

Board Working Assembly on 2021 Scenarios

January 18, 2021

[These notes were taken by Sam Rutledge and are intended to be a rough overview of substantive discussions, not official minutes. No recording of the meeting was made, so comments have been paraphrased from typed notes.]

Agenda

- I. Intro (5 minutes)
- II. Agenda Review (5 minutes)
- III. Ground Rules and Parking Lot (5 minutes)
- IV. How We Got Here and Special Considerations - Crystalyn (5-7 minutes)
- V. Review of 2021 Scenarios Presented to BoD by Operations at December Board Meeting - BUMs with shared screen (20 minutes)
- VI. Discussion (1 hour)
- VII. Next Steps (10 minutes)
- VIII. Meeting Evaluation and Closing (5 minutes)

How we Got Here

Crystalyn: In October the Board passed a series of resolutions asking for alternatives in the event that we're unable to have our typical event in 2021. Several concepts were created by management, and discussed at a Town Hall event in early November, 2020. After getting input from the Town Hall, management narrowed the concepts down to five scenarios;

- Downtown street fair
- Three Day Event on site (Daytime)
- Wine Event at the Winery including Wine Sales
- Post Covid Concert
- Halloween party

These scenarios were presented to the Board in December, 2020. Hopefully, tonight's discussion avoids getting into the weeds about our NCU permit, the maintenance of which is a separate conversation from these five things. Right now, management is requesting that the Board give some further direction as to which of the five scenarios are of interest so that staff can do further research and form more specific plans.

AJ: Question about how we can have this discussion without talking about permits.

Crystalyn: The NCU allows us to have the event we usually do, but hard to get anything other than that event to fall under the NCU. For the five scenarios, there are other kinds of permits we

can apply for depending on what we are doing. The NCU may apply to one of these scenarios, but it is unlikely.

AJ: Do any of the five scenarios meet the NCU criteria for an annual event?

Crystalyn: It's possible, but we need to look into it further. The NCU is largely Shane's area of expertise, he just returned from furlough. Hopefully that discussion, which is a big one, doesn't keep us from talking about the scenarios.

Lily: we aren't in a place to talk about the NCU tonight, that conversation will have to happen later.

Descriptions of the Five Scenarios

Three Day event At Fair Site (Presented by Charlie Z)

The first two scenarios were designed to maximize Fair Family participation and use our site as a venue for these two events. This scenario is for a three day event taking place during the daytime only, without camping. The event would make use of the parking lots and Xavanadu for vendor booths. People would be able to stroll around the booths. The 8 would be turned into an entertainment venue. Size-limited flights of people would be escorted from point to point with an entertainer or other tour guide leading each group through. This scenario was designed to allow as many fair family as possible to participate, and maximize options for scalability. Another goal of this scenario was to maximize participation by artisans. This event would not involve overnight camping. Some immersive entertainment events like this have been done around the country. It's a relatively new concept and the idea is to do something innovative and exciting. A decision on this would be needed quickly due to time horizons.

Revenue sources would be from tickets, parking, and maybe opportunities to sell merchandise, and some donation possibilities in terms of putting together an innovative, immersive art experience. Expenses would be those that are usual for large scale events (toilets, water, security). In terms of lead time, the documents for this scenario call for a decision by February although a decision in March could work. This event was not designed with the intent to meet the annual event requirements of the NCU, but might meet some of those requirements.

Big Concert After COVID-19 (Presented by Charlie Z)

This event would be something we could do on the site if we were unable to have a large-scale event during the traditional fair weekend. It would be something we could do on the site at the end of the pandemic to celebrate that we've made it through. There are rumors of large parties taking place in the middle ages after a plague - this could be something along those lines. An event like this would take place in the parking lot. It's envisioned as a revenue neutral (and maybe money making) event. It would be a daytime only event with no camping. Attendance would be limited to fair family, so anyone connected with the fair could attend (possibly with a "plus one" arrangement, although those details need to be worked out). This scenario is

intended as a celebration to get the family together.

