

Board of Directors Meeting

August 4, 2025, 7 pm

(Subject to approval by the Board at the September 2025 Board meeting)

Zoom remote online and live streamed on YouTube

YouTube recording link: <https://youtu.be/WMSgWh9kNDw>

Board Directors present: John Alexander, Anthony “AJ” Jackson (President), Sandra Bauer, George Braddock, Paxton Hoag, Kevin Levy, Arna Shaw (Vice President), Jon Steinhart, John Govsky and Teresa Vaughn. Absent Board Members: John Davis. Other Board officers present: Hilary Anthony (Treasurer), Jeffrey Rames (Membership Secretary) and Anna DiBenedetto (Recording Secretary). Staff present: Kirsten Bolton (Executive Director), Vanessa Roy (Marketing Manager), Sunny Arthurs (Assistant Event Manager) and Steven Berkson (Facilitator).

Announcements

Jon Steinhart: Thanks to everyone who worked their butts off for another wonderful Fair.

Jeffrey Rames: Please remember that 2025 ballots will be coming into your email inbox for most members. Look for it around mid-September. Please make sure your street address and email address are up to date in the Sunshine Database. Advisory Petitions were due July 31; none were received at the office or email inbox. That deadline has passed. August 17 is the deadline for Candidate Statements. September 11 is the last day one can sign up to become a voting member. He and Vanessa just updated two documents on the Elections site. The Board candidate eligibility and application has been updated with 2025 information. The voting member eligibility and responsibility document was also updated on the .net site. Brett Rollett’s (Get Out The Vote) team signed up 1,531 new members at the Fair, which was a great effort. They have been processing those forms for the last week. Most of them were processed successfully. They brought a lot of new voices and new members to the Fair. They will be setting up the Candidates Forum in the next couple of weeks. The Elections Committee — Heidi, Meryl and Jen-Lin — have been working on processing the 1,500 input tasks by the end of the week. Jon Steinhart has been a tremendous asset to our elections. He has been helping nearly nonstop preparing the Sunshine Database for elections. Thank you, Jon, for being such a great partner!

AJ: The Board will be having a Board listening session on August 18 at 7 pm via Zoom. The details and the agenda will be on the .net site shortly. It’s about post-Fair, so if you have any comments or things you want to talk about, this is membership’s opportunity to share anything with the Board.

Sandra: Reminder that the Board passed a policy granting educational areas of the Fair grants for up to \$5,000. Applications are due by the end of the month. All the information is on the .net site under philanthropy. She looks forward to wonderful proposals.

Paxton: He encourages everyone to attend the Listening Session. He has been responsible for Evaluation Meetings along with Jen-Lin for the last 20 years, which isn’t happening this year, so he is really happy that the Board is having a Listening Session in place of that. If you have an evaluation, please attend the Board listening session.

AJ: Election season is coming. If you think that you have qualities and can impact this organization in a positive way, please consider running for the Board. He would love to see more people run for the Board than we usually have to take on this job. Folks who are curious and ask questions, remember the deadline is August 17 to get a statement in.

Minutes Review

(YouTube video: 0:09:47)

The Board approved the minutes of the June 29, 2025, meeting by unanimous consent.

Agenda Review

Teresa moved and Arna seconded to postpone the Equity, Diversity, Inclusion and Belonging (EDIB) motion to the September Board meeting.

Jon Steinhart: He does not know what this motion is about so he would like more information. He has not seen the EDIB Work Group ask for an extension. What will they do with that year? What have they done with the last nine months?

Arna: The Work Group is working on a report explaining what they have done and where they are going. They plan to give it to the Board in mid-August.

The motion to postpone the EDIB motion passed: 9-0-1: Jon Steinhart abstained.

The Board approved the August 4, 2025, agenda as amended. The motion passed: 10-0.

Member Input

None

Staff Report – Executive Director

Kirstin: Congratulations to everyone on another great Fair! Deep gratitude to the Coordinators, Crew Leaders and Volunteer Staff for getting the site ready; to the artists, entertainers and restaurateurs for putting on a great show; to the employees who work year-round to support all the amazing individuals who make the Fair a success. You are all an essential part of making the Fair magic. I hope you feel the love that you create!

2025 Admissions (+/- vs. 2024): Friday = 11,855 (-1,810). Saturday = 14,590 (-861). Sunday = 8,905 (-497). Total Tickets Sold = 35,350 (-3,168). Most festivals struggled to sell tickets this year, so we didn't do too badly.

