



Board of Directors
92937 Walluski Loop
Astoria, OR 97103

Board Meeting

April 3, 2018 - 5:30 p.m.

MEMBERS PRESENT

Mike Autio, Chair
Paul Mitchell
Jack Ficken
Kallie Linder

MEMBERS EXCUSED

Jack Edwards

In attendance:

John Lewis, Fair & Expo Maintenance Supervisor
Anne McBride, Fair & Expo Administrative Coordinator

Call to Order

Meeting called to order at 5:30 pm by Chair, Mike Autio

Consideration of Agenda & February and March Meeting Minutes

Jack Ficken made a motion to accept the minutes as presented. Kallie Linder, second. Motion passed.

Good of the Fair Board

No public comment was made.

Old Business

Report from John Lewis, Interim Fair Manager.

The contract for the civil war re-enactment has been finalized for Labor Day weekend. The main event and location of the battlefield will be in the concert area with spectator bleachers lining each side. Big O will be the food vendor. HOT BOX food truck is being contacted as an additional food source. The 4H camping area will be used for the camp which will then provide plenty of parking in the lower lot. Five dollars/car has been agreed upon and 10% of concessions and 14% of alcohol will be collected. The event has been penciled in for 2019 as well. The Daily Astorian will be running an article on the new location from the Fort Steven's State Park. John noted that the county policy does not preclude the observance of the Confederate flag on county property.

The roof repair will be starting shortly. The contractor is awaiting oversized screws to be delivered. The roof is leaking through the screws and ridges in the panels. John explained the reason for the leaks and what will be repaired.

A discussion on the letter to the Editor that appeared in The Daily Astorian followed. The writer's concern was the number of ADA parking spaces and general access to fair activities. After doing some research John found the term "access within reason" is used as the guideline. Mike suggested the Fair provide reasonable accommodation to the disabled visitors. Relocating the Disabled Parking area is currently in the discovery stage. The number of spaces needed is dependent on the number of visitors. Mike suggested follow-up on the subject at a future date.

Concert Report from Board Member Paul Mitchell.

Maddie and Tae accepted another opportunity leaving the stage open for another acoustic act. The artist Brianna has been contacted and is able to perform as an opening act for Diamond Rio.

Paul and John met with county counsel, Heather Reynolds about the Diamond Rio contract. There is some language that is to be redacted and sent to Diamond Rio and then to Heather for approval prior to the presentation to the County Commissioners. John will contact Yamhill County Fair for their Diamond Rio contract as a reference. It was reiterated that promotion of the band cannot be done until after the Band's Ridgefield, Washington performance because of a mileage restriction.

Cliff the sound engineer for the concert visited the property prior to the board meeting. Cliff will handle hiring and paying the stagehands who are Tongue Point personnel. Stage placement is at issue as Diamond Rio does not want to disconnect their trailer for the performance. If the trailer is connected the stage would project too far into the proposed seating area. The option of removing the section of the chain link fence and building a ramp was presented as an alternative. It was decided that the minor fence reconstruction would be a good alternative and would provide an optimum stage angle and allow more people to see the event.

Anne presented the ticketing options. Brown Paper tickets would provide the best service for internet users. Hard copy tickets would be mailed to the buyer once purchased online. Two weeks prior to the concert, buyers would have to download and print paper tickets. A "will call" ticket booth was suggested as an alternative for the late buyers. "Will call" would eliminate fraud and copying of printed paper tickets. The "will call" booth discussion will conclude at a later date. No decision was made.

Printing of hard copy tickets for local distribution is still in the bidding stage with Polk Riley, Anchor Graphics and Admit One ticket outlet. There will be 4 ticket types: Gen Admin, Gen Admin Comp, Gen Reserved and Gen Reserved Comp. the ticket cost will be \$30.00 for Gen Admin and \$35.00 for Gen Reserved.

Lum's Auto will be announcing their "New Car Giveaway" drawing at the Crab Fest on April 21. The winner will be announced during the Diamond Rio concert. There was discussion on concerns with the winner being announced at the concert. Mike stated that since each sponsor has the opportunity to say something about their organization during the concert, Lum's announcing the winner would be their contribution during their time on stage.

Other

Kallie was commended for her vigorous effort on getting the Fair noticed on Facebook. Many of the comments that have appeared on the posts have been positive and encouraging.

John clarified that Brianna was to be the opening act. It was accepted by the board unanimously.

Mike asked for an update on the dyke repair. John stated that the water issues have been resolved and the tide gates are working properly.

New Business

Advertising with The Daily Astorian has traditionally been full page and smaller ads for the Crab Fest and Scandinavian Festival. Our past advertising practices have been traditionally seen as “good will” towards our event holders. Mike deferred future advertising decisions to John’s discretion.

James Jasper has been hired as the Fairground’s maintenance tech.

It was noted by Jack that the Fair Board has roughly \$761,000.00 in the savings account. Mike added that The Daily Astorian misrepresented the budget issue in the paper earlier in the year. In reality only 40% of the budget has been spent. Jack added that there is an estimated \$167,000.00 deficit as the Fair Board has incurred more expense than revenue. Mike noted that outlays are in the budget numbers that throw off the balance; for example the new building construction.

Kallie gave a brief synopsis on her planning of events. She is working on a forestry presentation, finding a pie seller, a mother’s tent, and a Parks n Rec Kid’s Zone. She is also contributing to the coordination of the Saloon Stage with local musicians and food events.

Adjournment

The meeting was adjourned at 6:15 pm.

Next Meeting Dates

May 1, 2018 - 5:30 pm.