Revenue sources: admission, parking, food vending, merch sales. Lead time: depending on how it's structured, an event of this type may require different kinds of permits.

Winery/Outer Limits (Presented by Tex)

This scenario is built of two concepts for the board to consider. The first is to use the winery for an event in the 2021 year. The second, which could happen in conjunction with that event but could also continue in perpetuity, is to use the winery as a revenue source.

Regarding the use of the winery as a revenue source, the concept is to bring in wine from wineries to sell products in conjunction with an event we could have. The event could look like a concert, or something along those lines, with space for vendors to set up booths. A goal of this scenario is to allow for the family as well as the patrons and audience to be part of the process and event.

This scenario is envisioned to be either revenue neutral or positive. Revenue sources could be through entrance fees, booth fees, donations, and the sale of wine. The winery has no grapes or production currently. What we would do is buy wine that's been processed by another vineyard and winery, and we'd put our label on it and sell it as OCF Wine. We could also have other wineries feature their wines under their own labels, although this is not the proposal, just an additional option.

We need to figure out how we are going to use this property, and capitalize our return. There are some issues with establishing the vineyard as a production vineyard in terms of the viability of that land for growing grapes. This scenario is a way of looking at a concept for 2021 and into the future to use our asset for the betterment of the fair. The scenario has options for scalability.

A previous owner of the property, Secret House, had events such as blues festival events with music and food. We could take that model and add the unique qualities of OCF to give our crafters and vendors additional income opportunities. Many of them have been hurt economically by COVID-19.

The window of opportunity for this event is pretty open; it could happen in late summer or fall - in which case we could call it a harvest event, which are popular in the wine community. More research is needed to determine the cost of the event, which would include permits, portapotties, washing stations, and all the considerations that are normal for events of this scale.

Stakeholders for this project include staff, recycling, traffic, sanitation, security, food and craft booths. History has demonstrated we could hold events of this type successfully, as Secret House used to. This event could provide an opportunity to socialize that many of us have

missed, and an opportunity for people in the fair and staff who want to be involved and engaged.

In terms of lead time, an important question is permitting. Relating to some of the issues AJ brought up involving permits and what we can do around SUP, Shane has done a lot of work in this area. Whatever we do, can't jeopardize SUP or any other permits we have as an organization. We must ensure that we aren't working to our own detriment. This can't be rushed, we have to cross our 't's and dot our 'i's.

Downtown Street Fair (Presented by Sally)

This scenario is to hold a street fair in downtown Eugene. This could be something we pursue if things don't seem right to do something on site this summer, or if we just want to do something in the heart of town. It could be on a weekend. It could be in a park. The event would include art, food, music, and crafts. It could include merchandise sales and wine sales.

The event could be open to the public with a suggested donation. It could be done in partnership with the Saturday Market and/or City of Eugene (who will be wanting to co some sort of big event to bring people into town when COVID is over.) It presents an opportunity to share our values and mission with the community. If the event is downtown, that provides the opportunity to make it carbon neutral. Funding sources include merch sales, wine sales, booth fees, and/or the raffle of an art installation. This scenario needs 5-6 months of lead time for city permits, making a call for performers, and other planning.

Halloween Hullabaloo (Presented by Cotterpin) - This is something in keeping with tradition of the Fair's halloween anniversary. It would be an event in town (Eugene), bringing that community together around the halloween holiday. It's envisioned as a nighttime street fair event, in partnership with other organizations as a mutual benefit fundraiser. The event could include closing streets around the McDonald Theater and the WoW Hall. Those venues might sell separate tickets for big acts, or be open for people to move between. There could be costumes, and festive fair attire. This would provide an opportunity for us to gather later in the year, as COVID-19 is hopefully more controlled by that time. The event also coincides with our Halloween anniversary. This is envisioned as a revenue positive event, with revenue from admission tickets and maybe individual concert tickets for involved venues, as well as booth fees from vendors. It would also be promoted as a fundraiser, making donations a part of the overall picture. This scenario has more room for lead time than others - Halloween may be the earliest time an event like this could take place.