Budget: Most revenue categories achieved their budget. Ticket sales revenue was off by approximately \$170,000 to budget. Total revenue through Sunshine Database was \$1,700,000.

Total items sold by inventory type: Booth wristbands sold = 4,491. Craft Booth fee sold = 220. Discount wristbands sold = 1,175. Donations made = 230. Farside vehicle stickers sold = 416. Feeding frenzy wristbands sold = 86. Food Booth fee sold = 58. Food Cart fee

sold = 20. Fork buckets sold = 149. Full price wristbands sold = 207. Half one-year Booth fee sold = 56. Bags of ice sold = 2,190. Knife buckets sold = 4. Nonprofit Booth fee sold = 7. Oversized vehicle stickers sold = 158. Quarter one-year Booth fee sold = 2. Regular vehicle stickers sold = 6,221. SOP wristbands sold = 4,113. Spoon buckets sold = 63. Strolling Crafter fee sold = 12. Teen wristbands sold = 1,019. Third one-year Booth fee sold = 10. Worker day passes sold = 2,071. Complimentary inventory issued through Sunshine: Staff wristbands = 4,874. Trade wristbands = 1,920. Regular vehicle stickers = 801. Oversized vehicle stickers = 27. This data, which now resides in one database, represents a significant accomplishment for OCF. I know it hasn't been easy to get here, and I want to thank everyone for their efforts in learning it. I can assure you that the hard part is over and it will only get better and easier to use. We have a great team assembled to continue to improve it. The reconciled July financials will be presented to the Board at the September Board meeting. The expenses won't be fully known until after August 31. This is the deadline for Coordinators to submit all expenses for the 2025 Fair.

Administration: I am sad to announce that Norma Sax has retired as our Office Manager/Bookkeeper. Her last day was July 31. I want to thank her for her years of service to OCF. She came out of retirement in 2022 to help OCF get back on its feet after the pandemic and we couldn't have done it without her. We will be honoring her at this year's Teddy Bear Picnic. It is also her 81st Birthday. Hope you can come out and celebrate Norma with us. I am also sad to announce the resignation of Mark Malaska, Event Manager. He is pursuing work that is more in line with his professional goals. He served this organization for four years and in that time his contributions were many. We wish him all the best in his future endeavors. His last day was July 31. I will begin recruiting for this position in September. I hope to have this position filled by January 2026.

The 2024 Financial Statements are underway. I expect to have them to the Board at the September meeting. The 990 and CT-12 Tax Filings for 2024 are complete and awaiting the finalization of the Financial Statements.

The Annual Meeting is scheduled for Saturday, October 11, at 6 pm at the Unitarian Universalist Church. This is a hybrid meeting and a Zoom link will be provided, as well as streamed on YouTube. Friday, September 11, is the deadline to register to vote in the Board of Directors election. The candidate statement deadline is Sunday, August 17, at 8 pm. Please email them to elections@oregoncountryfair.org. The Candidate Forum is scheduled for Sunday, September 28, at 4 pm via Zoom. The Board of Directors Election ballots are due at the Eugene office by 8 pm on Saturday, October 18.

Marketing: The media covered our event very well. Social media coverage was excellent. Advertising was effective. Oregon Public Broadcasting promoted the one-hour special about us heavily. That probably made a big difference in our ticket sales. Lots of events this year struggled to sell tickets.

Event Management: Teddy Bear Picnic is Saturday, August 16, 2 pm to dusk. Attendees can camp on-site on Saturday, August 16. Only Volunteers that support the

event can camp Friday night, August 15. The entertainment is the Sugar Beets from 4 pm to 7 pm. Hamburgers, hot dogs and their veggie equivalents will be served at 3 pm. Feel free to bring a dish to share with your picnic group.

Site Management: The site is looking good and almost everything has been put away. There have been concerns shared about how dusty it was this year. We put 300,000 gallons of water on our roads from June 7 to July 14. This is much more than we have ever done. We rented a water truck and hired a watering company that brought two additional watering trucks. The hotter it is, the less effective adding water to the roads is. We will continue to address this with more resources. Portable Toilets — United Site Services did a much better job this year. Thank you to the Peachy Clean Team for stepping up and taking care of our units during Pre-Fair and Post-Fair and working with United to get all their units into place and serviced. Special thanks to Jennifer Barnes and Dan Lindt, who really rose to the occasion and made it happen. Culture Jam is happening now and will be put away shortly after it is over. The kids are having fun at Culture Jam right now. The Beaver Open is the next event that the site employees will be prepping for. It is held Labor Day Weekend. We worked hard and played hard and she hopes everyone's cup feels filled.

