



What Constitutes A Good Fair Organization?

Pennsylvania State Association of County Fairs
January, 2015 Convention **Hershey, PA**



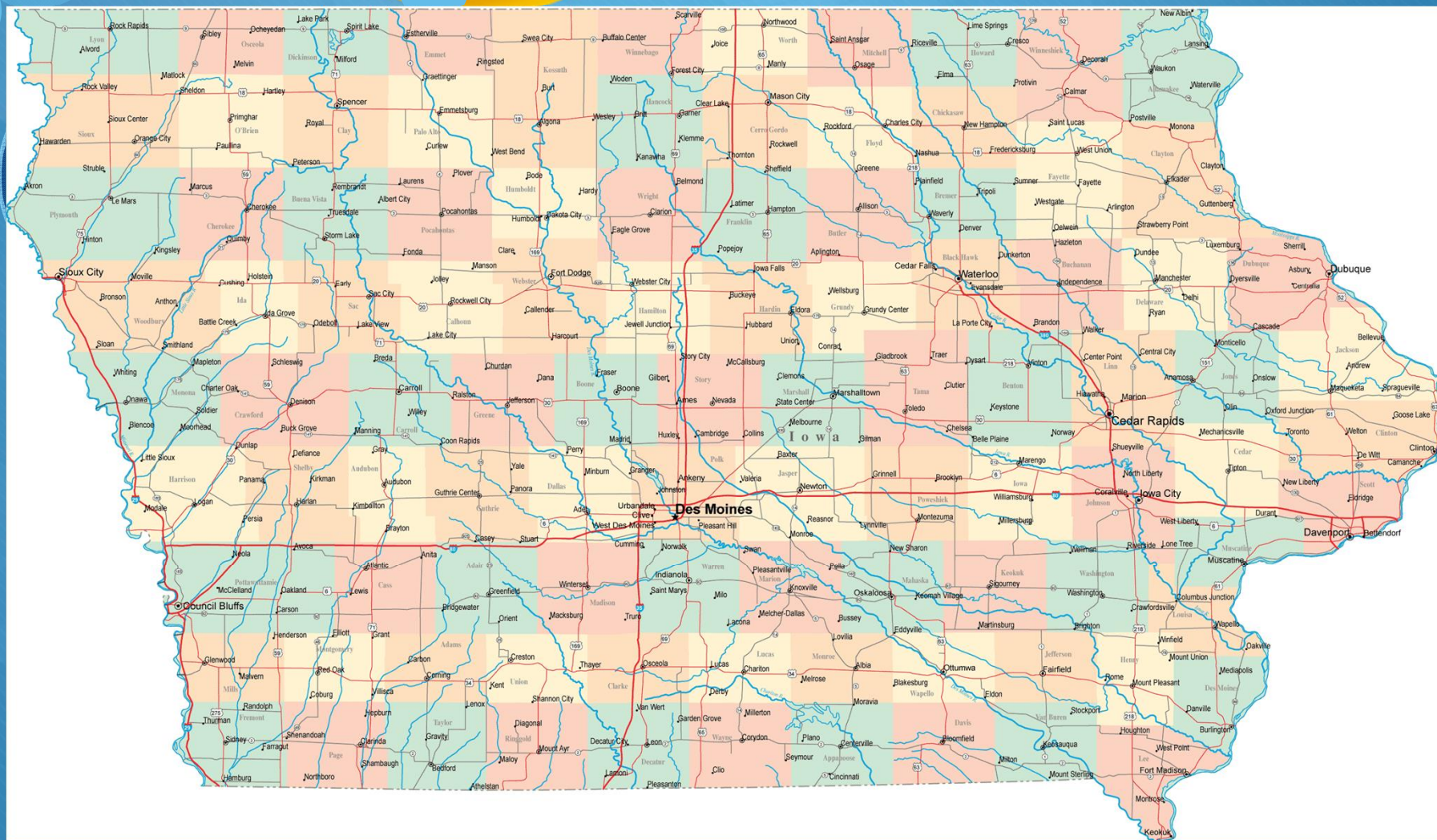
Why Settle for Good When Great is Attainable?

- Assumption will be made, today, that you have a good fair organization now in place.
- If we want to achieve the next level of a great fair organization, where is the starting point?



CREATING THE BEST

- ◊ STARTING A NEW FAIR ORGANIZATION FROM GROUND ZERO
- ◊ WHAT IS YOUR STARTING POINT; BASE TO BEGIN WITH?
- ◊ GEOGRAPHIC SITE
- ◊ LOCATION, LOCATION, LOCATION!





