

DELAWARE COUNTY AGRICULTURAL SOCIETY
BOARD MEETING

October 19, 2021 – Fair Office Conference Room

ATTENDANCE

Present – Jeff Armentrout, Jackie Colflesh, Mark Fisher, Mike Harter, Dan Huffman, Joe McLead, Jon Melvin, Bryan Mellen, Larry Moreland, Tiffany Rankin, Chip Thomson, Benjamin Wenner, Diane Winters, Tom Wright, D.J. Young, Laryssa Hook and Sandy Kuhn.

Absent –Pat Allen, Don Howard, Pat Paykoff, Aaron Roll, and Colleen Smith.

GUESTS – T. Thomson

CALL TO ORDER AND ROLL CALL

Benjamin Wenner called the meeting to order. The Pledge was recited. Roll call was taken by Sandy Kuhn.

PUBLIC COMMENT

Thank you notes were read. One from Jacci Smith and the Junior Fair Board thanking the Senior Fair Board for their donation of a refrigerator for their office in the Ag Center. Another one from the Plymouth FFA Chapter for letting them come to the fair for free on Wednesday when their trip to Farm Science Review was cancelled because of rain. One was also read from the Central Ohio Truck Pull Circuit thanking the board for having them involved in motor sports during the fair.

MINUTES

Jon Melvin moved and Diane Winters second a motion to approve the September 7, 2021 board meeting minutes. Motion carried.

PRESIDENT'S REPORT

Benjamin Wenner reported that he was sleeping more now that the fair was over and he was glad we all made it through. He appreciated everyone's work to get ready for and carry out the fair.

He would like the board to give serious consideration for twelve month agreements for maintenance and other work and taking a look at the numbers for different divisions to figure out what makes us money and what doesn't. These are items he would like the board to think about going into the next year.

He has selected a nominating committee for officers for 2021-2022. The committee is made up of Don Howard, Jon Melvin and Mark Fisher.

SECRETARY'S REPORT (Full report in board folder)

Sandy Kuhn said that her report was sent out in the board packet. She also mentioned that she was working on filling out and submitting for the OFMA Communications Awards. She mentioned that the Facebook and Instagram posts, shares and likes during the fair were very high and credited this to Aubrey Mazey's, great work. She also mentioned that the new web pages analytics were very good. They were included in the board packet.

SPONSORSHIP UPDATES

T. Thomson updated the board. He said the fair was nice until Wednesday's rain and the cold on Thursday. He reported that his cash sponsorships were around \$185,000 for 2021. The pavilion hill tent was almost sold out on Thursday. He said that it was not a great sponsorship year but coming out of COVID and 2020 was rough on a lot of businesses. He will work to try to get Kroger back as a sponsor for 2022. He reported that he has moved into his new office in the Ag Center.

Joe McLead brought forth that it is challenging right now in the industry as far as sponsorship dollars go. T. was in Lexington and met with a lot of people on sponsorship opportunities. Joe suggested possibly revamping how sponsorship is structured. He mentioned that we need to reeducate the community on the Little Brown Jug and the Fair, in general.

Chip Thomson said that they were in preliminary talks with Janet at the Harness Racing Hall of Fame to possibly hold some type of Wednesday evening event. He thinks the board should consider some type of sponsorship program be developed related to that event.

Benjamin Wenner suggested we figure out a way to monetize the backside of the website based on web hits. Possibly selling ads or sponsorships based on web exposure.

Questions were addressed regarding Kroger. It was mentioned that they did not sell tickets at their stores based on the lack of employees and that was a corporate decision and not a local decision. It was mentioned that Kroger used to be at the livestock sale and was absent this year. It was said that Kroger has made a corporate decision to only purchase at the Ohio State Fair.

T. Thomson reported that he took a big hit on In Kind sponsorship due to John Deere not having equipment available for the fair to use. He met with John Deere representatives in Lexington when he was there and they are hopeful that everything will be back to normal for 2022 and they will have equipment for use at fairs.

Discussion was held on selling commercials and/or ads on the simulcast production. The question of if we needed to advertise earlier was brought up. Expanding First Fridays beyond the three months we currently participate was mentioned. A lot of ideas and thoughts were discussed for consideration in 2022.

Sandy Kuhn gave a sponsorship update. She reported cash sponsorship of around \$78,500 with a net sponsorship of just over \$63,000. In kind sponsorship of just over \$40,000 with a net of around \$35,000. She will have everything to the finance committee soon so it can be approved at the November board meeting.