Questions and Answers

AJ: Can we explain what the SUP is?

Shane: We have a special use permit that applies to the fair site. There are four geographies that apply to that permit. Various events and activities can happen in those areas, tied to certain

population limits. This is what allows culture jam, weddings at Main Stage, the Beaver Open in Dragon Plaza and Xavanadu. On the winery, there is a separate SUP tied to wineries and is a way for wineries to bring agritourism and get people interested in their brand. In 2001, Secret House applied for this SUP. It is not a very restrictive SUP, and might be hard to get one that liberal today. Those were the SUPs Tex was referring to. The winery SUP allows four big gatherings a year with some additional permitting with the county and ODOT. 13 events can happen on the winery site from May 1 to Oct 1. Four of those events can be commercial and the rest must be non-commercial events. If there is interest, Shane would be happy to discuss these SUPs further with the board in the future.

AJ: It seems like the use of the winery has to have something to do with wine. Trying to clear that up. Want to know what the regulations are regarding wine being sold there.

Lily: These permit questions should go in our parking lot. We have another working assembly in the works on the winery and uses. If we get to the point where we need to iron that out we can come back to it.

AJ: I don't see how we can make decisions on these events without talking about that. They want the board to make decisions, and that's an important part. Putting that off doesn't give us all the info we need.

Shane: We could have another event at the winery, it doesn't have to be under the SUP. That's just a nuance that's already there. In the presentation about shiners¹, partnerships with OSU is something we've talked about in the past. You don't have to have the wine sold at it to have an event there, you can use a different permit.

Spirit: If we were to go with winery, I would want to explore what it might look like to hold that event without the alcohol. If there are different parameters (number of people, etc). Also, if remember correctly, it may not be just, if we were to do alcohol sales, would it have to be wine? Could it be a brewery? That could expand partnerships.

Shane: The SUP pertains directly to wine - if we were operating a winery and had an OLCC license, we could also sell beer. We could not just create a brewery and try to use the SUP because it's tied to a winery and agritourism.

Spirit: if we had an event without alcohol, would the population cap be different?

Shane: There are three or four different permits we could get. One is a separate permit for up to 3,000 people that would take longer and cost money. Having an event under the existing SUP, the cost would be limited to the facility and event permit. The facility and event permit we have for our main event is on a five year cycle, which we may be able to use and save some money. Getting an outside permit also increases lead time.

¹ "Shiners" is an industry term for unlabeled bottles of wine that are produced by one winery/vineyard and labeled/sold by another entity (discussed by Tex above).

Gene: Are these five proposals mutually exclusive? Is there a chance we might take up more than one? What's the end-game?

Lily: I think the stage we're at now is figuring out if the board wants more information on any of these. The board could say two of those seem not in line with the organization, don't spend more time on that, but please give a more fleshed out budget for the other options with budgets, dates, etc.. I don't think they need to be mutually exclusive, but maybe someone could say more about limits. There are questions about health and safety about any of them.

Brad: Lily's answer is perfectly correct. We want more clarification about what we should pursue. All of these options would be in addition to a virtual event. We want to know where to focus our energy. A quick piece about the winery: working with our artisans to create beautiful imagery for our labels. This has incredible potential as a fundraiser at a time when we need revenue.

Lily: Yes, there is a virtual fair working group - there are people focusing their energy on that.

Jen-Lin: Would halloween hullabaloo conflict with KOCF fundraising.

Cotterpin: The idea behind the halloween scenario is partnership and getting together with other organizations to create a mutually beneficial event by combining audiences, not to take away anyone's audience.

Sam: How does selling wine impact our non-profit status?

Shane: We looked into that three years ago, I don't have the specifics at hand but can get back to you with them.

Tex: Many non-profits do many fundraisers, so this would not impact us directly as to bringing revenue into the non-profit.

