

BoD Working Assembly on Outer Limits/Winery Property

Agenda:

Introduction

Agenda Review

Ground Rules

Legal and Permitting Parameters – Shane (SFM) and Thom Lanfere

Proposed Uses:

 Camping (Sandra, BoD)

 Parking (Grumpy, BUM)

 Alcohol Sales (Shane, SFM)

 Composting (Thom Barr, Recycling Crew)

Clarification Questions

Discussion

Next Steps/Action Items

Meeting Evaluation

Lily opened with a reminder about the Fair's mission ("creates events and experiences that nourish the spirit, explore living artfully and authentically on Earth and transform culture in magical, joyous and healthy ways ") and the potential of this property.

Ground rules - <https://oregoncountryfair.net/board-work-assemblies/>

Legal parameters, Shane and Thom Lanfear

Shane shared a PowerPoint presentation.

The property was purchased in 2018, it came with winery SUPs.

The SUP was granted in 2004. It allows 4 commercial events with up to 3000 attending, 10 non-commercial events with 10-150 people, revenue for these events cannot be more than 10% overall income (winery income). This SUP is extremely liberal, use it or lose it (we think not lost yet), events have to be winery related.

If we don't use it as a winery, we would need new licenses and SUP to hold events, would have to apply every 5 years, not as liberal as the existing SUP.

Any events will require additional permitting, ingress/egress, camping, parking, ~\$2000.

Permitting possibilities if not a winery (not using existing SUP) –

- Statutory allowance allows 1000-3000 attendees, up to 5 days, license from Lane County, 1 event every 90 days. It would be a challenge to use before, during, immediately after Fair time.
- Mass gathering permit allows 3000 or more attendees, 24 hrs to 5 days, requires a public hearing, \$5000, actual costs would be high for meeting the requirements, 1 every 90 days.
- Temporary permit, similar to mass gathering, 3000 or more, less than 24 hrs, requires a public hearing, land use compatibility component, 1 every 90 days, can be appealed to LUBA, hard to get.

The property is about 50 acres, has a well, septic. The main building housed the winery, maybe 90 x 40. Equipment includes holding tanks, label maker, grape crusher, cooling system, more. There is a small outbuilding, currently stores propane cannons (used for scaring birds from grapes). A big shed holds catering warming tables and other winery equipment. The residence needs a new roof and other repairs. About 25 acres are meadowed. Aerial photos were shown. Wooded areas includes ash, willow, dogwood, fir, and Ponderosa pines.

Camping, Sandra

The property could be used as a private camp during fair, like the neighbor campgrounds. Vetting and fact finding would be needed. It plays to our strengths. It may be helpful for those who don't get wristbands like entertainers, family, and friends, while not adding to the numbers on the Fair site. We already run a shuttle, might need more. The income potential would depend on the size and number of people. Services might include a food supplies market and entertainment. It would need staff, port-a-potties, parking, county permits/inspections. There is potential for substantial income if it is a public camp. It most likely would not affect 501c status if part of the regular event.

Parking, Grumpy

2019 aerial photo shown

This property is needed for parking for wristbanded Fair volunteers during the Fair. It is run by lot security and traffic crews. There is no exit during the event, entrance is from Outta Site. We don't know if ODOT would let us use the Hwy 126 entrance. The exit is out Vineyard to Suttle, sometimes through Outta Site. The number of Outer Limits parking passes sold in 2019 was 1878, in 2018 there 1353 passes sold. Could possibly expand to add another 250 cars.

Alcohol sales, Shane

There is a motion to consider the sale of wine or other alcohol to be discussed at the next BoD meeting, not part of this discussion today.

Shane said we are talking about bottle sales, not on property consumption. Online sales for pick up or by mail. It could bring significant revenue. We could design a beautiful label, perhaps for commemorative sale. We would need permit/approval from ATF. If operating as a winery, we could buy unlabeled bottles, aka shiners, and put our label on them. Shiners bought in bulk might be around \$2 each and could sell for \$20-22. Possibilities include merch sales, wine sales, winery insignia, partnership with local winery. This could be a limited edition or as continuing fundraiser. Other nonprofits have wine clubs and wine fundraisers.

Composting, Thom Barr

A composting facility was approved in 2019. It is directly in line with the Fair's mission statement and with the 7 generation pledge. We have turned dirty paper into clean soil, 36 tons of soil were produced in 2019, turned aerobically so less methane than other composting methods.

Recycling crew has pledged to work toward a waste free Fair. First attempts at composting were not entirely successful. Their work now includes keeping contaminants out of the compost, switching to

durables, and education/outreach. 2010 plastic was reduced from 20 to 10 tons and has continued to improve since then. There is food booth collaboration. Composting has been off site at Andy's for a while. They want to move it to Fair property and have been working on that since 2018.

