

FRONT OF FAIR AGENDA BOD WORK SESSION 2/11/2012

Intros – 15 Minutes

Introduction

The purpose of the meeting is continue the discussion about ways we can improve the workings of the front of the Fair and the experience that people have as they enter the Fair property, now and as we expand into the crafts lot and further into the next 30 years.

Background/ Overview – 45 Minutes

How we got here -

The SUP Process and current limitations

Craft's Lot & Path Planning

The Barter Fair – Moving by 2013

The Joyful Entrance – Our front door step

What we learned from our first stakeholders meeting

Summary of the thinking at the 6/11 meeting: The Front of the Fair should provide the following functions and services in a way that is welcoming, fun, comfortable and safe for pedestrians:

- The public entrance to both the land and the interior
- Alter-abled parking for the public and Fair Family
- Bus and Shuttle stops
- Will call/TicketsWest
- Towing
- Access to emergency services (e.g., landing zones)
- Food booth resupply (e.g., refer trucks for storage and access to delivery trucks)/Medallion Row
- Recycling dock
- Cart Central
- Information for both public and staff.
- Sticker Booth Check Inn and load in & out zone for booth folks(gator trains)

Additional functions identified after the meeting -

The area must also house a major reunion area that has communications, power, water and toilets.

Others?

Break – 10 Minutes

Today's Goals -

Phase 1 – 45 Minutes

- Clearly identify the functions and our needs from an organizational perspective-
- Prioritize these functions and needs
- Group these as Must, Should, and Would Be Nice
- Identify Challenges & Geographic Necessities

Break -10 Minutes

Phase 2 – 45 Minutes

- Brainstorm ways to address these needs/challenges in breakout groups
- Identify any initial steps that we should take this year to begin to move things forward

Phase 3 – 15 Minutes

- Discuss time lines & next steps in the process

Close

FRONT OF FAIR (THE FRONT OF THE FAIR) WORK SESSION --

February 11, 2012

LOVE FLOW: All must be done in a fun, welcoming, artful way

GOALS OF MEETING:

- Clearly identify functions/needs – organizational perspective
- Prioritize functions and needs
- Group these as MUST, SHOULD AND WOULD BE NICE
- Identify challenges and geographic necessities
- Brainstorm ways to address needs/challenges
- Identify any initial steps we should take this year to begin to move things forward
- Discuss timelines and next steps in process

About 50 people were in attendance.

Charlie Ruff (CR), General Manager, started off the proceedings.

Why are we here – Our first meeting of stakeholders was June 11. The management team wanted to find an approach to looking at things with long range planning. This led to the idea of these meetings, to bring stakeholders together to begin a conversation of what we want the front of the Fair to look like in the next 30 years. We need to think about it strategically, structurally. A lot of folks here were invited to first meeting in June, which was structured in a more informal brainstorming style. This continues that process of big picture planning.

Current limitations – non-confirming land use re-verification. We've been re-verified by Lane County a number of years ago in perpetuity as long as we don't take a year off of holding the Fair. Over the years we've added quite a lot of properties since that happened, including dahinda's, Far Side, The Hub, Alice's. We've started to add a lot of uses that we didn't have years ago. If we had a special use permit (SUP) we could do lots of things we can't do now. If SUP is approved, it will affect the front of the Fair. We might have additional options a couple of years from now. For instance, we're more limited to where we can move the Barter Fair now, but if we have SUP, it widens scope of where we can have events. Now we're basically confined to the 8, up to Chillville/warehouse area, to dahinda's, line in the sand.

Crafts lot – Path Planning has been working for many years to bring a proposal to the board to expand the front of the Fair. Is the Barter Fair the best use of South Miss Piggy or can we move it further out? The Board moved to discontinue the Barter Fair in South Miss Piggy's in 2013 and to collaborate with management in exploring implementing a rethought version for the Monday following the 2013 Fair. Also, Path Planning has been speaking to the need to make a more welcoming entrance for guests and everyone.

At this meeting, we hope to take what we learned at the last meeting and identify what our priorities are. There's a lot we can do, but we also can get stuck in paralysis because of the multiplicity of options. We need to identify what we must do, should do and what would be nice to do, if possible.

Charlie says the two biggest priorities are to get the public and family in safely. Alter-abled safety is a top priority. We need to do better for these folks. We need a better system of bus entry and exit. We've got TicketsWest, will call, the sticker booth. It works ok now but could work a whole lot better if we put our minds to it. Cart central, recycling...is this the best location for recycling? Does it have

to be here?