EXECUTIVE COMMITTEE

Benjamin Wenner reported that Mick Fisher sent him his resignation from the board due to relocating. He is not going to appoint anyone as the position is up for election in November.

He reported that the golf cart incident that was reported during the fair was taken care of and the person was talked with regarding the incident.

He said that the massive board turnover is concerning. He asked that those leaving the board to please think about people to backfill their positions.

An emergency Executive Committee meeting was held to discuss the plans for the upcoming wedding (October 16).

Mike Harter brought up the need to move the year round camping area to behind the log cabin. This could be discussed further in new business.

PERSONNEL & ADMINISTRATION COMMITTEE

There was no report. Don Howard will review the ag membership survey that was conducted at the next meeting.

TREASURER'S/FINANCE COMMITTEE REPORT

Dan Huffman reported that the financials that were sent out are just a snapshot of this point in time. There are still outstanding bills from the fair that will need paid, including Teletimer and United Tote.

Tiffany Rankin reported that they are still in discussion with the state auditor's office regarding the biannual audit. The auditor's office is backed up so they are discussing multiple options. We are trying to get an exception for the two year audit and conduct an agreed upon procedures verses a full audit. This is a lower cost audit and if it is accepted would probably occur towards the end of the year. If this is not agreed upon by the state auditor's office they will probably conduct an audit in 2022 and it would be a three year audit verses the normal two year audit. The team that was being put together to only do agricultural society audits hasn't come to fruition yet.

D.J. Young said that he had requested the complete P&Ls for September as well as year to date, with comparatives to 2020 and 2019 and he had not received them.

FAIR ADVISORY COMMITTEE

Benjamin Wenner reported that the committee did not meet but would be meeting the first Saturday in November. He did report that the Sale Committee had met and that in 2019 the 355 Junior Fair sale participants averaged \$780 each and that in 2021 the 277 Junior Fair sale participants averaged \$1,048 each. He contributed this higher amount to fewer participants but also the participants doing a better job of soliciting money from buyers. He challenged all Senior Fair Board members to support the livestock sales.

ADVERTISING COMMITTEE

Chip Thomson reported that the website analytics were included in the board packet. The first training was held last week for the web site and it went well. He still doesn't like the layout of the Little Brown Jug site as you have to click multiple times to find out who won the 2021 Little Brown Jug.

He reminded board members to hold on to their yard signs and just get new numbers next year as the yard signs cost about \$5 each to replace.

SAFETY COMMITTEE

Jackie Colflesh reported that there were no major problems at the fair this year and she felt that it went well on their side of things.

MOTOR SPORTS COMMITTEE (Minutes in board packet)

Bryan Mellen reported that they had a good week of events and everything seemed to go well. Motor cross was cancelled on Wednesday evening because of the rain. Mark Fisher reported that the motor cross company worked with us and gave us a discounted fee with the agreement that they could come back in 2022.

It was discussed that there were issues with people not being allowed to bring in the beverages they purchased on the midway because there could be alcohol in them. This did not go over well with fair goers. It was mentioned that maybe it was because of liquor licenses. It was referred to the Safety Committee to further investigate.

FACILITIES/MAINTENANCE COMMITTEE

Larry Moreland gave the report. He reported that the new vendor parking lot worked well after there were some initial issues with vendors not wanting to be there.

The antique tractor club liked their new location where barn 24 was taken down. Again, there were a few that didn't but overall they were happy.

A thank you goes out to Bruce and Brian Miley for all of the work they did, even on a Saturday, to complete the new parking lot by the Ag Center before the fair started. It turned out well.

Larry said that they needed to hold a maintenance committee meeting. He and Pat Paykoff are willing to meet with the new committee to share their insights and thoughts.

RACING COMMITTEE

Tom Wright reported that on track betting was around \$1 million in 2021. It was down from \$1.6 million in 2019. The off-track betting was \$3.5 million in 2021, up from the \$3.2 million in 2019. Wednesday was a killer with the rain and Jug Day betting was down around \$300,000 from 2019. He is estimating profits from betting to be around \$350,000.

Checks for purses were released on Monday. They were waiting for the Ohio State Racing Commission to give the okay based on tests results. There are still around 50 checks that have not been released because of races being held back by OSRC or the owners have not submitted the proper paperwork.

HOSPITALITY COMMITTEE

Colleen Smith was absent so there was no report from the fair.

Tom Wright reported that the wedding held on October 16 went well. He said that both the mother and father of the bride were very happy with the venue. He thanked everyone who helped including Pat Paykoff, Colleen Smith, T. Thomson and Sandy Kuhn.