The winery site has many positives, it is out of the flood plain, in a farm zone, close enough to process waste from the 8 there.

The clean soil produced is nutrient poor, so they are working on seeding it with mushroom spores that fix nitrogen. It could become another income source.

Solar panels could be put on the new compost structure.

Other ideas for the property

- other gardening uses – food and flowers for main camp, organic products
- deed the winery to native tribes
- native plant nursery
- educational use by OSU or EHS or ?
- barter fair
- local farmer's market (Veneta already has one)
- community gardens
- craft mkt
- lease to a farmer
- rent the residence
- sale of equipment that came with property
- storage for OCF event materials

Discussion

(*as questions were submitted, information shared, and discussion was held in the chat window, a transcript of the discussion is attached below as an addendum.)

Where was old concert area at Secret House? We looked at an aerial photo. Secret House rented additional parking from the northwest neighbor.

The SUP is tied to agri-tourism and winery, compost probably would not fit with that.

Chat question - In order to use SUP for events, there has to be some farm use income, correct? Events cannot exceed 10% of farm use income. Can recycling generate farm use income that would contribute to the "Farm Use Income"? Answer - This would not be related to the winery SUP.

Any produce given or sold, would be income for property.

Question about the winery as an entity, fair event as entity, what they can do, and what they can do for each other. Can the winery lease event rights, like parking, camping, growing to another entity? Answer - The SUP is for winery use. Maybe could lease the winery for education in winemaking, and program events around that.

We could sell our own wine only if we were making our own, would need to plant/grow 15 acres of grapes, 7 years before you get grapes, could do shiners until then. The winery did not produce their own wine for the last few years. Secret House had another vineyard property for growing their grapes. Phylloxera is a pest that only effects grapes. It is thought that Phylloxera is the reason the winery property no longer has very many grapes growing. New grape rootstock is resistant to Phylloxera.

It would be possible to buy grapes from another grower and produce wine on the site. Other fruit wines (peach, blackberry, etc.) are a possibility. Winery does not necessarily have to be tied to grapes?

Anne Rogers was not able to come but sent an email letter. It discussed restoring agriculture function of the property, possibly by working with OSU or the Natural Resources Conservation Service. There was more about permits, sales of organic products like trees and row crops, farm leasing to beginning farmer opportunity, local groups, still able to use for events, water limitations on the property, soil amendments needed– note taker did not catch it all.

Colleen has been considering rental as a potential income stream. The residence on the site would need improvements. There are programs that put landowners with landless farmers (but we would probably lose land for parking).

AJ – when was last time grapes from the property were made into wine? Shane said that last year a local artisan used the grapes for wine. Professionally, not sure.

AJ - Equipment on site– sell it or is it usable? Shane has not looked into this, not knowing what direction we want to take with the property. There was interest from potential buyers, Shane has contact info. Paxton said he could look at the equipment list and estimate value, he thinks it might need upgrading but it is all potentially usable. Shane said a truck that came with the property is now running and there's a flatbed there that needs work but is fixable,

There is soil test info from the compost research.

How to determine if there is Phylloxera?

Has anyone calculated net potential from winery operations? Or the market sale value of the property now?

Dennis reminded us that it is an archeologically sensitive site, previous owners collected arrowheads, artifacts.

Let's try to make decisions with a proactive equity lens and build our plan with DEI as a foundational piece from the very beginning.

Action items

Consider creating committees or ad hoc groups to look at the different options.

Sandra said the fixed assets committee could research options for camping- public, Fair family with no wristband, or quiet camp for Fair family with wristband.

Wine sales –

In chat from Steve Berkson - Proposal: It seems what we need to do in order to assess the value and potential of the SUP is to develop a proposal or economic analysis as follows:

- 1) What assorted winery related activities can we cobble together and what projected income could be generated from those activities.
- 2) What similar incomes can be generated which can be "shoe horned" into the winery's income (like composting), and how much income can we project from those activities.
- 3) With that analysis, we could generate 10% of income from events, so what would be our event budget?
- 4) Finally, what activities, like Fair Parking can be excluded from being considered "event income", so that there is more event potential.

Shane will share soil maps with Jon Silvermoon and others.

Shane will send the winery equipment list to Paxton who will estimate value.

Shane will research soil test for phylloxera.

Hilary will explain how our non-profit status may or may not be affected by income from the winery property.

**archeological investigation/report – needed to inform future steps

Grumpy says, remember we need it at Fair time for parking!