Path planning asked if maybe there's a better traffic flow system to develop. We have to think through of all the affected players – food booths, refer services, buses.

We haven't had an updated conversation about services we need in that area. We'll have to camp people farther out so we need toilets, showers, recycling.

WHAT ARE OUR PRIORITIES FOR THE FRONT OF THE FAIR?

Jay (Ambiance) – Suggests art, beautification, aesthetics, landscaping should be more than an afterthought.

Merrill (Wristbands, Endowment Committee) – We need exposure of philanthropic activities.

Steve (Refer Crew) – Would like to see a whole lot more trees planted for beautification and shade.

Lucy (Inventory, Board of Directors)– Main camp and the MC kitchen are priorities.

Charlie – maybe dragon plaza, MC could be part of the event itself? How do we make compromises for the greater good? It might not be time for MC to move, but it seems inevitable. As we revision everything should be on the table, at least conceptually, obviously some things really cannot be moved.

Greg (Admissions, Paid Parking) – We need way to move money safely and effectively. That is integral to the front of the Fair.

Charlie – How do we set up system for people parking in the right place and making it doable? The worst thing that happens now is you get towed to the Dead Lot.

Gaelen – Energy Park has peach power solar panels out there and other info.

Merrill - Based on the re-identification of a larger area (between the dead lot to the entrance of the fair), it is not critical to the functions of the sticker booth to keep the sticker booth in its current location.

Charlie R - How do we keep key operational areas...(?)?

Greg – We need motorcycle and bike storage.

Jon S (Dog Control, Board)– We should think about electric recharging stations for vehicles and scooters.

Brad (Back-up Manager) – We need a front of Fair medical interface and easier egress.

Charlie R– Emergency services in and out are key. We have different templates of service. (a) from when MC opens to Thursday a week before the Fair opens, (b) That Thurs night through the event.

Justin (Registration) – Making the first impression more welcoming needs to be a priority. Re-orienting traffic is a high priority to welcome our guests better.

Greg – Our crew (Admissions) tries to be festive because there's nothing else aesthetically. There have been pretty significant car crashes right outside our property because people are not paying attention

Jen-Lin (Camping Crew) – Our overarching principal should be, we do everything as beautifully as we can. When people are leaving, remind them they've been in an altered state and they need to stay within the lines.

Tony (Asst. Manager) – How do we get people (Fair family) in effectively before guests come on site? We need to extend that efficiency to getting guests in.

WHAT'S NOT WORKING SO WELL NOW?

Jen-Lin – Traffic flow leaving on Monday. It's a free for all.

Arrow (Traffic) – we don't have many people directing traffic on Monday. Everyone is fried.

Charlie R - How do we create a system to address that? It has been suggested by some that allowing camping until Tuesday is an answer? What would that mean? It's hard to keep volunteers working until then.

Colleen (Dana's Cheesecake, Path Planning) – It's hard to get people to carpool or take the bus. The biggest roadblock is they're working at their regular jobs Thursday and Monday. If we have a shuttle in and out of town, that would be helpful.

Tom (Fire Crew) – we still have 10,000 people on site on Monday. I would not be surprised if we have a major problem that Fire Crew should be ready for but is not. We should look at that .

Charlie R– Monday after the Fair one of the most challenging days of the year. We take weeks to load everyone and everything in but try to load it all out in a day with a skeleton crew of our remaining volunteers. If there's a way to thoughtfully design egress, and to adequately staff it, let's do it.

Jar (Deconstruction) – There are security, traffic, health issues the week after the Fair and we need to address those services. There's no fire, security, medical crews after Monday. Look at individual crews to see who can stay to make it safer for everyone. It's not the same on both sides of the Fair (time-wise).

Deane (Booth, Board of Directors) – I'm asking for an additional 17 hours of camping. Booth folks start coming in (over three days) Tuesday, Wednesday, Thursday and have only one day to move out. If some folks would have to stay longer (to work), give them more food vouchers.

Greg – We need to look at communication and information so we're not causing people to stumble around figuring out where to go and what to do. Asking people to be on shift a 4th day is a huge stressor.

Charlie – There's a whole new mechanism that would need to be added, not asking present crews to do more.

Tony – Everyone is exhausted on Monday. Most people want to and need to go home.

Charlie R– We have a paucity of signage at the front of the Fair and we need more.

Greg – What we have is not visible, blocked by car and foot traffic. We need to raise up what we do have.

Lucy – Whatever we do is going to impact family and public. Cost will be financial, emotional and physical. That needs to be part of examination of what we're changing.

