

## **Deschutes County Fair Board Meeting**

May 8, 2025

In attendance: Fair Board members Steve Curley, Arron Curtis, Bill Kuhn (starting at 3:52pm), Carrie Novick and Libby Richie.

Fair & Expo team members in attendance: Geoff Hinds, Director; and Elyse Ballinger, Management Analyst.

Guests include Scott Brees (starting at 4:33 p.m.)

The meeting was available via Zoom.

Arron Curtis called the meeting to order at 3:35 p.m.

Carrie Novick moved to approve the April 17, 2025, Fair Board meeting minutes.

Libby Richie seconded the approval. All present were in favor. Minutes approved.

### **Directors Report/ Facility & Events Update/Fair Update**

Geoff noted the event successes of April, with 24 unique events held over the month. The local economic impact generated by DCFE in April was \$5,774,300. Economic impact for the calendar year is approximately \$20,000,000.

Steve asked about a comparison to previous year to date.

Geoff replied that he will work on providing the comparison.

Libby asked which event generated the most revenue in April.

Geoff confirmed High Desert Stampede, from food & beverage sales.

Geoff shared upcoming returning events including OHSET and new events Bend Health Fair and OR High Desert Regional Bridge Tournament. High school graduations begin in late May and carry into early June. Blippi and Three Dog Night, self-produced events, will occur in June. Fairwell Festival returns in July and he confirmed tickets are selling well.

Steve shared that the community is helping spread awareness and excitement about the returning festival.

Geoff shared that the 2025 Fair concerts will be announced at General Duffy's on May 22<sup>nd</sup>. A variety of genres is offered to appeal to all fairgoers, including a return of Sunday's Hispanic focus. This year introduces pre-shows prior to each Fair concert.

Steve asked about competing Amphitheater concerts on Fair dates.

Geoff confirmed at least two fair nights will have concert competition.

On-grounds entertainment acts feature both returning and new acts.

Open Class competition Contest Guidebooks were released in partnership with The Source, and has seen increased outreach to the community.

Steve mentioned the possibility of partnering with Cascade Business News for Fair promotion.

Geoff shared the addition of Open Class goat competition and a sheep-shearing contest.

### **Business & Finance Reports/Legislative Report/Building & Grounds**

Steve shared that the Committee was unable to meet to review the reports together due to the May calendar structure.

Geoff shared the FY26 budget draft is confirmed, and remains the version shared with the Fair Board at the April meeting. He invited the Board to attend next week's budget presentation. Arron made motion to support the FY26 budget draft as a Fair Board, as presented. Carrie Novick seconded the motion. No discussion. All present were in favor.

Libby shared that legislative movement is occurring for the bills surrounding lottery funding caps.

Geoff shared that all fair-related bills recently followed have passed. Funds may be allocated for projects including capital investment grants and generating an economic impact calculator. Annual contribution from the State will likely double. The TLT bill remains open, determining funding allocation.

### **DSL Update/ Facility Master & Strategic Planning**

Geoff noted no updates to the DSL land trade. He shared that Populous provided potential dates for visiting to provide an update.

Arron asked if the proposed FY26 Fee Schedule had significant changes.

Geoff shared that there were slight adjustments based on market value. Tier pricing was again implemented for multi-day events in the FIB Event Center, which can impact self-promoted events. New fees were added to align with current business need.

Bill asked about the calculation of Facility-wide rental, and the possibility of Fair & Expo receiving a portion of event's revenue could be built into agreements.

Geoff noted it as a starting point, with many facility-wide buyouts including food & beverage and ticketing revenue. He agreed exploring new revenue sources is necessary, including coordinating in-house provisions that provide a percentage revenue.

*(Guest Scott Brees arrived).*

Carrie asked about partnerships with local dealerships to promote Fair & Expo business.

Geoff confirmed an ongoing partnership with Kendall Toyota in Bend.

Arron asked if contract language was added to allow for negotiations in multi-year contract.

Geoff confirmed the County did provide updated language to permit flexibility.

Arron asked about the buyout fees for facility and for RV Park.

Geoff confirmed the buyout fees apply currently to utilized dates; however, closing the park for preparation before and after events causes impact that is not taken into consideration.

Geoff shared his hope for purpose and vision statement work as a Fair Board, which would be helpful in the Master Planning effort and to Fair & Expo team direction.

Bill offered support of the effort and agreed a common approach in community outreach would be helpful.

Steve and Bill supported the idea of a facilitator to guide the process.

Arron noted the effort would support preparation for the upcoming expansion of the Board of County Commissioners. He asked about next steps.

Geoff said potential dates and facilitators can be offered for review.

Arron Curtis adjourned the meeting at 4:49 p.m.  
Next board meeting will be held on June 12, 2025, at 3:30 p.m.

Respectfully submitted,  
Elyse Ballinger



***Deschutes County Fair & Expo Board Meeting Agenda  
June 12th 2025 3:30pm  
Deschutes County Fair & Expo  
3800 SW Airport Way Redmond OR 97756***

Virtual Meeting Access available: contact DCFE office for dial or web log-in info

<b>Call to order</b>	<b>3:00pm</b>
<b>Roll call</b>	<b>3:01pm</b>
<b>Introduction of visitors</b>	
• Public Comments on items not listed on the agenda	<b>3:02pm</b>
<b>Minutes from Prior Meeting</b>	
• May 8th, 2025 Meeting Minutes	<b>3:03pm</b>
<b>Business &amp; Finance Reports</b>	
• Directors Report	<b>3:04pm</b>
○ Facility/Events Update	
• Facility Update	
• 2025 Events	
• Fair Update	
• Finance report	<b>3:21pm</b>
• Legislative Report	<b>3:31pm</b>
<b>Old Business</b>	
• Long Range/Master Planning	<b>3:35pm</b>
<b>New Business</b>	
<b>Correspondence</b>	
• If Applicable	<b>4:59pm</b>
<b>Agenda items for future meetings</b>	
<b>Director's Comments</b>	<b>5:00pm</b>
<b>Approval to adjourn to subsequent Meeting</b>	<b>5:01pm</b>

*ORS 192.630 Meetings of governing body to be open to public; location of meetings; accommodation for person with disability; interpreters. (1) All meetings of the governing body of a public body shall be open to the public and all persons shall be permitted to attend any meeting except as otherwise provided by ORS 192.610 to 192.690.*

*At any time during the meeting, an executive session could be called to address permissible issues, as per ORS 192.660(2). Executive sessions are closed to the public, however with few exceptions and under specific guidelines, are open to the media.*