GREAT LOCATION 4 FAIR

- ◊ CENTRALLY LOCATED
- ◊ POPULATION BASE – LARGE(ST)
- ◊ GOVERNMENTAL BASE
- ◊ CAPITOL / COUNTY SEAT / REGIONAL CENTER
- ◊ ADEQUATE PROPERTY MASS / ACREAGE; WITH EASE OF ACCESS; ADEQUATE PARKING



GOVERNANCE

- TYPES OF BOARDS * Models of Governance

- 1) **ADVISORY Board**

- Generally do not have the formal authority to govern an organization.

Oversees and advises management.

Can provide personnel support.



GOVERNANCE

o 2) **POLICY Board**

- o Responsible for governance.
- o Sets policies for management and delegates the responsibility for implementation to management (fair manager / director).



GOVERNANCE

- 3) **ADMINISTRATIVE Board**
- Responsible for governance functions.
- Sets policy for management and assigns implementation responsibility to Board committees and / or Board members.
- **WHICH BOARD MODEL WOULD BE IDEAL?**



Board Members

◊ DESIRED CHARACTERISTICS?

GREAT VOLUNTEER: Loyal, Caring, Passionate, Investor, Active Participant, Recruiter, and an Advocate. 40 under 40; 50 under 30.

Board Member Selection Process?

Guidelines/ Expectations of the position in a written format for easy reference. Legal representation.



THE FAIR ORGANIZATION

- ORGANIZATIONAL CHART shows the layout of who answers to who and lists the departments / divisions of the organization.
- **MISSION STATEMENT** : puts in words why the organization exists and the need, while providing a focal point of service.



THE FAIR ORGANIZATION

- “To support Fremont County agriculture, youth and community events, by providing an annual county fair and to maintain quality facilities for year around use.”
- **CORE VALUES** of the organization; what is important, values to hold.
- **BY-LAWS** are necessary guidelines for operational procedures. The BY-LAWS have a direct impact on the organization, board members and staff.
- **The Mission Statement and By-Laws need to be reviewed every set few years to maintain clarity, value and relevance.**



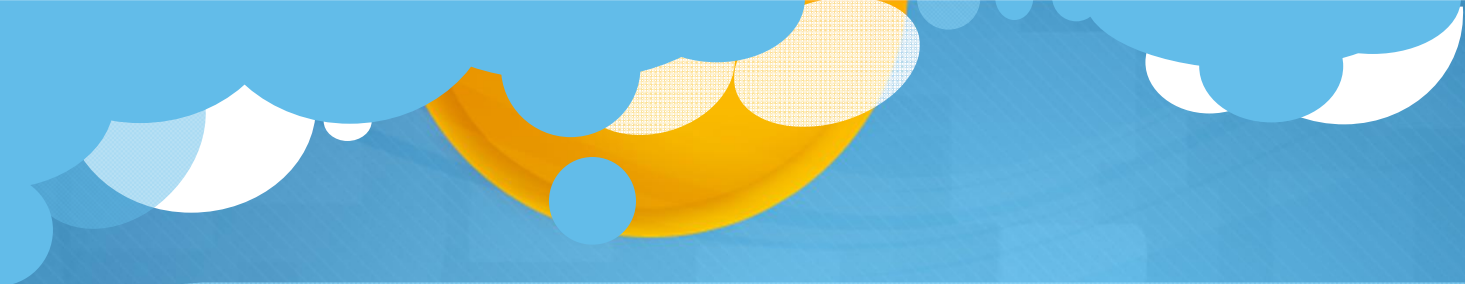
THE FAIR ORGANIZATION

- TAX EXEMPT STATUS FOR AN ORGANIZATION THAT IS NON-GOVERNMENTAL. A BENEFIT FOR FAIR SUPPORT ORGANIZATIONS, SUCH AS A FOUNDATION.
- IRS Publication 557 provides an overview and a reference chart for the various types of **501 (c) categories**, of which there are 27 plus.