Tom Gannon said this is an equity opportunity – to lead with an equity lens.

Liz -Consider short, medium, and long term uses. Consider the pros and cons of different options including economics and the effect on event parking.

Evaluation

Many thumbs up. Good to have time to talk about the possibilities.

Nothing has been decided, still open to additional ideas and considerations –if you'd like to share your ideas, please send an email to Lily at lilyclearwater@gmail.com

Transcript of chat from April Board Working Assembly
Sunday, April 18, 2021

16:05:58 From Heidi (she, her) to Everyone : I'll take notes.

16:06:37 From John Kersting to Everyone : I can be a timekeeper.

16:09:42 From sallieedmunds to Everyone : Please drop the agenda in to the chat for those who arrive late.

16:14:00 From jon pincus - member to Everyone : hopefully we can touch on other potentials

16:16:26 From Lily (she/her) Board to Everyone : Intro

- Agenda Review
- Ground Rules (10m total)
- Legal Parameters - Shane and Thom Lanfere (10-20m)
- Camping - Sandra Bauer (5m)
- Parking - Grumpy (5m)
- Alcohol Sales - Crystalyn(5m)
- Composting - Thom Barr (5m)
- Clarification Questions on each (10m)
- Discussion (1h)
- Next Steps/Action Items (15m)
- Meeting Evaluation (5m)

16:16:59 From Lily (she/her) Board to Everyone : <https://oregoncountryfair.net/board-work-assemblies/>

16:22:26 From Tom and Jack Gannon to Everyone : Does that 10% apply to just the overall revenue generated by the winery specifically or is a percentage of the overall OCF revenue?

16:29:09 From Tom and Jack Gannon to Everyone : thanks.

16:29:10 From Jon Silvermoon (he/his/him) to Everyone : Use it or lose it with inherited permit. Have we lost it yet? what time frame?

16:29:52 From peacheselectra to Everyone : what income do we have? d

16:30:34 From jon pincus - member to Everyone : question: I thinks Patty had the ability to have twelve events what happened to that permission

16:31:43 From Colleen (she/her)Board to Everyone : would the sale of other wineries in our labeled bottles count as winery income?

16:32:14 From Wren (he, him) to Everyone : So if we sold shiners w an OCF label on them - a commemorative sale to help us get back on our feet financially - and we made a good profit, would that allow us to have a larger profit off a musical event?

16:32:29 From Tom and Jack Gannon to Everyone : Does the revenue generated need to be directly related to the previous function as a winery or are other agricultural revenue streams we can explore?

16:32:34 From John Kersting Lng Trm Vol to Everyone : Is there remaining infrastructure to operate it as a winery now?

16:32:47 From Spirit to Everyone : does parking make up one of the events?

16:36:11 From Steven Berkson to Everyone : To Spirit's question... Are we REQUIRED to consider the parking an event? It does not require a permit, correct, and the income goes to an operation on another property really, correct? If we do not have to consider parking an event, it is NOT in our interest to call it an event.

16:36:35 From Steven Gorham to Everyone : lilly can you let me share my screen for one of the aerial photos?

16:38:05 From Lily (she/her) Board to Everyone : grumpy, i was just working on that myself. you're sharing your screen already. just bring up a picture larger than the thumbnails

16:39:04 From Jon Silvermoon (he/his/him) to Everyone : What class agricultural soils are present?

