

GOALS OF THE OREGON COUNTRY FAIR

(To be reviewed and revised on a regular basis as we approach the fiftieth anniversary of the Fair.)

I. THE OREGON COUNTRY FAIR SHALL INCREASE THE DIVERSITY OF ALL ASPECTS OF THE OREGON COUNTRY FAIR COMMUNITY.

Ways to reach this goal:

- A. Each year, the Fair will hire and publicize at least four acts at the three-day event that are strong draws for underrepresented populations.
- B. The Fair will adopt at least three strategies for internal education about the diversity of the populations that constitute the Fair Family and Fairgoing public.
- C. The Fair will adopt at least two strategies to facilitate community outreach to its underrepresented populations.
- D. On an ongoing basis, the Fair will document the ethnic, cultural, and economic demographics of Fairgoers and will use this data to develop specific goals for increasing demographic diversity.
- E. The Fair's ultimate goal is to have the demographics of the event at least match, the ethnic, cultural, and economic diversity of Lane County.

II. THE OREGON COUNTRY FAIR SHALL MAINTAIN AND IMPROVE OUR LAND AND FACILITIES.

Ways to reach this goal:

- A. The Fair will amend OCF construction guidelines in order to give priority to reused and recycled building materials.
- B. The Fair will ensure that it possesses maps fully documenting, at a minimum, all current uses, structures, roads, bridges, and culverts; the extent of seasonal wetlands on Fair property; the Fair's archaeologically sensitive areas; and zoning and other geographically-based regulation affecting Fair land uses.
- C. The Fair will undertake a comprehensive survey of its energy use.
- D. The Fair will develop a facilities handbook that identifies and describes its buildings, wells and clean water systems, graywater and septic systems, roads, phone lines, electrical systems, gas systems, and other improvements.
- E. The Fair will comprehensively assess the capacity and need for improvement of each of the aforementioned systems
- F. The Fair will establish a framework of objective criteria on which to evaluate potential real estate purchases.
- G. The Fair will triple its solar electricity generation capacity.
- H. The Fair will build an upland Community Center that includes a kitchen and meeting space and qualifies for a high LEED building certification.
- I. On an ongoing basis, the Fair will ensure that all new permanent construction qualifies for a LEED certification.
- J. On an ongoing basis, the Fair will keep thorough maintenance records on all permanent structures.
- K. On an ongoing basis, the Fair will work with the Peach Power Committee and Energy Park participants to improve internal use of green and appropriate technology.

III. THE OREGON COUNTRY FAIR SHALL STEWARD OUR LANDS IN ACCORDANCE WITH ECOLOGICAL STANDARDS.

Ways to reach this goal:

- A. The Fair will direct the LUMP Committee to develop a list of ten key ecological facts everyone should know about the site.
- B. The Fair will update the LUMP Manual; this update will include identification of all ecologically significant areas and will also include delineation of areas where planting non-native plants is acceptable and areas where only native plants may be planted.
- C. The Fair will create a list of its top ten ecological priorities and their implications for site stewardship.
- D. The Fair will have all onsite staff and at least ten volunteers take the Oregon State University Master Watershed Stewards training.
- E. The Fair will adopt at least two strategies to strengthen its relationships with ecology partners from outside the Fair.
- F. On an ongoing basis, the Fair will continue to apply for grants to support wetland and riparian restoration.
- G. On an ongoing basis, the Fair will monitor and document the water quality of its year-round watercourses and its floodwaters.

IV. THE OREGON COUNTRY FAIR SHALL SUPPORT ARTISTS AND ENTERTAINERS.

Ways to reach this goal:

- A. The Fair will review compensation for entertainers at the three-day event.
- B. The Fair will adopt at least five strategies to support young and emerging artists and entertainers at the three-day event and year-round.
- C. The Fair will survey event artists and entertainers to explore issues of concern.



V. THE OREGON COUNTRY FAIR SHALL CREATE PARTICIPATORY EVENTS AND EXPERIENCES THAT ATTRACT AND INCLUDE MORE YOUTH AND ELDERS.

Ways to reach this goal:

- A. The Fair will convene a meeting of people of all ages to recommend inclusive year-round activities such as parties, celebrations, gatherings, and ceremonies.
- B. The Fair will host at least two work sessions designed to create dialogue and enhance connections between Fair Family youth and elders.
- C. The Fair will sponsor at least three ceremonies or rituals that are intergenerational, culturally sensitive, and arts-based.
- D. The Fair will build an upland Community Center that is suitable for housing Fair cultural events year round.



