

Tierra “Sunny” Arthurs



Tierra “Sunny” Arthurs
tierrasunshine82@gmail.com

I am running for the Board to help steward our organization in a direction that serves our entire community and endures for future generations. I believe that a healthy organization is an ecosystem where leaders serve to support the needs of members at every level. My focus is on membership-driven decision making that furthers humanistic sustainability. We are our greatest resource.

I know the Oregon Country Fair well, and I want to protect its future. During my 10 years on security, 15 years as the Entertainment Camp Host and 2.5 years as an Event Manager for the Oregon Country Fair, I learned that it is each of you who make OCF home. I have seen this organization from every vantage point. I value every role membership plays in making this event transformative. From booths, crews, elders, youth, staff, new volunteers to seasoned ones - we are all part of our sustainable growth and collective future.

I spent my 20s and 30s building a complex, mission-driven organization. As President and Event Director for Emerald City Roller Derby, I participated in the transition to a 501(c)(3) and managed the first certified sustainable sporting event on the West Coast. I received extensive training on creating humanistically sustainable practices for grassroots, membership-driven organizations and events. I learned that sustainability from a volunteer perspective includes clear policies and procedures with respect to access, equity and belonging.

Strategic Pillars

1. Standardizing Stakeholder Input

At times we have grown “too big, too fast,” sometimes resulting in decision-making that is short-sighted. I will advocate for Standard Operating Procedures (SOPs) and policies that bring in stakeholder input at every major decision point. We must slow down to ensure our process matches our purpose.

2. Psycho-Spiritual Rejuvenation

I propose we re-integrate “psycho-spiritual rejuvenation” into our cultural story and re-center this goal in our decision making. This is not merely a phrase; it is about nurturing the healing, joy and inspiration the Oregon Country Fair sparks within all us and keeps us coming back. It also speaks to supporting the desire in our youth to engage while honoring our provenance and the guidance of our elders. I’ll work on bridging the “uncomfortable rub” between generations by creating formal spaces for mentorship and “Oral History” integration into our staff and coordinator training.

The choice to give our time and creativity to OCF without remuneration is what makes this place so unique and is the key behind “Fair Magic.” It is something far beyond concepts of “buy-in” or blind faith. I recently asked folks to offer a sentiment that captures the essence behind why we choose to give service to the fair. The Elders I spoke with all replied with the same enthusiastic response: “Psycho-Spiritual Rejuvenation!” It reminded me that our community has long thought about its purpose, and getting back to that vital purpose is key to our longevity.

3. Equitable Infrastructure & Grievance Reform

I truly believe with all of my heart that most of us arrived here with the best of intentions. Just like other grassroots collaborative efforts, we were not trained how to create policy around access, equity, and belonging. We are trying and learning as we go.

Yet our current policies and procedures around how we govern ourselves are not adequately meeting our needs. It is a common misstep for grass roots organizations to ask diverse communities to create their own policies. But structures to support the well-being, inclusivity and safety of membership cannot be viewed as optional or the job of membership alone. To address this, I will champion:

- Clearly Defined Pathways: Transparent timelines and procedures for grievances.
- Policy Templates, Guidelines and Resources: Providing “jump-off points” for inclusivity and growing diversity so that the burden of architecture does not fall on diverse community members.
- Equitable Budgeting: Allocation of community resources that reflect our whole community with fairness and equity as the bedrock of that decision making.

With these pillars I hope to bring a humanistic approach to true sustainability. I love this community. I cherish this place. The Oregon Country Fair gave me the room to grow, to learn, and eventually, to lead. I am offering different approaches to concepts that have carried value in our family since our inception. With love and respect for our founders. I ask for your vote to help finesse our operations and ensure our mission statement remains a living, breathing reality for every member.