.

Heather: We are asking you to apply to have the chance to have a reason to have the conversation about the details. If it is not a workable plan, then we can give it up.

Jon P: I would like to speak in favor of the motion. Give us the opportunity to develop the information everyone is talking about.

Chris: I am in favor of the motion. I am reminded that Jack, our president, commented that we've never been afraid to try something. We are looking at the possibilities of trying a new venue.

Grumpy: I agree with Saman and I support those of you who vote no.

Hilary: I don't think that this is a clear choice; it is a judgment. Some of us have honest differences. My read of the information is that by this point we really should have a plan and good faith intent that we are going to broadcast, rather than figuring things out if we get a license or not. I would support micro-broadcasting at the Fair which we don't need a license for or internet broadcasting to reach Eugene and beyond. I have not been persuaded that broadcasting anywhere from 3 ½ to a 10-mile radius is a good use of our time.

Phil: The broadcast radius is only going to be for the Veneta community. Who is this for?

Mouseman: I am a Veneta resident and once a year the Country Fair impacts my neighborhood greatly. Veneta, Elmira and Noti will be the communities that we'll become fulltime neighbors of with the radio station.

Miles: I have the feeling that this motion has strong support from the membership.

Phil: If this is for Veneta, say so – but it is not for the Fair family. Don't call a cow a chicken.

Jon P: I've lived in Veneta, Elmira, and Crow and I know a ton of people that are Fair family – at least 1000 folks. We participate in funding all kinds of things and our endowments are to serve the area and particularly the schools.

Bob: I live near the Fair, and there are other Fair family that teach in schools, work in schools.

Robert: I think the Fair could take this chance. I have not been totally convinced that the Fair has everything in order that the idealist that proposed it would like. But the Fair has taken more risks with less potential gain.

Charlie: There are lots of potential positive outcomes and pros and cons for running a radio station. If you want the fair to reap the benefits and share them in the community, embrace the fact that you are starting a new program. This is a significant thing and it is a devotion of resources and capacity and attention. Is this a program of the Fair that lies with what we want to do and how we want to do it.

Wren: I take issue that we are not a full year round neighbor and citizen in our community. The question on whether or not we should take on this radio station should not be tied up in this argument. I am not persuaded on this decision that this is a big thing to bite off. It also is not good practice to compete for the license and decide we don't want to do it.

James: I've heard it said many times, we build community and it would reach a lot of Eugene folks. We could put it on the internet and reach a lot of people.

Tomas: Bill Wooten's idea for Fair was to do forward thinking things like alternative fuels. This could be a way to change education.

Michael James Long: We only ask that you apply, if you don't apply it is the last chance. If we get the application, then we can go to the community and get a business plan of a model or how we want to run it or what we are going to have as programming.

#### Board Input:

Jack: By chance we can apply and there is no harm in that. There are two things here; we are applying and the second thing is it is the Oregon Country Fair that is applying. Who and how this is run is by the OCF; by some future board of directors. It is my understanding that there is a slight taint to this as to having to potentially screen board members for reapplication in the future because of character issues. We are not taking this leap lightly. When this is kicked down the road, we are going to have the serious question of do we want to screen our board? Do we want to screen any board that might have to run this? The last time I spoke I said this was one of those things that the government was pitching out there –that’s a really good thing, but I’m not so sure that there is not a little stank to it. So with that I am still on board to apply. The previous board was in complete good faith to see this succeed. We had attorney’s fees, volunteer efforts but that does not guarantee what this is going to look like if we get it.

Diane: This is another way for the Fair to support the community.

Kirk: I like the way that you structured this motion, Paxton, in terms of quarterly reports. I think this gives us a lot of opportunity to respond as we see things. I am a supporter because I’m curious what the Fair will make of it. I am ready to decide later if all those hands that were in favor are ready to walk through the door that we opened. It is our job to be protective of the Fair, including being cognizant of dumping new projects on our management, as well as our committees or ourselves. If you are thinking we should do this, what I’m thinking if we pass this YOU should do this – and you’ve got to step up. I’m voting to open a door so that other people can step up.