VI. THE OREGON COUNTRY FAIR SHALL SUPPORT A HEALTHY AND DYNAMIC CULTURE FOR PARTICIPATION BY VOLUNTEERS AND MEMBERS.

Ways to reach this goal:

- A. The Fair will review its policies relating to ethical allocation of financial and material resources among participants in the three-day event.
- B. The Fair will convene a work session to brainstorm ways to increase membership participation in Fair governance and organization.
- C. The Fair will survey the membership to estimate the rate at which teens will be graduating to adult status and adults to Elder status.
- D. The Fair will establish a database of contact information for all people who obtain camping passes to the three-day event.
- E. The Fair will begin sending each wristbanded participant an email once each year with information including hours for Fair services, site access information, recycling and environmental sustainability information, Fair policy changes, and other key messages.
- F. On an ongoing basis, the Fair will document the number of people voting at the Annual Meeting (in person and by absentee ballot), attending all Fair meetings, and participating in work sessions, work parties, and evaluation meetings; the Fair will use this information to create future participation goals.
- G. On an ongoing basis, the Fair will use surveys and interviews to document issues of concern to Fair artisans.

VII. THE OREGON COUNTRY FAIR SHALL FOSTER BETTER COMMUNICATION AND INFORMATION EXCHANGE.

Ways to reach this goal:

- A. The Fair will put systems in place to ensure that the following communications will always receive a timely response:
1. Donations to the Fair (thank you letters and receipts);
 2. Donation requests (acknowledgment from the Fair Office or the Recording Secretary);
 3. Letters to the Board of Directors (acknowledgment from a designated Board member or the Recording Secretary);
 4. Employment applications (acknowledgment from Personnel Committee);
 5. Craft applications and booth registration forms (response from Craft Committee, Food Booth Committee, or Registration Crew);
 6. Entertainment applications (yes/no from coordinator);
 7. Letters to the *Fair Family News* (acknowledgment from the *FFN* staff); and
 8. Feedback forms (a copy of the feedback report or a link to an online copy).
- B. The Fair will develop a list of people and organizations who will receive a once-a-year email report from the Fair updating them on our philanthropy, and our community's other important news; this list will include Fair vendors, recipients of Fair philanthropy, Veneta/Elmira neighbors, and, where appropriate, local and state elected and appointed officials.
- C. The Fair will conduct at least two trainings for Fair participants focusing on improving communication skills.
- D. The Fair will identify the weaknesses within its current communication systems and will develop at least five strategies to improve internal communication.
- E. The Fair will develop at least four strategies to improve its communications with outside entities.
- F. On an ongoing basis, the Fair will use surveys to identify ways it can improve the communication of event information among volunteers, artisans, entertainers, and ticketholders.
- G. On an ongoing basis, the Fair will make as much event information as possible available online for volunteers, artisans, entertainers, and ticketholders; event information includes ticket prices, pass prices, application deadlines, the hours of Fair services, and other facts helpful to participants in the three-day event.

VIII. THE OREGON COUNTRY FAIR SHALL CLARIFY ITS PRIORITIES AND SYSTEMS FOR COMMUNITY OUTREACH AND PHILANTHROPY.

Ways to reach this goal:

A. The Fair will adopt the following three strategies:

1. Maintain a database of all recipients of Fair philanthropy and our history of giving to those organizations, as best as can be determined.
2. Collect copies of correspondence with all recipients of Fair philanthropy.
3. Require a report from all recipients of Fair philanthropy on their use of Fair funds.

B. The Fair will host an educational meeting for all parties interested in participating in the Marshall Landman Memorial Planned Giving Program.

C. The Fair will establish short- and long-range goals for Fair philanthropy.

D. On an ongoing basis, the Fair will convene annual meetings of the Board of Directors with the Jill Heiman Vision Fund Committee and the Bill Wooten Memorial Endowment Committee to review Fair philanthropy.

IX. THE OREGON COUNTRY FAIR SHALL IMPROVE ITS ORGANIZATIONAL EFFECTIVENESS.

Ways to reach this goal:

- A. The Fair will establish a regular schedule for review of its governance documents.
- B. The Fair will establish a regular schedule for evaluation and potential restructuring of committees and volunteer crews.
- C. The Fair will create a community partnership program that sponsors an annual face-to-face meeting between Fair participants and members of the local community.
- D. On an ongoing basis, the Board of Directors will evaluate its adherence to, and need for change in, this statement of goals each Fall.
- E. Regularly, the Fair will hold a membership summit to identify issues of community-wide concern, celebrate successes, and be in community.