16:41:12 From Paxton (he, him) to Everyone : can you identify the old concert site on the photo.
16:42:33 From John Kersting Lng Trm Vol to Everyone : Great job, thanks Shane and Thom!
16:46:20 From Paxton (he, him) to Everyone : hand
16:46:57 From jon pincus - member to Everyone : question
16:47:07 From Jen-Lin Hodgden to Everyone : hand
16:47:13 From Lily (she/her) Board to Everyone : _____
16:47:50 From Hilary Anthony she/her to Everyone : DIRECT
16:49:13 From Tom and Jack Gannon to Everyone : It should not impact the 501C3. Alternatively, 501C3s can have for profit subsidiaries.
16:49:40 From David to Everyone : Peace & love to everyone. When we talk about "educating and informing about choices in personal and community lifestyle" in the mission statement, it seems that a food and flower nursery is more in tune with the fair bylaws than a winery. Perhaps, before the fair someday, we could bring food and flowers to main camp from the property.
16:52:30 From Heather Kent to Everyone : In regards to the soil type question: My soil map shows 120B Salkum silt loam.
16:53:10 From Ella Newell - Traffic to Everyone : Crew Services help too! :)
16:53:23 From John Kersting Lng Trm Vol to Everyone : How many cars was it? What is max?
16:57:56 From Ella Newell - Traffic to Everyone : 2019 had 1878 passes sold
16:58:10 From Ella Newell - Traffic to Everyone : 2018 had 1353 passes sold
17:02:16 From Tom and Jack Gannon to Everyone : OCF Poster Label!
17:06:08 From Steven Gorham to Everyone : politicking is not allowed?
17:08:08 From peacheselectra to Everyone : where would the compost area be at the winery prop? and what would the vehicle flow be?
17:12:18 From Ella Newell - Traffic to Everyone : I second that question
17:12:20 From Ella Newell - Traffic to Everyone : :)
17:13:43 From Thom to Everyone : It would be just south of the garden. There would be one flat bed truck going back and forth. There would be one forklift and a front end loader at the compost barn.
17:14:04 From Paxton (he, him) to Everyone : Need to identify where the old concert area was and the parking for the concerts that secret House had. Using the grumping parking map. Hand
17:14:41 From Paxton (he, him) to Everyone : shane could probably answer
17:14:42 From Steven Berkson to Everyone : Are we REQUIRED to consider the parking an event? It does not require a permit, correct, and the income goes to an operation on another property really, correct? If we do not have to consider parking an event, it is NOT in our interest to call it an event.
17:16:05 From Heather Kent to Everyone : No, not for the events I went to. Different stage location
17:16:54 From Steven Berkson to Everyone : In order to use SUP for events, there has to be some farm use income, correct? Events cannot exceed 10% of farm use income. Can recycling generate farm use income that would contribute to the "Farm Use Income"?
17:17:16 From Tom and Jack Gannon to Everyone : Bringing fair compostable material may be in a legal grey area, Agricultural composting usually is only OK for that material generated on the property. Bringing in material from outside the property would, technically, require permits but in my view this scale would not trigger much interest from state regulators.
17:18:19 From peacheselectra to Everyone : hand (kirk) winery entity vs ocf entity
17:19:44 From Steven Berkson to Everyone : Can there be mixed farm use incomes.
17:19:46 From Steven Berkson to Everyone : Hand
17:19:51 From jon pincus - member to Everyone : what is the estimate of the net potential of the wine enterprises discussed ? What is the current sale value on the real market? (Yay to Coyotes thought beside by the way.

17:20:55 From Colleen (she/her)Board to Everyone : if we grow veggies on the winery land and "sold" it to Main Camp would that count as agricultural income?

17:21:46 From britania she/they to Everyone : Could we sell all kinds of local wines with their own wineries' labels and have that count as wine sales or would they need to have an ocf label?

17:22:14 From stephenwisnovsky to Everyone : OCF Garden Crew already grows Main Camp Veggies at Alices

17:22:16 From diane albino to Everyone : Finally a place to have the Family Trade Circle/Barter Fair! This would support alternative lifestyles as well as provide all Fair Family that wants to participate . This could be held in Fall to include farm goods. A small fee can be charged to cover costs.

17:22:31 From Spirit to Everyone : my WiFi cut out for a minute so I apologize if this has been covered... in talking about potential or need to plant grapes - can we address soil contamination and how that limits us, how it's remedied and how to address concerns by fair family about potentially contaminating other fair family vineyards (is this a valid concern?)

17:23:34 From Spirit to Everyone : and does it affect other veggies/fruits if soil isn't easily amended by way of cost or reality

17:25:12 From Colleen (she/her)Board to Everyone : Does operating a winery mean growing grapes and turning them into wine, or can it be a center to promote local wineries?

17:26:44 From diane albino to Everyone : Can we keep our SUP with a different agricultural product?

17:27:19 From Jon Silvermoon (he/his/him) to Everyone : What classes of agricultural soils are present?

17:27:52 From Tom and Jack Gannon to Everyone : Needs 15 acres of grapes in Oregon.

17:28:11 From Ella Newell - Traffic to Everyone : Is grapes even an option? vegetables even an option? Considering the fungus and soil issues?

17:28:20 From Paxton (he, him) to Everyone : Can we make peach wine with peaches from a local orchard and would that qualify in place of grapes.

17:28:58 From peacheselectra to Everyone : hand

17:29:22 From Heather Kent to Everyone : Jon, regarding soils: My map shows 120B, Salkum silt loam.

17:30:34 From peacheselectra to Everyone : Direct

17:31:45 From AJ (Board) to Everyone : When was the last time grapes were grown and harvested into wine on this property?