BED TAX COMMITTEE

Tom Wright reported that the committee met earlier in the evening. Kevin Wise, owner's representative with Regency, and Scott Harper, Harper Architectural Studio, attended and that it was good having them there to answer questions and review plans. Kevin Wise presented the grandstand assessment and estimate. The committee needs to review it and will have more information for the board at the next meeting. The committee is planning to meet in the next few weeks to review the information Kevin provided. The question of handicap accessibility for the grandstand was brought up and Kevin said the plans include that.

Discussion was held on reviewing the Master Plan that was put together and starting to allocate costs associated with the different projects. Having multiple projects going on at the same time was also discussed. This would require financing but rates are good right now so it may be worth considering.

Chip Thomson reported that the average bed tax collection is around \$150,000 per month. He also mentioned that there are three potential hotels in discussion in the county.

COMMITTEE 51

Mike Harter reviewed the Three Bags Full agreement and her proposal was to rent the Ag Center from a Sunday through a Saturday for \$4,500. His committed recommended not accepted her proposal. The board was in agreement with this.

Mike also reported that Tiffany Rankin would like to rent an office in the cabin for a few months. The rental would be \$400 per month. This will be brought up under new business.

OLD BUSINESS

The board was reminded of the following items:

- The last day to join Ag Society to vote in the board member election is October 26 by 5 p.m.
- Petitions for board members are due in the fair office November 2 by 5 p.m.
- Voting hours November 9 will be 6:30-8:30 a.m. and 2-7 p.m. in the log cabin
- Annual meeting will be held November 9 at 7:30 p.m. in the log cabin

Tom Wright moved and Jackie Colflesh second a motion to change the Board of Election agreement to charge them \$50/precinct to use the Ag Center. This is the allowable amount per state rules. Motion carried. Chip Thomson and Jon Melvin abstained from voting.

NEW BUSINESS

Mike Harter moved to accept the agreement for Tiffany Rankin to rent an office in the cabin for \$400/month starting November 1. Jackie Colflesh second the motion. Motion carried. One vote against. Tiffany Rankin abstained from voting.

A sign-up sheet for working the election November 9 is going around. Please only sign up if you do not have a conflict of interest.

Discussion was held on developing a scope of work for each of the following areas - electric, HVAC, plumbing and towing. This would be a year round agreement at a locked in hourly rate. The same company would also have the agreement for the fair. A committee would need to set the scope of work for each agreement and then solicit bids. Mark Fisher moved to appoint such a committee. D.J. Young second the

motion. Motion carried. Diane Winters abstained from voting. The committee would consist of Mark Fisher, D.J. Young, Dan Huffman and Jon Melvin.

The OFMA district meeting will be held November 4 at 6 p.m. at Pickaway County Fairgrounds. Sandy Kuhn is going. Jackie Colflesh will check with Ted and let Sandy know if they can attend.

Mike Harter moved to purchase the three needed battery back-ups for the grandstand, infield and offices. Mark Fisher second the motion. Motion carried.

Mark Fisher moved and Bryan Mellen second a motion to request the fair funds money from ODA. Motion carried.

Diane Winters nominated Amber Vandall, grandstand worker, for a lifetime pass. Joe McLead second and motion carried.

Chip Thomson said that Todd Thomas, with Sunshine Cleaning, requested to meet with some of the board members for a debrief of the fair.

Diane Winters asked why the P&Ls that D.J. Young requested were not sent out to the board. Discussion was held on this. Sandy Kuhn said that they would be sent out to the board by the end of the week.

Chip Thomson moved to go into Executive session to discuss personnel issues. Bryan Mellen second. Motion carried. After discussion Chip Thomson moved to return to regular session, noting that no decisions were made. Tom Wright second the motion. Motion carried.

Chip Thomson moved and Bryan Mellen second a motion for Tom Wright and Benjamin Wenner to meet with Sandy Kuhn on a personnel issue. Motion carried.

Mark Fisher moved and Bryan Mellen second a motion for Pat Allen to be given notice of hearing for removal on three counts per the DCAS constitution – 3.9.1a, 3.9.1e, and 3.91f. Motion carried. Diane Winters abstained from voting.

Mike Harter moved to adjourn. Jackie Colflesh second. Motion carried.

ANNOUNCEMENTS

Board meetings will be held at 6 p.m. starting with the November meeting.

Sandy Kuhn will be on vacation November 5-12.

Benjamin Wenner, President

Sandy Kuhn, Secretary/General Manager