Hilary: The fact that it is wine doesn't have a special impact. If we sell things with volunteers, that can be a fundraiser. If we have some staff involvement, we would have to assess whether it's reportable business income and there could be some tax due. It depends on how it's structured and who does it. The alcohol in itself is not an issue.

Peaches: Here are my thoughts on different scenarios and possibilities. I think the winery and how it can be a revenue resource going forward is an asset that needs to be explored regardless of which event we pick for 2021. On the other four, if we're just thinking about 2021 the large concert falls off radar. Yes, when Covid is over and we can gather in mass again that will be great, but that is not a useful place to put our energy now or this summer or even next fall. One of my main thoughts about any of these is that there are a lot of people who are feeling lost without the fair. Even if half those people self-select to not come because they don't feel

safe, that leaves thousands of people still wanting to be involved. Even if the State allows us to have a gathering of up to 3000 people, there may be another 3000 people who would not be able to come. Even if we did this equitably, we already battle a perception of elitism. If people who needed it for their souls had to be left out, that is a huge concern and not a good trade off. I like the ideas of the street fairs and partnerships - whether Halloween or something earlier. These ideas seem more equitable. Things on site are difficult. Even with a non-camping event, some people may need to camp which could create issues of who gets to and who doesn't. I also like the idea of organized work parties, crew retreats, work parties, small group gatherings where we can come out and work on camps and the land. This could be something where we can still gather with our people and do some work. I like that better as an ongoing thing through the summer, in a way that's planned and scheduled. The land is going to need a lot of attention.

Lily: On the board calendar through the year - we intend to do working assemblies more often, we have a date on April 18 to talk about the winery. This is a long term discussion and won't be in time for our 2021 planning.

Brad: A reminder that with all these options, Covid bats last.

Colleen: To me, from where I sit, I am Very concerned that we always keep in mind the importance of protecting staff time. To bring Crystalyn and Shane back in a revenue neutral way, they will be taking furlough breaks. Whatever we settle on we need to protect their time. Any plan needs to also be revenue or budget neutral at a minimum, and ideally we should move forward in a way that improves our revenue situation with events that have potential to earn money for us. We need to watch direct and indirect costs. We lost our fundraising event last year and more than likely this year. We need to make realistic use of staff time, remembering not to jump over the ED in deciding how staff time is spent. It is so easy for us to talk to our dedicated staff and let's remember not to ask them to do more than full time work on less than full time hours.

My preference is to use the Winery. One reason is to retain the SUP associated with it. It's easier to maintain that SUP if we do something that meets that SUP requirement. Let's retain that. While we could do non-wine events - some folks are concerned about it hurting our brand to sell wine. We could work to assist local vineyards with economic development and use that as an education piece.

Another preference is The Hullabaloo, but closing streets is very costly. We could still have a fantastic event with people in costumes in partnership with the city. We could have some partnerships working with storefronts, Kesey plaza, The McDonald, the park blocks - but let's be careful: it's wonderful to partner with other arts events, but let's talk with other groups. Saturday Market already does events downtown. Market has been getting hit hard, too. So, if the street fair was on a Sunday, paired with the city closing streets for an activity in partnership, we could avoid that cost.

Cotterpin: Just wanted to clarify - in talking about the Saturday Market are we talking about the three day event on site, or the Eugene Street fair?

Colleen: I'm talking about the three day in Eugene Street Fair. Let's be careful not to draw people away from Saturday Market. If the intent is to support local businesses, let's talk to their management.

AJ: Communications have been happening with Saturday Market's GM, she is aware, and people are talking to them.

Sandra: I am uneasy with committing to anything with a hard date of anything happening during the summer months due to the unknowns of COVID. All these commitments take 4-5 months. We are not far enough into vaccination, and there's the new strain coming our way - who knows how long it takes to get enough people vaccinated to reach herd immunity. That's very chancy. Maybe if we had another month or two down the line we could feel better about committing to a summer event, but right now I would not. We have funds on hand to make it through if we are careful. We have already made a big commitment (unclear how much) for the virtual fair. A lot of people have to work hard to pull that off again. Doing something around the same time as the virtual fair would be additionally complicated. Halloween this year is on a Sunday, so there is no conflict with the Saturday Market. Maybe a fall harvest event at the winery might happen. But, I have a concern about whether selling wine and getting into winemaking is consistent with our values and mission. I am not really keen on that. We are all about hand-made, hand-gathered, home-grown, and selling wine someone else made under our own label seems not in line with that.

