

Board Manual

Southeast Alaska State Fair



October 2018

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Welcome to the Fair Board!

Thank you for your willingness to serve on the Fair's Board of Directors.

We are excited to work with you on the programs and projects that make the Fair organization, its events, and the fairgrounds property important to residents of Haines and the region.

You are joining an extremely active board, one that participates a great deal more than just attending monthly meetings.

We volunteer at Fair events. We swing hammers and provide technical expertise on maintenance and capital projects. We provide guidance and mentorship to staff. We keep an eye on the organization's finances. We research smart investments for the Fair's future. We help set short and long term goals in all areas, from events, to human resources, to the fairgrounds property. We are in charge of overseeing a journey that leads to sustainability, and we hold close to the Fair's mission in all that we do.

We are so glad you want to contribute, and we look forward to having a lot of fun working on behalf of the community to make sure the Fair continues to be a vibrant, exciting, and sustainable organization!

Sincerely,

The Fair Board

Mission, Objectives, and History

Mission: *The Southeast Alaska State Fair, Inc., enriches community by hosting celebrations of heritage, creativity, and social exchange.*

Vision: Southeast Alaska State fair, where community happens

Objectives:

- To host top-notch events that enrich heritage, creativity and social exchange in Haines and the region
- To maintain a safe, aesthetic, and functional fairgrounds for community use
- To achieve a financially sustainable organization that meets its mission in the community
- To foster a spirit of play, joy, and fun for board, staff, members, volunteers, and the community at large

Overview:

Southeast Alaska State Fair, Inc., is a 501(c)(3) organization based in Haines, Alaska and serving residents of Southeast Alaska and the Yukon. Incorporated in 1969, the Southeast Alaska State Fair began as a small crafts and agriculture competition at the American Legion Hall in Haines. Today, the Southeast Alaska State Fair is an organization that hosts several regionally significant events and manages a 42-acre property for community use.

Besides the annual, four-day Southeast Alaska State Fair, the Fair organization hosts the Great Alaska Craft Beer and Home Brew Festival; the Haines Fisherman's Community Salmon Barbecue; Spring Fling, a barbecue, dance, and annual membership party; and an Annual Meeting and Volunteer Appreciation Dinner. The Fair also co-hosts a Winter Festival in February, and the Wild and Scenic Film Festival in November.

The Fair rents facilities and provides event support to organizations and individuals for activities such as wedding receptions, nonprofit fundraisers, and regional conferences. Recent events at the fairgrounds have included Southeast Conference, the Alaska Municipal League annual meeting, Friends of the NRA Banquet, the Haines Chamber of Commerce New Year's Eve Party, Girls on the Run 5K, Southeast Alaska Independent Living's "Have a Heart" auction, Hospice of Haines Rummage Sale, Haines Ugly's Cancer Connection Fundraiser, SEARHC Domestic Violence Prevention Color Run, and the Lynn Canal Conservation Chilkat Chef Competition, among many others.

Recurring community activities on the fairgrounds include the Haines Farmers Market, held weekly in summer months; Haines Community Garden; disc golf on the Fair's 18-hole disc golf course; hockey in Ravens Arena; and Little League and t-ball at Fair Field. The Fair maintains a playground for community use.

Programs and Calendar: 2019

February - Date TBA: **3rd Annual Winter Fest** - The Fair partners with Haines Alpine Touring Society, Haines SKi and Hike Club, and Takshanuk Watershed Council to host a weekend that includes the Telluride MountainFilm Festival, the Koot to Kat Alpine Adventure Race, the Family Winter Games, and the Miles Klehini Classic Ski Race.

April 26 - 14th annual Spring Fling Barbecue and Dance: Held in Harriett Hall, Spring Fling is the Fair's annual membership party, and a community dinner and dance to celebrate spring. Memberships are available at the door. Live music and children's activities.

May 24-25 - 27th annual Great Alaska Craft Beer and Home Brew Festival: Friday begins with a home brew competition, and continues with a Gourmet Dinner with craft beer pairings for 275 diners. Saturday morning, the day begins at 9 a.m. with the Slammin' Salmon 5K and 10K Fun Runs. Saturday's Festival Tasting begins at noon with the Connoisseur's hour, limited to 400 ticket holders, and general admission for the remaining 1,300 ticket holders begins at 1 p.m. In 2018, more than 25 Breweries and distributors participated in the event. Attracting attendees from around the region and beyond, tickets for Beer Fest generally sell out in March.