TAX EXEMPT STATUS

- In general terms, the **501 © 3; 4; 5; 6; 7** will most closely fit a fair organization. Know where your organization wants or can fit.
- A fair organization can benefit greatly from a not for profit support group, that is tax exempt. A prime example is the **BLUE RIBBON FOUNDATION of IOWA.**




POLICIES & PROCEDURES

- To some people, P & P are a necessary “evil”, but for fair organizations that should not be a consideration!
- P & P can be very beneficial as organizational, board and personnel guidelines if utilized properly!
- **P & P can be works in progress and need to be updated!**



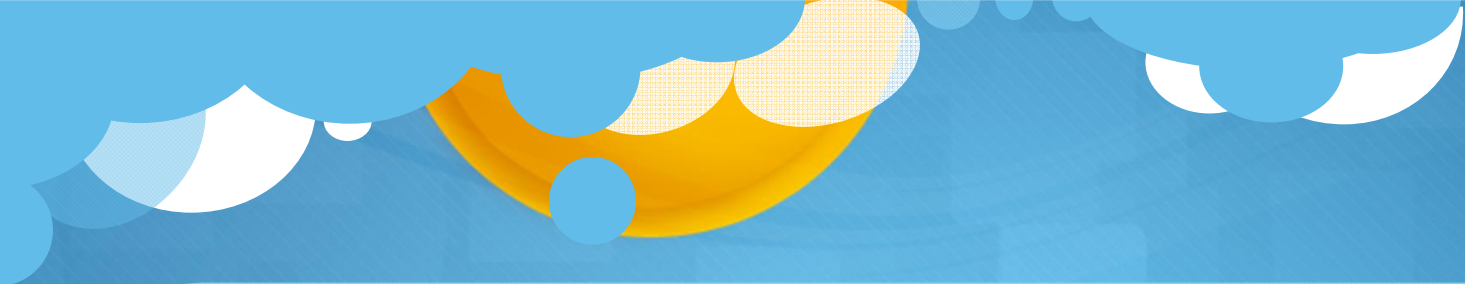
POLICIES & PROCEDURES

- Remember that P & P may not be the same for governmental versus independent fairs.
- **Generally Policies are needed for:**
 1. **Documentation of meetings (minutes), committee actions, written actions needed**
 2. **Meetings: agenda, previous meeting minutes, time management; patrons; difficult behavior**



POLICIES & PROCEDURES

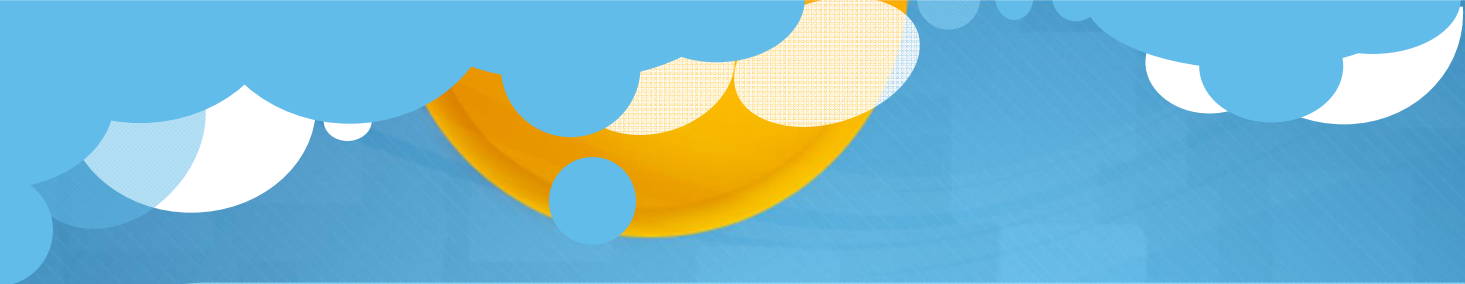
- 3. Conflict of Interest for personnel (board & staff)
- 4. Gifting policy for verification of gifts of \$ XXX in value with noted consequences (board & staff)
- 5. Public Information: IRS Form 990
- 6. Plans: Disaster; Emergency; Facility usage ;
MASTER Plan for review



POLICIES & PROCEDURES

7. Personnel (Board & Staff): Job Descriptions (board; staff; volunteers); Compensation; Expense reimbursement / mileage; Performance appraisal; Dress code; Political activities / lobbying; succession plan; plus many others.