Jon Pincus: All - what strikes me about these options is that all of them can happen, none are exclusive. Things like the winery, an in town event, and a concert could all be revenue generators. Really appreciate what Peaches said about people's need to be connected with the fair. That really can only happen at the fair site. I also think the fair site, being as large as it is, presents the best opportunity to have things safe for large numbers of people. It's not sensible to plan anything for the summer. It will be fall before it's safe to have gatherings. We should focus on October if we're thinking of doing something. On Site is the only thing that addresses the need to deal with the SUP. It is worth asking the commission if they'd let us do several weekends of events on the site in the fall in a row to enable a large amount of people to participate over a period of time. It's worth clarifying well in advance what the NCU situation is - we can't afford to lose that. We had better know soon what will meet the minimum bar for the NCU. That should influence what choices are made. It seems that all the options mentioned need a lot more research and development before commitments are made.

Tex: Going back to the discussion about events at the winery - please remember, a decision was made to purchase the winery. Why did we do that? One area is as an option for fundraising. We could do what's known as shiners, which is bottled wine produced by local vineyards sold with your own label. We could see how many people in the family would be willing to participate in buying a bottle of OCF wine for fundraising. Please don't get bogged into

thinking about the use of the property only being for consumption of wine: there's a means for us to use that property under the current SUP by selling wine to the public, or family, in their own home for their own use.

Lily: [Provides a reminder to the group that time exists, and therefore this meeting must eventually end.]

Jon Silvermoon: We bought the winery for a parking lot. During that process, I raised an issue that there were people in the fair with strong feelings about being alcohol free and was told we'd deal with that question later. I was hoping it would get dealt with through strategic planning. We have not done that yet and we are now considering making a de facto decision about selling alcohol. That's unfortunate. Hope for all these scenarios we could consider letting the fair allow indirect sales, direct sales, or alcohol free. There are questions about our values. Some people have strong feelings.

Separately, the Diversity Committee discussed scenarios for 2021. Came up with some applicable ideas. The committee recommends that priority be given to BIPOC and LGBTQA for vendors, performers, and staff roles. The committee also recommends ensuring diversity passes continue to be issued to encourage attendance from diverse communities whatever we decide to do. Some concerns were raised about daytime events going over multiple days in a row, as they could create barriers to individuals from marginalized communities due to accommodations costs making events inaccessible.

Sean Cummins: Thanks, Jen-Lin for the question. Thanks, Cotter Pin for the answer. KOCF excited to work with OCF on whatever we choose to do this year.

Paxton: I agree with Colleen - I'm not real interested in competing with Saturday Market directly. The Eugene Street Market falls low on my priority list. We need to start looking into uses at the winery. It's a great place to look for future projects. Many winery projects could be done with a short timeline. I like the concept of a three day fair. I'm unhappy with it being daytime only, but neighborhood campgrounds could allow camping and it's wise not to allow camping on the site due to how many people would want to come. I want more information on that. This event ties in with the need to preserve the NCU - while I hope we could get something from the county like last year, last year it showed up during the third week in June. That's a big concern. Either that gets settled early, or we need a contingency plan for something in July or the fall. The other thing interesting is the Halloween Hullabaloo. KBOO used to do something like this as a primary fundraiser for decades, and it can be worked out as a fundraiser and still have people out and enjoying costumes. That fits. I would like to see more info on that. In brief, I like the Halloween Hullabaloo, the Three Day Fair for the NCU, and want to see more work on winery.

