

SPECIAL FAIR BOARD MEETING
APRIL 20, 1994

FAIR BOARD

John Thomas
George Otten
David Lintz
Linda Gray
Ken Leahy

STAFF

Cal Wade
Patti Poe
Sue Oxendine

GUESTS

Eric Apalategui

The meeting was called to order at 5:10 p.m. The purpose of the meeting was to decide if a financial plan should be adopted for the Fair Complex and if a consultant specializing in business planning should be hired.

Wade has researched and talked with a number of people regarding financial planning. The majority do not have any experience with fairs. Norman Landerman-Moore, who presented his proposal at the April 4 meeting has had extensive experience with fairs and fairgrounds. A proposal from Rod Markin was received. Markin is involved with business plans for some fairs but does not appear to have the experience of Landerman-Moore.

Wade has checked references for Landerman-Moore. Ralph Hinds, manager of the Los Angeles County Fair, spoke very highly of Landerman-Moore. The business plan was developed for LA County FairPlex has made the FairPlex profitable. Hinds stated that Landerman-Moore was innovative, thorough, and followed through on ideas. Hinds advised Wade to set clear goals and to outline clearly what was desired of the business plan.

Leahy met with a gentleman from Techtronix who books trade-shows. Leahy was told there is a great demand for smaller trade show space especially with all the spin offs of smaller companies from the larger computer companies.

Otten stated he liked how Landerman-Moore presented his proposals and had some ideas to explore for funding of the multi-purpose building.

Lintz reviewed the proposal highlights and stated he feels the time is right to proceed. Otten agreed but questioned Wade as to where the money would be coming from to pay for the study.

Wade said the Fair Complex was at par with his projections. He is hoping to get some of the money from this year's budget. The cash flow is good and we should come in under total budget. Bingo is still the question mark. Wade and Poe remain hopeful for next year's projections on bingo.

Lintz said another strategy would be to wait until next year to do the financial plan but he does not recommend doing this. Otten stated with a greater influx of people moving into the area, the Gardner-Beedon property becoming more and more important, and the demand for trade-show space increasing the timing is right to begin the study.

Gray said she is hoping that some of the things Landerman-Moore initially offers and suggests for funding will cover his expenses.

Wade stated the Fair Complex is losing credibility with the public with the talk of a grand Master Plan and multi-purpose building. We have been too much talk and not enough action on the larger projects outlined in the Master Plan.

MOTION: MOVED BY DAVID LINTZ, SECONDED BY LINDA GRAY, TO ACCEPT THE FINANCIAL PACKAGE AS PRESENTED BY LANDERMAN-MOORE ASSOCIATES. MOTION PASSED UNANIMOUSLY.

It was moved and seconded to adjourn the meeting. The meeting adjourned at 5:50 p.m.

Respectfully submitted,
Sue Oxendine
Secretary