17:32:26 From Steven Berkson to Everyone : Proposal: It seems what we need to do in order to assess the value and potential of the SUP is to develop a proposal or economic analysis as follows: 1) What assorted winery related activities can we cobble together and what projected income could be generated from those activities. 2) What similar incomes can be generated which can be "shoe horned" into the winery's income (like composting), and how much income can we project from those activities. 3) With that analysis, we could generate 10% of income from events, so what would be our event budget? 4) Finally, what activities, like Fair Parking can be excluded from being considered "event income", so that there is more event potential.

17:38:26 From AJ (Board) to Everyone : Hand

17:38:50 From jon pincus - member to Everyone : hand

17:38:53 From Jon Silvermoon (he/his/him) to Everyone : Have we mapped the classes of agricultural soil on the property?

17:39:27 From Thom to Everyone : I think Ann Rogers has a soil map of the winery.

17:39:50 From peacheselectra to Everyone : hand

17:40:54 From Paxton (he, him) to Everyone : hand on equipment

17:41:09 From Lily (she/her) Board to Everyone : _____

17:47:05 From diane albino to Everyone : There are phloxera(?) resistant varieties of grapes similar to pinot noir grapes being grown in Douglas County.

17:47:46 From tom to Everyone : archy's here

17:48:51 From sandra (BOD) to Everyone : hand about camping

17:49:21 From Hilary Anthony she/her to Everyone : I'd like to submit a researched professional opinion to the board about whether ocf's nonprofit status would be at risk because of running a campground.

17:49:38 From Spirit to Everyone : local farmers market, community gardens, BF, craft Mkt, etc

17:50:16 From Wren (he, him) to Everyone : Selling bottles we obtain from a partnership with a local winery, putting our own beautiful label on them and selling them as a commemorative item as part of 9ur recovery process could potentially generate a couple hundred thousand dollars, thus significantly increasing our ability to profit off having events on the site.

17:50:47 From Spirit to Everyone : soil tests!

17:50:50 From John Kersting Const Vol to Everyone : Composting

17:51:31 From AJ (Board) to Everyone : Hand

17:52:34 From Ella Newell - Traffic to Everyone : It would be helpful to know how each idea impacts ability to park cars during regular OCF event

17:52:54 From Steven Gorham to Everyone : hand

17:53:04 From sue to Everyone : can I just say, all hail hilary!

17:53:10 From Amy Hand to Everyone : Recycling crew coordinators will continue to work with management about the compost barn project

17:53:14 From Paxton (he, him) to Everyone : hand

17:53:24 From peacheselectra to Everyone : kirk supports shiners as well

17:53:49 From Tom and Jack Gannon to Everyone : hand if its not too late.

17:54:02 From Spirit to Everyone : remembering coyotes input too!

17:54:21 From Liz Field (she, her) to Everyone : hand

17:54:43 From diane albino to Everyone : Agree with AJ. Get Arch Crew/Committee involved.

17:55:09 From Jon Silvermoon (he/his/him) to Everyone : We should be thinking short, medium, and long-term uses.

17:55:41 From Ella Newell - Traffic to Everyone : thank you Grumpy!

17:56:20 From AJ (Board) to Everyone : ☹☹

17:57:42 From Wren (he, him) to Everyone : I can not think of any project that would make more money to help us put on OCF in 2022 than selling wine w our label andtit would help us save the SUP so we can use this property for events. We could still park cars there and have a small concert series other weekends of the year.

17:58:35 From peacheselectra to Everyone : Great job Lily

17:58:37 From Steven Berkson to Everyone : Please post the chat as well.

17:58:58 From Jen-Lin Hodgden to Everyone : hand

17:59:00 From Liz Field (she, her) to Everyone : Thanks to everyone who did a presentation!!!!

17:59:03 From Ruby Christina to Everyone : Thanks Lily ! Productive and friendly meeting

17:59:18 From Mark (he/him) to Everyone : Thank you, all!

17:59:19 From jon pincus - member to Everyone : yay!

17:59:24 From Tom and Jack Gannon to Everyone : That was great. Well done, Lilly!

17:59:25 From Palmer he/him, BOD, Peach Truck, Security, etc. to Everyone : See y'all!!!

17:59:37 From John Kersting Const Vol to Everyone : Outstanding job juggling the written vs raised hands. THANK YOU ALL FOR THE POLITENESS!!!

17:59:40 From diane albino to Everyone : Thank you all!

17:59:42 From Liz Field (she, her) to Everyone : Great agenda, and sticking to timeframe, Lily!!!

17:59:55 From Colleen (she/her)Board to Everyone : Thanks soooo much, Lily!

18:00:17 From David to Lily (she/her) Board(Direct Message) : Thank you Lily

18:00:51 From John Kersting Const Vol to Everyone : Can appropriate documents be posted?