Charlie Z: A few quick points. One - while we have five scenarios, it would not be practical to go in depths in planning for all five of them. This is why we need some guidance for which ones to look into and scale. Staff resources are scarce. We can do the best we can in the time we have.

I want to remind the board that a big resource we have is people. People are eager to reconnect in some way. While doing nothing is an alternative, it comes at the cost of relationships and energy. Think hard about that cost - while can't put a dollar sign on it we need to do something to reunite the fair family in some way. An on site event would be ideal, for this but any opportunity to connect is better than nothing. All of this with the caveat that COVID may preempt any plan we might have if it is not allowed for public health reasons.

Kirk: Thanks for inviting the virtual fair project team to participate in this working assembly. Sally, we are so stealing the raffle of art idea for raising revenue on the virtual fair. As I look at these ideas, other than the NCU itself, which based on my understanding from the BUMs and Tex and others we should not worry too much about risking the NCU at this stage, my recommendation to the board is that whatever we do on the land is problematic for all kinds of reasons. A downtown street fair or Halloween Hullabaloo are among my favorites. Thinking about what it would take to do those things, the planning could be done together in a lot of ways. I recommend that we push forward on that, and on studying the winery without committing to doing something there this year. If a winery event falls in place, that sounds cool, but if not no harm done. Last, to push back at Jon Silvermoon - what I heard when the winery was purchased was that the parking was a benefit, but what we were really buying were the SUP events. We have not been able to move forward with those yet, but the options for land use were primary considerations and parking bonus was a bonus.

Sam: I didn't type what I said, so I'm going from memory here; I like what Peaches said about not wanting to plan for a big concert post COVID yet because it's too early to know when that will be possible. I'm torn about the wine sales piece of the winery event, because the concerns Sandra raised about wine sales being discordant with our brand ring true. However, in these unprecedented times it seems like selling wine may be our best option for a revenue stream while we are waiting out COVID to get back to our regularly scheduled fairs - because of this, I put the winery events high up on my list of events to explore. I like the idea of the in town Eugene events, because I think they present great partnership opportunities and opportunities to maybe reintroduce Fair magic to folks in the Eugene community who, for one reason or another, have drifted away from us over the years. I think in terms of timeline, we shouldn't press for a summer event because the danger of a late cancellation seems higher. I prefer the Halloween idea.

Heather Kent: An SUP question about the winery came up in the chat, Heather is sharing a bunch of links for winery related permit information.

Spirit: We brand ourselves as alcohol and drug free. We need to be thinking strategically about how we promote that. COVID has been good for alcohol sales. Can we think about a sister label rather than putting our name on the wine? I hear what Colleen is saying about revenue generating - that's important too. Putting ideas into all of this, we really need to know the minimum number of people who will be allowed to gather to meet the goal of these events being revenue neutral or revenue generating. Not knowing that at this point, I'm leaning to where Peaches was at - can the fair family use this time by getting together as groups or crews to fulfill

our gathering purpose in a rotating way. How can we come up with numbers without knowing about COVID and what the restrictions will be. Also, have we contacted the city about their level of interest in fair holding downtown events?

Crystalyn: I have not yet had an opportunity to contact the city, but it is on my radar.

Martha: There is a big difference between having an event focusing on alcohol and what Tex suggested of selling wine with a country fair label. I was at the fair when people used to drink and I don't want to go back there. I don't want to go to an event that includes drinking, but having a label and selling the wine as fundraising, that's very different from an event that's about drinking. In terms of COVID unknowns, put it in the fall. All my votes go to Halloween Hullabaloo. That's when it's most likely that we will be able to make it revenue generating.

Diane: I've talked to the GM of Saturday Market and pitched the idea of a street fair to her. She is very interested and considering it as an expanded Saturday Market. We are not a gathering this year, you come and buy and leave. It's problematic in terms of revenue because there are a lot of things that need to be worked out. Saturday Market is our best conduit to the city. They're used to working with cultural services people and permit systems. Kersten is interested in doing some management of the event. She's on vacation the rest of this month. This would be a good partnership to develop.