June 14- 15 - Haines Fishermen's Community Salmon Barbecue: Organized in partnership with the local Gillnetter Association, this much-loved event promotes Wild Alaska Seafood and celebrates the start of the commercial salmon opening. Between 1,500 and 2,000 locals and visitors enjoy a salmon dinner and live music for a suggested donation of \$5. Since 2015, it also has served as the post-race dinner for the Kluane-Chilkat International Bike Relay. New in 2017, the Fair and partners hosted a salmon and prime rib dinner for fishermen and their families, who often miss Saturday's Barbecue because they are headed to the fishing grounds for the opening.

July 25-28 - 51st annual Southeast Alaska State Fair: With four days of amazing music, food and beverage, rides, contests, children's activities, creative exhibits, and more, the Fair draws more than 6,000 attendees. It is a community event, with more than 200 individuals giving in excess of 1,500 volunteer hours, from judging exhibits, to running admission gates and rides, to organizing contest, and more.

August 30 - Annual Membership Meeting and Volunteer Appreciation Dinner: The Fair's annual meeting is held within 6 weeks of the four-day Southeast Alaska State Fair, and is an opportunity to report the year's review to the membership, elect board members, and, most importantly, to collect feedback from the membership. Following the meeting, the Fair hosts an appreciation dinner honoring that year's Fair volunteers, members and sponsors.

Board Job Description

You are joining a fun, dynamic, successful organization that relies on the energy and resources of the staff, the Board of Directors, and a committed volunteer base to ensure its continued success. This is an active board, one that entails more time and sweat equity than many nonprofit boards. The best board members will take an active role and leverage their personal skills and connections on behalf of the Fair.

Basic Board Duties:

- Attend monthly meetings, telephonically if necessary
- Serve on two committees
- Help at events; volunteer for programs and projects
- Provide financial oversight; adopt the annual operating budget
- Review and approve IRS Form 990
- Contribute to short-term and long-term planning
- Make policy decisions
- Contribute to Fundraising plans and efforts
- Advocate on behalf of the organization
- Hire, Fire, and evaluate the Executive Director

Expectations:

Volunteerism: There is no set number of volunteer hours required, as Board Members are of diverse ages and walks of life. However, there is an expectation that Board Members will actively participate and contribute to programs and projects. Examples of recent Fair Board projects include designing and building the Climbing Wall and Mega-Slide; refurbishing the Carousel; planning and executing Ferris Wheel upgrades; researching and establishing an investment account for the Fair; setting priorities for a five-year strategic plan; providing executive mentorship; contributing to a board manual; constructing a new kids stage and ride ticket booth; contributing to event planning and marketing; among many others.

Annual Fair Membership: Maintaining annual Fair membership is required of Board Members in the Fair's bylaws. Membership levels include: Individual All-Access, \$75; Family All-Access, \$150; and I Heart the Fair, \$35.

Board Giving: Giving financially in an amount that is "personally significant" is a best practice for nonprofit Boards, and is required by some of the larger foundations for grants.

Fundraising: The Fair holds one or two large non-event fundraisers annually, often a raffle. Board members are crucial to both generating the fundraising idea, and insuring the fundraiser's success by promoting and hand-selling tickets.

Meetings and Committees

Board Meetings: Monthly

The Fair's Board of Directors holds regular meetings at least 12 times per year to discuss Fair business and get updates from staff. The Board meets twice in July in preparation for the Fair. In recent years, there had been no board meeting scheduled in December.

The Annual Membership Meeting is required in the Fair's bylaws, and is held within 6 weeks of the annual four-day Fair event, usually the last weekend of August.

The Executive Director and Board Chair collaborate on the regular Board Meeting agendas. The ED notices meetings, and produces and distributes the board meeting packet. Board meetings generally last 1.5 hours. Snacks are provided!