Treasurers' Report

(YouTube video: 0:25:10)

Hilary: Thanks to Norma! She was at Fair for decades before returning the most recent time in 2022. She has served the Fair with love and dedication; she has worked late into many evenings and brought an incredible amount of dedication and determination to her job. She has been an integral part of the Fair's success. She brings a lot of love and passion. Hilary echoed the database comments that Kirsten made. This is the first year we can run all these pass numbers compared to last year in large part thanks to the work of the Database Team. Registration and Entertainment Crews came on board, which was a big deal. Thanks to those Coordinators and Inventory crew, in particular, for working so closely with Entertainment Coordinators. It was not easy, but next year it should get easier. Thanks so much to staff, too. Everything we do as volunteers is bolstered by the safety net of the staff. Their dedication and professionalism mean a lot. Mark Malaska has also been so great and we hope his next endeavor brings him success. By the Annual Meeting we will have better numbers for the Board, as mentioned. We should have more analysis by then, although the numbers are never final until the end of the year. If you have receipts and reimbursements, please get them to the Coordinators or if you are a Coordinator, use the Expense Reimbursement Form. If you need to contact the office, send emails to melissa@oregoncountryfair.org (no longer Norma). Thanks, Melissa, for diving in and doing this big job! By August 31, a month earlier than usual, we are hoping to have all those expenses. We haven't started to look at Budget process too much yet, but one thing we talked about last year is that the Budget Committee wants to refresh our files with the most recent 10 years of files. We aren't referring to the paper copies anymore; we have scans on Google drive. We need to update information regarding how many passes go for this and that. We need to update how the crews function and how many people they need for different tasks. We need to rebuild the archive with Coordinators.

Teresa moved and John Govsky seconded to remove Mark Malaska from all bank accounts and add Vanessa Roy to all bank accounts.

The motion passed: 10-0.

Committee and Working Group Reports

Committees should send their reports to Vanessa (vanessa@oregoncountryfair.org), to be posted on the net site and included in the Board packet.

Elders Committee met May 22, 2025 and the minutes are here: https://oregoncountry-fair.net/wp-content/uploads/bsk-pdf-manager/2025/06/EldersCommMtg_052225.pdf

The minutes were adopted by unanimous consent.

Old Business

(YouTube video: 0:33:41)

POSTPONED Move to extend the work time of the EDIB work group for one year to allow them to finish their tasks (Arna Shaw, Teresa Vaughn, AJ Jackson and John Alexander)

Add Hilary Anthony, Annie Niedergang, Greg Murphy and Aaron Davis to the Fixed Assets Committee (Sandra Bauer, Kevin Levy & AJ Jackson)

Kevin moved and Jon Steinhart seconded to add Hilary Anthony, Annie Niedergang, Greg Murphy and Aaron Davis to the Fixed Assets Committee.

Member Input:

Hilary: She would be honored to join the committee. She feels like she has a dog in the fight. She has maintained the Fixed Asset report for more than 30 years. She is concerned about how we manage it. She appreciates that they are trying to work at a higher level of policy and planning. She would appreciate support to join the committee.

Annie Niedergang: She is a practicing architect, licensed for more than 35 years. She has a broad background in residential, commercial, educational and mixed-use projects. She is experienced in sustainable development and affordable planning. She was a campus planner at Lewis and Clark. She and her partner own and operate a couple of commercial properties in Portland. She has been the FARTS (Fair Area Rapid Transit) crew lead at Fair for the last 15 years.

Sandra: Greg Murphy has been a working Significant Other on the Security sweep and he has a lot of IT experience. At Fair he participates in the lime green parade. His IT background spans 20 years at various places. He has recently worked for a lot of dams doing cyber security. He will be a skilled asset to the committee.

Kevin: He has 18 years' experience in IT project management and software development. Aaron wants to focus on the kitchen expansion. He has been a Traffic Crew volunteer at Fair and participates in the Dragon parade.

Teresa: Thanks to everyone for their willingness to step up; she is excited by the level of expertise.