8. Agreements / Contracts / Legal Documents: Long / Short term contracts (Encumbrances) (Renewals); Exclusivity; Facility fees rental fees (be relevant and compare); Equipment lease agreements; Website domain; Insurance policies; Trademarks, logos, names registered;



POLICIES & PROCEDURES

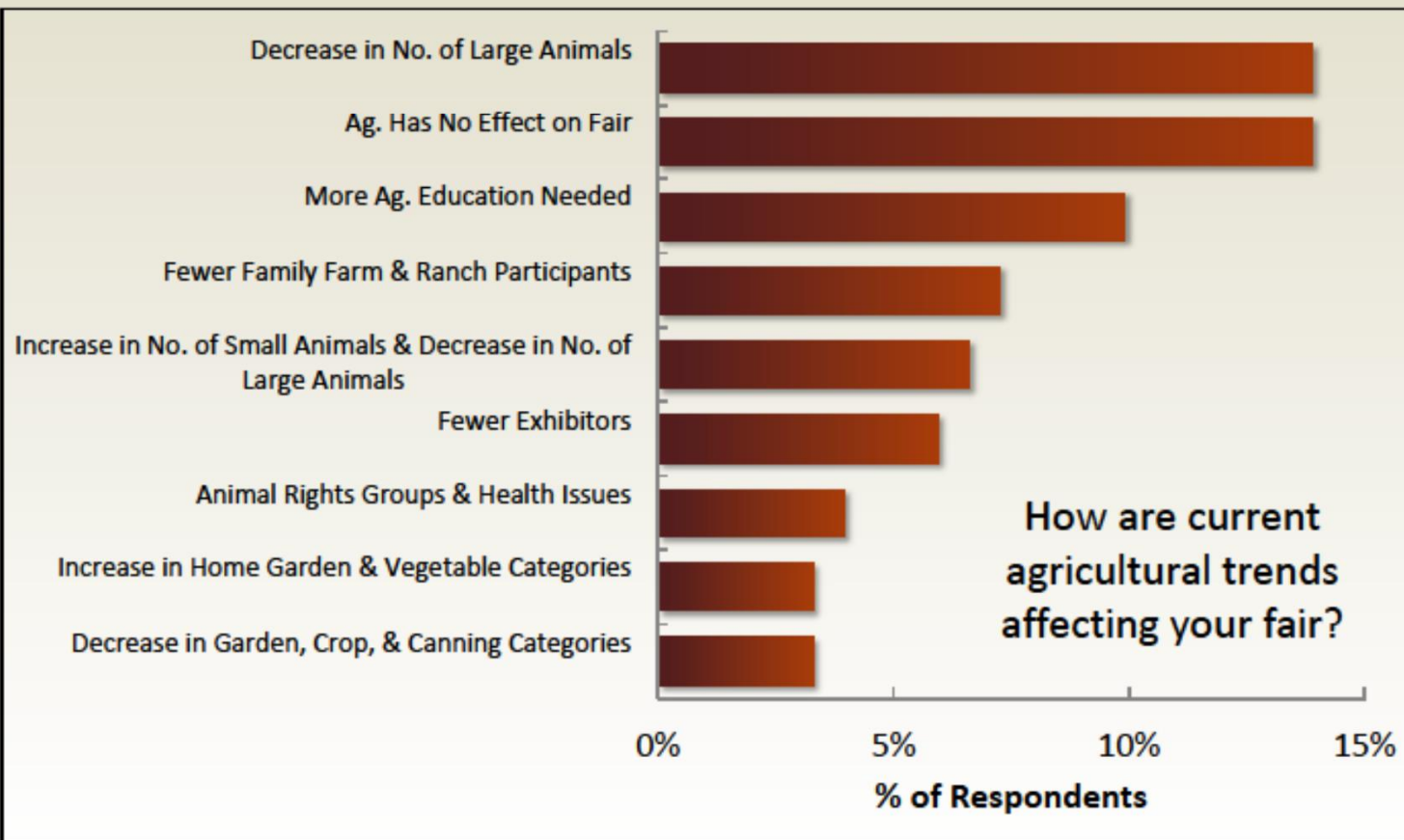
9. Financial: Budgets (annual; process);
Audits; Financial analysis, trends, reports, etc.;
Capital improvement plan; future projections;
Revenue increases/ sources