AJ: Is the wine going to be donated? If not, how much do we have to put into purchasing before we can sell? Also, I'm from Veneta - one issue with day events here, our neighbors have trouble with people parking all over town, blocking driveways, and creating inconvenience. Some people will come for the day and stay in town overnight. Saturday Market has experience selling things like wine - selling food to go - people don't take things to go even if you tell them to. The idea that we sell wine to go and tell people to take it away, that would be an issue. With all these scenarios, how much time the staff spends on these ideas. We're working with limited staff hours. If we are going to invest time for staff to look at all of these or some of these, how much do we spend on them doing that? That should be considered.

Tex: Regarding the sale of wine for people to buy on the property and take away for future use - it wouldn't have to work that way. NPR and other nonprofits have a wine club, we could offer this through general merchandise sales. We would need to follow protocol for licencing and deliveries. We know that many organizations have used this model to enhance ongoing revenue. If we were looking at an event modeled after what Secret House used to do, it was an option for individuals to have a beverage there. We would need safeguards and parameters for on-site consumption. But today, we're asking what we can put forward for revenue. In terms of the cost of the wine, we would pay for it. We would buy shiners of bottled wines from legitimate wineries who sell those blanks to you and you put your label on it to sell to the public. We have done some research on this, and King Estate was anxious to assist us in this. Because of the relationship with King Estate, we'd get an opportunity not to pay as much or need as much volume, but we could work with many local wineries and help people regionally make ends meet by buying a product and reselling it with our label.

Brad: My perspective is that when we bought a winery, we knew that what we were buying was a winery. Although we did need the parking, we did not just buy a parking lot. I agree with Kirk's take. I want to remind everyone, no one is talking about us no longer being a drug and alcohol free event. When we let people bring as much alcohol as they wanted through our gates, it led to bad situations. That was a totally different thing, and we are not talking about changing that. We're talking about a fundraiser for the overall organization at a time when we need to raise funds. For myself, I'd rather buy wine to support the fair than another tee shirt. We'll drink a bottle of wine and toast the fair. That's the idea. The subscription thing is a great idea - gets us to all our family all over the globe that would support us. In terms of staff time: as a business person I know that sometimes we have to spend money to make money. It is important to pursue revenue positive fundraising opportunities and keep our communities engaged and use our talent pool and work together. We are an essential event and organization.

Britannia: To add that using wine sales as a source of revenue could be an opportunity to support BIPOC - I know of at least two BIPOC owned wineries in Oregon and Washington. I am in agreement with everyone who is talking about revenue. The more revenue we create, the more we can fund our diversity effort, which should be among our top priorities.

Wren: I have been doing Whitebird since the days when we had public consumption of alcohol at the fair, and I know what a mess that was. I don't know if I'm in favor of having an event that involves alcohol sales. What I do want to suggest is, coming from our hippie roots, I'm not sure that abstinence and sobriety (while necessary for some folks) has to be the stance of the fair in order to be seen as responsible and mature and having integrity. There is a difference between use and abuse. A bottle of wine with a beautiful label sold as a collectors item is a model of responsible use. It's not like we're talking about selling rotgut tequila.

Pincus: I want to challenge the notion that having something on site presents more problems than other places. All the services we bring to bear when we do things on site, you will have to pay for elsewhere even if you are partnering with other organizations. We have people who know how to work our site and do things there. That gets very different in town. Doing things as a person who has put on a lot of events in town, it is always more complex than you think it will be. I recommend that people - that we form some work groups that flesh out the detail and various considerations for each of these. I'm hearing presumptions about all the ideas that seem unrealistic. Consider the idea of work groups assigned to each type of event. I agree with Sandra's notion about wine, but I think also from the 501c3 point of view it does matter if you are doing it as a here and there fundraiser or it becomes the business you are in.