Charlie R– The flip side is what is the cost of not doing anything.

Brad – If we made signage so messages can be changed it will address part of parking issue. People say they were told they could park in a spot, but not told it's only temporary. If there were a way that a coordinator could say Monday a.m. was a way to give a graduating teen a chance to try out for permanent spot, there might be a job for that teen.

Andrea (TicketsWest) – Regarding communication to public and Fair family as to where they need to

go to get their stuff to get on site, the worst part of my job is seeing upset people get to the fair feeling like they've gotten shoved around.

Diane (Community Village, Board) – We need signage of how to get in to fair.

Karla (Admissions) – We use S.O.'s and crew wannabes to be human signs to direct traffic. Be excited and welcoming. It gives people opportunities to get jobs and food vouchers. Elders can do it; we have people power. Another problem on Monday is all the radios go away.

Robin (Back-up Manager) – We need a shuttle for our patrons to the front of the Fair. I watch people trying to schlep all the way in with kids, strollers on uneven terrain. I would love for us to consider having some kind of shuttle or some way people can drop off their stuff nearer to the front and then go park. We've got families coming in from almost as far out as Outta Site lot.

Jon S. – It's frustrating to go out to Mauldin's, etc. and all the signs are gone.

Greg – We haven't had a day since 1997 where we haven't had people come up to Admissions to say they're so exhausted they want money back and want to go home. They're too tired to go into the Fair.

Jen-Lin – People said thank you so much for Pedicabs in their feedback forms. Made end of fair possible for lots of people. Maybe we can create our own with our unique bikes and carts.

Tony – Our family is taking up a great deal of Trotter's and Piggy's for the Barter Fair. We're taking all the up-close parking. It's not okay that the public has to park so far away.

Diane – We need to figure out how to use FART shuttles for the public.

Charlie R- it's going to take us all to figure out solutions. One of the fundamentals we've been working with from the beginning is everything we do has to have that love flow in mind.

We wanted to try to get the juices flowing and look at distinct categories and organize our brainstorming to come up with priorities.

CATEGORIZING OUR PRIORITIES

a- MUST BE IN FRONT OF FAIR

- Public entrance
- Access to the 8 and services
- Parking – Public, family, bike, motorcycle, 4A
- Bus stop
- Shuttle stops – especially from Outta Site. Location is an issue.
- TicketsWest will call
- Cart Central (but not in its current location)
- Emergency SVS
- Food booths resupply (but could be re-located)
- Refer trucks, delivery trucks, Medallion Row
- Troubleshooters
- Public information/signage
- Camping
- Camping services (showers) – must go with camping
- Main Camp – w/o kitchen, could move (QM, Inventory, Construction, Registration, Archaeology, Medical, BUM office, site office, commemorative sales, access to Fair Central, camping crew)
- Dog pound – Shady spot, but could move
- Security

b - SHOULD BE IN FRONT OF FAIR

- Displays (Peach power)
- Fair family parking

c- WOULD BE NICE TO HAVE IN FRONT OF FAIR

- Hospitality
- Sticker Booth (Eugene? Veneta? Pre-Fair vs. during Fair)

d – NOT NEEDED IN FRONT OF FAIR.

- Recycling dock
- MC Kitchen
- Barter fair

WHERE DO WE GO FROM HERE?

Colleen - When do we get into reroute traffic so we don't mix vehicles with pedestrians?

Charlie - What is the right structure for making decisions?

Sallie - I thought we could work in small groups looking at maps. Move pieces around to see how it would work efficiently.

Charlie Z (Back-up Manager) - I suggest we create an ad hoc committee with people who have interest and experience in long term planning to come up with options and proposals to recommend to the larger group and to the board.

Jon P (Elder) - Path Planning has a long range planning subgroup that has been talking about this. First thing we should talk about is traffic.

Jon S - There are two overlapping parts - (1) traffic and (2) ambiance (welcoming) part. It would make sense to have some people look at the traffic (moving people and things) part of it first.

Greg - Focusing on transportation narrows the discussion too much. We need to look at operational needs as well.

Colleen - I'm seeing a need for subcommittees to work with each other. I would love to know more about transportation needs, but it can't be in a vacuum. Sub-committees can report back to a bigger group.

Lara (Recycling) - We need to prioritize the list and move on.

Brad - Whatever our next step is, we need to communicate. We need to have info out there for everyone.

Timothy (External Security) - It comes down to a concept of timelines.

Tony - Let's talk about what can we do now as well as later.