LT: The current deadline for submission of the application is November 16<sup>th</sup>, which will tie into something that I have to say at the end here. As Saman pointed out, we addressed this as a board majority, but not a super-majority in a motion a month ago. I did an enormous amount of soul searching with respect to my comments. I failed in my comments to say what a baby step this really is, it is not a full fledged commitment to the end result. It is a tentative commitment to step in through a door. As I sat up here tonight I thought: WWWD – What Would Wooten Do. I can’t believe that Bill would have had a hard time with this concept. In respect to the process, I felt we had fumbled, as a body, because of timing. When the timing changed – and I happen to be a sincere believer in the power of magic – I felt we had accomplished something. We had made something happen. I would be doubly grieved if we messed it up again. We got a do-over, people. I hope the board took the time to read the material that Heather gathered, the piece from Bill Moyers, and all the other material about this. The potential of opportunity versus the minimal amount of action requested of us tonight will have one of the potential No votes step up and be the savior of this project. The reason I asked about the date is – and I say this with a great deal of trepidation – as some or most of you may know, we are still a half dozen days into a retrograde Mercury, and Mercury will go direct on the 10<sup>th</sup> of November. If the board decided to execute this collective wisdom, through this door, it is my request to the person’s submitting this application, that they wait until the 10<sup>th</sup> of November, until Mercury has gone direct.

Paxton: Sorry to use another reference to KMUN, the community radio station in Astoria., but there are comparisons. It took us 5 years to get a station. We had no business plan when we wrote the application; we had no idea what we were going to do about programming – we knew Astoria wanted a community radio station. It is amazing how people step up and how they come to do the work. We have the space, we can afford it and we have the volunteers. I view it as a community relations project in the Veneta, Elmira area, not necessarily just for the Fair family at all. It’s a neighborhood kind of radio thing. Also, going straight to podcasting is difficult because there is a lot of training involved. The skills in radio are exactly those you need to go into podcasting. One of the first things I do when I get to Alice’s when I stay out there is – turn on the radio. At the 5-hour, 5-day application the odds are about 50%, but I think it’s worth a try.

Jon: I agree with much of what has been said by the board members to my left who have expressed support for this. I would prefer to be voting for an 8-hour, 7-day application. I don’t see the votes on the board to do that. I think it is an excellent opportunity. It’s been 30 years since I was a DJ, but it would be fun to do that again.

Sue: In past 2 or 3 months I’ve read everything I’ve been given, I’ve listened to everyone who had an opinion, and it’s kept me up at night. I suspect that it’s going to keep me up tonight.

Lucy: Like Sue I’ve read everything that has been given to me, I’ve had numerous conversations. I’ve made multiple requests for concrete business plans and have not gotten them because they have not

been created. What Charlie said in terms of acknowledging going forward with this plan, while there is a great deal of enthusiasm for it present in this room at this time, with the responsibility that I carry, the health and well being of this agency as a whole, for having the responsibility of being a steward for the time, energy and material resources of this agency, and for considering what we are actually wanting to do – create a program for something that we ‘ve never done before – I’m not able to support that at this time.

Casey: I don’t get to vote but I would like to talk to the members that are obviously enthusiastic about this opportunity. I’ve had a number of good conversations with board members saying that this is a important opportunity that could be used as a good tool for us and is something that if we use it and grow into it would help us with being this thing we want to become. I can see how it can help us. But I would like to take a minute here for the people that I have seen at these meetings for six straight months - Dean, Mike, Mouse, Jon – I think largely we are at a place where we are divided; people have decided how they feel about this and are not taking a little bit of time, not to change their minds but evaluate the other perspective. I would like us to see this done – but take a minute, people that are really in support of this – 18 months to come up with implementation and programming. Inside of 18 months, we are going to conceptually design and then build, we are going to displace 5000 campers to new areas, we are going to do our best figure out some solution to Monday market/Barter fair – what I’m saying is that 18 months comes around really quick and without any sort of a plan in place, we are going to blink our eyes, the 2014 Fair is over and we are going to have 90 days to come up with some legitimate programming for this thing, if we even get it. Paxton has brought this report back to us. The things that he used for the argument for why we should do it are we have the space, the money, volunteers, and we have the interest. In everything I’ve read about this LPFM, we are liable up to the point of submitting the application saying it is our full and utmost intention to go forward with it successfully. So if in a year or 18 months we decide we really don’t have the resources to do this – largely we are being told we can just withdraw and it’s all cool. Language is important – how can you look at an organization like the OCF with the revenue it produces and then when we decide to not do it, say that we had the utmost intention to do so. If we have the utmost intention, nothing will keep us from having a radio station. If we as the board collectively go for it – but if we as the board collectively don’t, let’s have some understanding that the people up here are all acting with what they feel is in the best interest of the Oregon Country Fair.