What Happens Next

Lily: Do we have action items? Does the board want to prepare motions to bring new business to direct staff and operations to flesh any one or more of these options out? I kept a tally of every time a board member was in support of one of the event scenarios throughout the meeting. Here are the results;

Winery: 6
Hullabaloo: 5
Concert: 0 or 1
Three Day Events on Site: 1
Street Fair: 3

This isn't a vote, but I'm putting this out there as a suggested starting place.

Peaches: Here is an idea for a process for the board moving forwards. We owe the Fair some more direction. The ball is in our court. The idea is for each board member to email Lily with their top three scenarios in order, 1,2,3. Then we can go from there. This is a suggestion on how we might move forward from tonight so we can get something like consensus and clarity so we can offer our management team some direction.

Brad: I figured you'd make motions in February to give us direction.

Spirit: I didn't bring it up because I was interested in the winery. I am very interested in the concert idea, and in multiple concerts. Is it possible to gather more people in their vehicles, like a drive-in concert, than people attending outside their vehicles? While this would not be carbon neutral, there would be less cars than at fair.

Crystalyn: When I talked to Lane County Public Health last fall, at that point they were talking about phase 2 regulations, those were not relevant if people were in their cars. It was still limited to 250 cars for an outdoor event.

Hilary: When people were talking about drive-in theaters a lot, I did some research. A person can use 4 square feet, while a car uses 25 square feet. Because of this the upper limit for a large drive in theater is maybe 500. I don't think the economics of it work out for the space. That was my preliminary research.

Lily: There are not a ton of action items from tonight's meeting. We said;

- 1) Lily will post the ground rules for future working assemblies.
- 2) We will get the future potential board working assembly dates on the .net site. Those are not set in stone by the board yet. We all have to be really flexible.
- 3) The winery SUP will go out.
- 4) Lily made a list of requests/requirements people have for this planning.
 - Cost of losing connection and volunteers should be considered.
 - People want to understand more about winery permits, and permits in general.
 - People want the event to be more than revenue neutral.
 - Would like to acknowledge that staff work time is a limited resource.
 - Whatever event we choose we hope will be inclusive, and not exclude people with attendance caps.
 - We have a lot to discuss about wine and alcohol sales.

- Request to make sure we have diversity passes to bring our commitment to DEI to the 2021 event.
- Option of work groups on site throughout the summer if possible.
- People want to consider the impact of on-site events on Veneta

Parking Lot

- What fulfils permitting requirements?
- Winery working assembly April 18, date in the spring because we hope walkabout
- Discussion at board level about permits, what they mean
- Discussion at the fair level about alcohol sales, use, policy
- Is there a \$ raffle cap per year for an organization?

Charlie Z: Suggests each board member email Lily with top three choices tonight.

Peaches: This is a way for us, without talking more, to start the process of a conversation to see where we're all at to come up with a motion that the board will have good support for.

Spirit: I want to remember to get on the list to check in with the City of Eugene to see if they're interested in considering gatherings.

Colleen: Crystalyn earlier said that checking with the City was on her list of things to do. Also, to clarify when we email those three, we want them ranked. Top three ranked choices.

Lily: Our big action item is that the board will prepare a statement for operations and management to present at next month's meeting telling them what we want them to move forward on.

Summary section:

Action Items

- Post Mutually Agreed Upon Ground Rules for Working Assemblies to the .net site (Lily)
- Get future Working Assembly Dates to the .net site calendar (Lily)
- Windey SUP to .net site (staff)

Parking Lot

- What fulfils permitting requirements, different types of permits, property, zoning, etc
- Winery Working Assembly 4/18
- OR Raffle Rules
- Alcohol and our Values

Requirements listed of planning process:

- We take into account the cost of losing our Volunteer base
- Impact on the Veneta Community
- Fulfil requirements, yet don't over stretch of the Winery peppermint
- More than revenue neutral
- Takes into account limited staff time
- Inclusive of all who want to attend, with consideration of the attendance cap
- Consider the implications of wine at the event - drinking there, or only off site, artisanal label, as a fundraiser, in accordance with our brand
- Diversity passes
- Work groups on site