



**OREGON
FESTIVALS
& EVENTS**
ASSOCIATION



PO Box 2248, Lebanon OR 97355

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Making Oregon festivals and events better through Resources, Education, Promotion, and Networking

OFEA Board of Directors Planning Retreat

Saturday, April 26, 2025

Black Butte Ranch

Present: Kerby, Ebner, Hamilton, Bledsoe, Nelson, Latham

Excused: Lutgen

Staff: Ingalls, Ingalls, Christie

The board reviewed notes from past retreats and discussed ways of expanding leadership throughout the year and their vision for the future of OFEA. Ideas and goals discussed are:

- Growing membership & member retention
- New member education
- Marketing members and events
- Promoting OFEA/ Increase value of OFEA
- Travel Oregon relationship building
- Education/ Workshops
- Resource library
- Peer review
- Creation of mobile app
- Podcast
- Zoom Open Forums

Fall Workshop

Board committed to hosting workshop this fall (Sept./Oct.) at several locations throughout the state. Cost will be \$30 for members and \$50 for non-members. Can use workshops to go over member benefits. Topics to include at this workshop are:

- Contracts (Narwhal Non-profit)
- Social Media/SEO (Weldwood Marketing)
- AI (Haley)

Regions for workshops

- | | | |
|--------------------------------------|--------|-------|
| • Southern – Jackson County/Roseburg | Haley | Sept. |
| • Eastern – Ontario/Baker County | Jill | Sept. |
| • Central – Deschutes Expo | Brandi | Oct. |
| • PDX – Woodburn/Oaks Park | Steven | Sept. |
| • Mid-Valley – Albany/Linn County | Cindy | Oct. |

Topics for Spring 2026 workshop: Safety with DPSST and OLCC, Volunteers, ADA accessibility

Additional topic ideas: Ticketing, Funding/Grants, Board Training, Non-Profits, Surveying/Demographics/Economic impact, Geo-fencing/Placer Data, State of the Economy, Round Tables, Open Forums, Small Event Planning, Budgeting, Entertainer Routes/Book Biz/Marketing, Vendors



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Membership

The board formed a sub-committee to drive and manage membership. The committee will be Nelson, Hamilton, and Ebner. Ideas brainstormed to increase membership include: connecting with chambers/parks and rec depts., creation of infinity program with referral discount, updated one-sheet to distribute, increased outreach to events ("Good luck with your event," "How did it go?", etc.).

Board Vacancies

The board reviewed applications for open director seats on the board.

Motion: Haley Hamilton moved to accept Emily MacKay to the OFEA Board of Directors; Terry Nelson seconded.

Motion approved unanimously

Important to have a board with members from the different regions and the represent different membership types. One applicant from a Washington-based supplier; board followed policy that directors must be from Oregon. Candidates not selected encouraged to join a committee and get involved with OFEA in other ways. The board would like to see more engagement from members on committees.

Financials

The board discussed ways to increase revenue. More workshops will increase membership. Possibility of grants and OFEA merch discussed. Finance committee should be reformed.

Conference

The board selected a conference logo for the 2026 Conference. Some things they'd like to see next year:

- More sessions offered at a time & longer sessions
- Change to Hospitality Night format (one night?, casual networking Thursday and party Friday)
- Change Booze Wagon Raffle format (sell card vs. ticket, \$25 per card, limited for sale)
- Add round table discussion after sessions
- Tighten Ovation Award timing
- Include general session again

Member Benefits

Some ideas to make membership more beneficial:

- Add "Tips from Pros" and "Did you Know?" to newsletter and Facebook group, can include industry news or little know facts about being an OFEA member
- Monthly Zoom calls – Event Builder's Connect, first call will be June 10 at 4pm, hosted by Ebner, can ask for topics and questions from members before

Assignments Moving Forward

- May – Membership committee report
- June – Conference committee report
- July – Have Fall workshop set
- September – Have Conference Speakers set, Have Spring workshop set
- October – Finance committee formed, Budget ready for approval