Bear: I was a DJ on KRRC FM, which was Reed College’s low power station from 1995. One of the most important books I read in high school was The Media Monopoly by Ben Bagdikian. I have been involved in thinking about these issues since I was a kid. It is with vast disappointment that I see what a terrible campaign has been waged by people in support of this initiative. They have accused me and other people who voted against this of being afraid, they come to us in a bullying way that turned me off, I think the vote here in the room is a false tactic, it’s not scientific. Of course there is going to be a super majority of voters who are asking the board to do something. There were 825 people who voted in the election, a scientific poll would measure a certain percentage of them, selected randomly, not what we have here. I have still reconsidered since last month because Paxton, who did not use fear or bullying tactics, rather a calm rational approach, well reasoned on paper and brought at new presentation to the board. It was Paxton’s leadership on the board that made me think a second time about this. It is no credit to the other people in the room. Unfortunately, though it lacks a business plan, it still lacks a means of recruiting volunteers and the way that it connects to the Fair at large. What I am left with is a small group of people with their own agenda, who are casting around for ways to get their agenda and are latching on to the Fair to do it with. It does not seem like the vital part of the Fair’s mission. It feels like someone trying to tie a blender on the back of a truck – an artificial appendage. This has been a passionate debate for all of us. The next time people bring something to the board, I would ask you do it in a less mean and nasty manner.

Chewie: I am in favor of this to try it. I believe we can come up with 5 days and 5 hours a day. I believe that we can probably do more. I’ve spoken to many of the supporters that say ‘oh yeah, we are going to have these volunteers’ but I have not heard anything about production. I talked to Downtown Deb who puts in 30 hours of preparation for the 3 hours of Dead Air.

Indigo: I’ve read everything and I’ve listened, I’ve been bullied and not treated very nice around this. And as some of us on this board know who sit in places of dissent, it is important that people in this organization are allowed to sit in a seat and not agree. And it doesn’t make us bad and it doesn’t make us

wrong. It makes us have a differing opinion of what is right for the whole of the Oregon Country Fair. I still don't think this is right for the OCF, it could be helpful for Veneta, it could be interesting, cool and romantic broadcasting. I would have wholeheartedly supported an organization in Veneta coming to us and asking us to be an underwriter or asking us "Will you help us get this off the ground; will you give us money to make this a real thing?" Tasking us to be the Oregon Country Fair radio station, I cannot support this. I don't think it right for our organization, for what our staff has on their plate for the next 18 months to 5 years. Our volunteers are getting asked to do a tremendous amount right now. If the proponents of this were working with the Veneta library or a number of other organizations or school districts to come together to as a conglomerate of organizations in the Veneta area who want to see this happen and ask us for money – I'd say yes, but to be the Oregon Country Fair radio, I cannot support this.

**Motion passed: 7-3 Lucy, Bear and Indigo opposed**

Lucy: I want to echo Indigo's sentiment. I don't appreciate how some of you have treated me when I have been so clear about what my position about this is. As the Oregon Country Fair, I feel it is important how we treat one other and it is what sits at the heart of who and how we are. There was mention of Bill Wooten here; I worked with Bill, I've been part of this organization from its inception. I am part of the counterculture, I'm part of the Fair organization because I happen to believe who we are and how we treat each other matters. I wanted to echo Indigo's sentiment that I don't appreciate how some of you have treated me and it hasn't felt Fair. I hope you can find a way to treat all of us Fairly.

Sue: I echo everything Lucy said; this has been an incredibly difficult decision for me; nobody at this table is a savior, I am going to keep an eye on this and if you falter I will vote no.

Jack: I want to thank Deane and Saman for their service. Along the lines of what we are talking about now, I have a lot of appreciation for anybody that is willing to sit up here and to do it, I encourage people to continue to want to do it. As the years unfold I've found that generally going with the super majority is probably the quintessential act by the founders. It has really made this a pleasure – not just to be able to get a majority, but to actually think about what each one of us is saying and I mean the membership also. To come up with good policy and to get 7 out of 10 is not an easy thing. I'm thankful for that. Let's have pleasant thoughts, at least, for now.

**Tentative Agenda for December**

Confirm minutes from November 4th Board meeting  
Revenue Projections (Paxton)  
OJ Documentary (Paxton)  
Barter Fair Task Force (Lucy)  
Employee Holiday Gifts (Jack)  
Approve Laura Strobel as co-coordinator of the Solar Stages (Chewie)

Consent Calendar items:

Upstart Crow Studios \$500 (Bear)