Colleen - I'm seeing a need to see a timeline priority. What can we do for this year, what for next year? It might be easier to form subcommittees after we have that worked out.

Several people indicated they would come back for another session.

Jen-Lin - Can operational people come prepared with handouts?

Can download path planning maps from PP website.

Greg - There are some non-negotiable safety items we must take care of. We should get that list together.

Charlie R - In closing it is clear to me that there are some short term steps we can take even this year to make some improvements and that by having so many of you here at the table engaging in this process the communication and cooperation required to implement them has already started happening. Operations will base immediate next steps around a few focused groups to look at traffic flow issues, AAAA issues, Barter Fair issues and others. We will schedule a next large group stakeholder meeting for after the Fair, where we will report/review the outcomes of the focus groups, continue the big picture conversation, plan next steps and support better communication and our cooperative process. I am so pleased with the large turnout and participation today. Thank you all for making time to be part of this!

OCF Path Segment Study

Entrances

Description:

Includes entrance routes taken by the public who arrive on foot, by bus or private vehicle, extending from Maple Gate and Bus Road Gate to East 13th and to the Dragon admissions gate. Includes pedestrian paths from parking lots and neighboring campgrounds, two bridges over Indian Creek, the bus stop, bus waiting area, solar energy demonstration area, Dragon Plaza, two admissions gates, two stages (the Front Porch and the Rabbit Hole) and a Fair history booth. Services include one drinking water station, one set of toilets, three recycling stations, pay phones, ATM, one info booth, Tinkerbell sites, service booths at the dragons (Security, Solutions, AAAA, photo ID), grid electricity, and no hand washing stations.

The pedestrian path from the parking lots follows Indian Creek on Chasem Road about 2000 feet from the NE corner of Trotter's Field to the Dragon Plaza. The lots and Indian Creek are on poorly drained clay soil with little shade. Dragon Plaza and the bus admissions corridor are on well-drained sandy loam that supports big trees and good sod.

Strengths:

The most extensive connector area of the fair, offering the first and last impressions to the fairgoer. Vegetation in Indian Creek, the Dragon Plaza, and bus entrance previews the forest ahead. Dragon Plaza is exciting and attractive. Good wheelchair access. Many services available to the public. Main Camp and Fair Central are close to admissions gates, providing security and supervision. The best solar exposure for alternative energy demonstrations. Good shade at bus admissions gate. Close-in parking for special needs.

Problems:

There needs to be more effort devoted to developing a sense of growing anticipation along pedestrian paths. There is not enough open space for the public. The walk from the parking lots can be long, hot, dusty, and bleak with sparse shade, few rest spots, and little to build excitement. Inadequate signage and directions. Security may be difficult to maintain in parking lots and along corridors. Foot traffic and vehicles share roads. The area west of the dragon plaza is dry and dusty. Fairgoers waiting in line have little shade. There is no designated smoking area near the bus stop. There can be a bottleneck at the history booth and Auntie Em bridge. Crafts Lot foot traffic goes through a gate in the public plaza. The fence is ugly and the Dragon is becoming dilapidated. Egress from the parking lots may be slow at times.

Goals:

Joyful entrances and exits; both portals and lateral views from buses and cars should be attractive. Shady and inviting pedestrian corridors with rest areas. Accessible alter-abled parking. Building excitement and anticipation along pedestrian corridors. Quicker and easier travel between parking lots and Dragon Plaza. Paths for pedestrians only; roads for cars only. Expanded public space west of Dragon Gate. Securable control points and

boundaries. Less traffic congestion on public roads. More and wider egress routes. More alternative energy demonstrations, satellite Energy Park.

Implementation:

Landscape, decorate, and place interpretive signage at entries, exits, and along corridors. Remove, beautify, or screen unsightly features such as recycling stations and work areas. Spotlight some recycling efforts. Establish security points and perimeters; maintain long axial views, water barriers, and brush barriers. Plant trees, install benches and shade structures, and provide entertainment along Indian Creek. Continue Indian Creek enhancement. Expand Dragon Plaza to the west and incorporate current area into the Fair. Build new dragon incorporating solar panel array. Make Crafts Lot fence more attractive and hide family entrance. Designate smoking area near bus stop. Use banners, fabric dragons, other decorations to mark entrances. Provide shuttle services to and from parking lots, satellite lots, and neighborhood campgrounds. Maintain special needs parking availability. Increase the use of alternative transportation. Discourage pedestrian traffic along Highway 126. Facilitate safe pedestrian traffic along Suttle Road.