10. Junior Fair Boards: guidelines; future
guests;

11. Fair Programming:

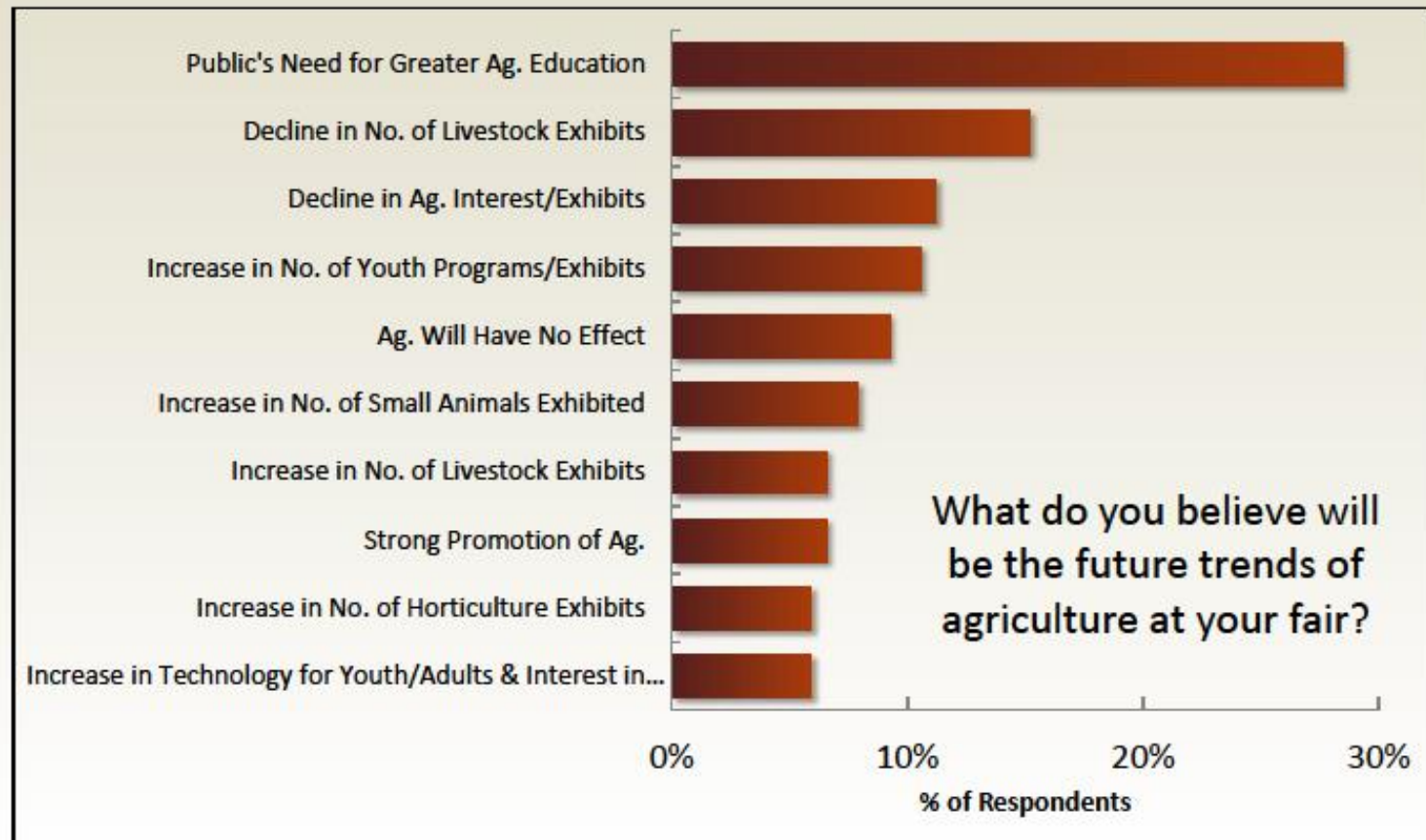


Influence of current agricultural trends





Future influence from trends in agriculture





FACILITIES

- Today fair facilities must be:
multi-purpose, year around use;
climate controlled, featuring
amenities for guest comfort.

Avoid one dimensional facilities!





FAIR ORGANIZATION

2015

- More than likely, you are a part of a GOOD fair organization, please do not lose focus or the desire to be a great fair organization!

Constantly strive to get better!

Have a great year in 2015 and beyond!

A stylized illustration of a sun with a yellow face and orange rays, partially obscured by blue and white clouds, set against a blue background.

THANK YOU !

◊ IT TRULY IS AN HONOR AND A SPECIAL PRIVILEGE FOR THIS WYOMING SHEEPHERDER TO HAVE A SMALL PART OF A GREAT CONVENTION, WITH GREAT PEOPLE, IN A GREAT LOCATION FOR A GREAT BUSINESS THAT WE ALL LOVE!
THANK YOU for being here !



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