Paxton: He appreciates the skills that the new members are bringing to the committees.

Jon Steinhart: Thanks for stepping up and going the extra mile to volunteer. Geeks are taking over the Fair and he is OK with that.

John Govsky: People do so much work for the Fair and it's wonderful and we appreciate it.

The motion passed: 10-0.

New Business

(YouTube video: 0:41:33)

Amend By-Laws Article VII, section 2c (AJ Jackson, Jon Steinhart and Sandra Bauer)

Current By-Law reads:

Article VII, Section 2

c) Elections: Votes for Directors may be sequentially numbered in order of preference.

Members may vote for as many directors as they prefer, but only those votes assigned a number equal to or less than the total number of vacancies existing at the close of balloting shall be counted. Each vote shall count as only one vote, regardless of preference ranking, and only one vote per member may be assigned to any individual candidate. Members who do not sequentially number their ballots in order of preference may only vote for up to the number of vacancies existing at the close of balloting. Non-sequentially numbered ballots, which reflect votes for more than the number of vacancies existing as of the close of balloting, shall be disqualified.

Revised By-Law revised to read:

c) Elections: Members may vote for as many Directors as there are open seats on the Board of Directors. Only one vote per member may be assigned to an individual candidate. Ballots that reflect votes for more candidates than the number of open seats on the Board of Directors shall be disqualified. The votes shall be counted first to fill the three-year Board positions. If, during the balloting period, one or more additional Board vacancies occur or one or more candidates who would otherwise win a Directorship in the election cease their candidacy for any reason, then the candidate from the election with the next highest number of votes will be appointed to fill the first such position, the candidate with the next following highest number of votes will be appointed to fill the second such position, and so on. Tie votes shall be resolved by drawing straws.

Remove Section f – Currently reads: Blank

Remove Section g – Currently reads:

Votes: The votes shall be counted first to fill the three-year Board positions, then to fill any vacated positions. Tie votes shall be resolved by drawing straws.

**Next Board Work Session: Post-Fair Listening Session on August 18, 7 pm via Zoom
Board Meeting September 8, 7 pm via Zoom**

Meeting Evaluation

(YouTube video: 0:42:29)

Last round for the good of the peach

Lawrence Taylor: He apologizes for not jumping in during member input but we are doing so well on time...

Steven Berkson: Can we make an exception and have someone provide member input during meeting evaluation?

AJ: It doesn't matter if he might like it, it's about fairness. Be creative and make it about meeting evaluation.

Lawrence Taylor: He watched the OPB special and he was struck by a lot of things but he mostly wanted to acknowledge that our President correctly identified himself as the President of the Fair, thereby honoring his position and the relationship of the Officers to the community as a whole. Thank you, AJ!

John Alexander: Way to run the meeting, as always, Steven. He is glad we moved the EDIB thing. He would like all of the Board members to remember our guidelines around how we use the chat. He appreciated the well-prepared statements from Hilary and Kirsten. We need to keep our hands in the chat, so we're not distracting from reports. Let's remember the rules.

Steven Berkson. Everything from facial expressions and putting things in the chat distract people from the person who is talking. Be respectful of the person who has the floor. He didn't notice a problem today, but that should be the norm.

Shell Bell: She appreciates Fire Dick's (Steve's) professionalism and efficiency. The meetings have routinely become shorter. She missed announcements, but asked for indulgence so she could put it on the record that we lost Christopher Fitzgerald (Chris-Fitz), a 30-plus-year Construction Crew Fair member. He passed away June 28 in the wee hours on his property surrounded by family. It's been a big impact on the community. Thank you on behalf of the family for all the love and support.

President's Peace

(YouTube video: 0:46:35)

AJ: Shout-out to Pre- and Post-Security. One of the beautiful parts that he gets to participate in is seeing Pre- and Post-Security. There are many hot cars and dust and lots of new volunteers. Smiling faces are doing the hard work that he used to do. Thank you! What you provide to this organization is wonderful and this community appreciates it. Welcome to Fair if this was your first year and he hopes to see you next year. Also, thank you, Norma! He met her about 15 years ago. She embodies a genuine, good person. He doesn't use the love word outside of family often, but he loves this woman. She is an amazing person in our community. She makes you feel rejuvenated when you spend time with her. She makes you feel like you are part of her family. He will miss her at the office. Thank you, Norma, for all that you've done. We love you! Enjoy your retirement!