Committees

Much of the work of the board occurs in committee meetings. Board members are expected to serve on two standing committees, if possible. Current standing committees and responsibilities include:

Facility Committee: Contributes to capital and maintenance project planning and oversight; helps develop short-and-long-term property plans; contributes property management policy recommendations to the Board

Finance Committee: Quarterly review of Fair finances; develops draft annual budget with Executive Director for board approval; contributes to annual filing of IRS form 990; reports on financial health, including irregularities and areas of achievement, opportunity, or concern

Board Development Committee: Responsible for general affairs of the Board; identifies prospective board members and recommends selection process; identifies training needs and opportunities, conducts orientation for new members

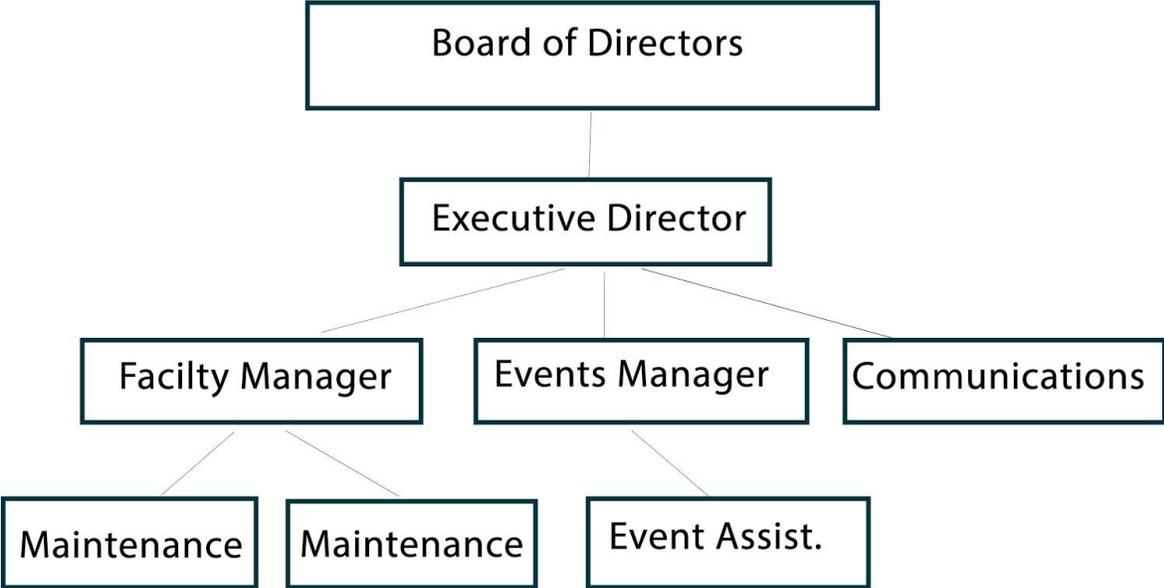
Events Committee (Program Committee): Provides assessment of events; contributes to event planning and innovation; oversees development of new events

Fair Entertainment Committee: Contributes to Fair entertainment selection, contract negotiations, and program logistics, and oversight

Organizational Structure

Board-Staff Hierarchy Graphic

Staff positions and hierarchy is subject to change, but this is the basic structure:



Employee List and Basic Job Descriptions - 2019

Executive Director: Reports to board of Directors. Responsibilities include business administration; Board of Directors relations; day-to-day financial management; short-and-long term financial planning, budgets and reporting; staff management, including hiring, firing, payroll and evaluation; property management and use agreements; fundraising, including grants, sponsors, and donors; licenses, permits, and insurance; oversight of all programs and projects; organizational advocacy and public relations

Facility Manager: Reports to executive director. Lead capital and maintenance project manager; contributes to annual maintenance plans and budgets; contributes to property setup for events; manages maintenance staff; manages shop and equipment; generally responsible for maintaining a safe, functional, and aesthetic fairgrounds.

Events Manager: Responsibilities include managing all aspects of event planning and execution, including event staff, budgets, timelines and program evaluation; coordinating facility rentals

Communications Coordinator: web management; marketing; publications; hospitality; event assistance

Events Assistant: Reports to Events Manager. Set up and break down events; work with rental clients, maintain event spaces and equipment

Seasonal Maintenance Worker: Groundskeeping, maintenance projects, capital projects, and janitorial duties; care of property and equipment

Contracted Positions: Report to Executive Director

Fair Entertainment Coordinator: Reports to ED and the Entertainment Committee. Manages the annual four-day Fair's entertainment program, including selection, booking, travel logistics support, lodging, hospitality, merchandise sales, other program duties

Fair Bookkeeper: Pays bills; records income and deposits; balances and reconciles accounts; prepares payroll and files taxes; contributes to financial reports and systems