

FAIR BOARD MINUTES
APRIL 5, 1995

FAIR BOARD

John Thomas
David Lintz
George Otten
Linda Gray

STAFF

Cal Wade
Patti Poe
Earl Bemis
Sue Oxendine

GUESTS

Norm Landerman-Moore
Bonnie Hays
Mike Eidlin, Tri-Met
Bill Will, Tri-Met
Fred Boyles
Dave Russell
Eric Apalategui, The Argus

CONSENT AGENDA

Wade stated the income looks good. Still some concern over the expenses. Dave Lintz asked if there were any other major expenses beyond the roof. Wade and Bemis do not anticipate any.

MOTION: MOVED BY GEORGE OTTEN, SECONDED BY DAVID LINTZ, TO ACCEPT THE CONSENT AGENDA. MOTION PASSED UNANIMOUSLY.

TRI-MET

Mike Eidlin, Westside Light Rail Project Director, and Bill Will, project artist, presented a proposal to the board that would involve integrating art with the new Fair Complex station.

The art would be along a path approximately 400 feet in length between the station and the new entrance to the Fair Complex. Based on whimsy, the art was an interpretation of what the Tri-Met artists believed was the fair.

The Federal Transportation Agency (FTA) sees the proposed "garden of curiosities" as a park and not integral with the station. Eidlin asked the fair board if they would be interested in supporting the idea as presented. Costs estimates are \$78,000 for the artwork, \$15,000 for paving, and \$30 - \$50,000 for plantings. The maintenance costs are unknown.

Landerman-Moore stated the public art is a very important element, but at the beginning of the presentation Mr. Will made reference to the fair. Landerman-Moore said this is a facility with an emphasis on future growth of society and the facility and is coincidentally the home of the Washington County Fair. He is not certain that whimsical meets the purpose and the opportunity for the use of the space. As a facility the Fair Complex is looking towards the floriculture, horticulture, and communications industries as partners in the growth. It would make sense to have the art interpret the whole facility and perhaps some funding sources could be found within these other industries.

Gray added that our roots are agriculture and we are also seeking active participation within the business and trade industries. The agriculture heritage is an important part of the Fair Complex and should be retained somehow.

Hays inquired about the liability insurance responsibility. Eidlin responded that since the FTA would not fund the project and does not see the need of the property Tri-Met would work with the Fair Complex on the design, but would leave the art and property to the fair board. If Tri-Met does not purchase the dogleg Tri-Met is not responsible for the liability.

Lintz said please do not hold us up on buying the dog leg area if we do not see that this transaction (art) is not in our best interests. He said he has a difficulty with paying \$78,000 for art when the entire facility is struggling to obtain a new life blood with the Main Pavilion and Tri-Met has \$22 million.

The fair board asked for time to think about the project and suggested the artisans sit down with the people who are developing the vision of the facility to create an opportunity for everyone.

RODEO BOARD

Boyles reported the rodeo board is setting aside 130 VIP seats in the grandstand. The remainder 630 will be sold. They would like the boosters to sell in the grandstand.

Only one parking pass per sponsor will be issued for the pit area. The remainder of the sponsor parking will be in the general parking lots.

Work parties begin next Monday, April 10.

BOOSTERS

Seventy plus members are currently members. Russell stated he did not know how many were actually active and more active members are needed.

At tonight's meeting they will discuss the staffing needs for the Mustang Show.

The booster booth needs repairs done to the roof.

MARKETING

A RV show with Olinger Travel Homes has just booked for May. Also confirmed is the Consolidated Freight Christmas party.

Wade has just completed an economic study showing the total spin-off from people using the Fair Complex. In indirect and direct benefits the total is just over \$17,000,000. This generates 830 jobs. His factors are based on the Economic Study done in 1988.

MAINTENANCE

Bemis gave the monthly report.

Albert Flanagan is very busy with events and has also assisted with some landscaping. Luis has been assisting Albert and doing the weekly bingo setup and tear down.

The new Green Thumb worker, Ginny, has learned how to use the Toro lawn mower and has been kept busy mowing the lawns. She also enjoys landscaping and appears to have a good eye for what needs to be done.

Jim Jordan is finishing up the water truck conversion to a fire truck. He also has been doing some on-going electrical work.

Mike Wold is leveling areas near the main entry and carnival. These will be rolled and re-seeded and ready to go by summer. Barn gutter repair has been another of Wold's projects.

Earl Bisbee, the seasonal worker, is doing trailer repair.

Bemis said he has been supervising the ME roof which is nearing completion. He estimates 3 - 4 more working days to complete it. There have been no unexpected problems with the roof. He has done some analysis of the Rajaneese trailer to help determine the best use of the building. Possible uses included a amphitheater dressing room or restroom facility. Either would be expensive. The maintenance team has decided to use it for a shop office/lunch room. Conversion and moving costs would be minimal. The additional room gained in the existing shop would be put to good use for maintenance projects.

New tie racks in the beef/dairy barns is another project Bemis is researching. The existing wooden tie racks are beyond repair. He is looking for an easily removable yet secure tie rack system.

The maintenance team as a whole feel things are going smoothly and functions better as communication skills are increasing. They have weekly meetings, but confer often to discuss on going projects.

NAME

The consensus is to leave the name as Fair Complex. The location (ie: Washington County, Westside, Sunset, etc.) can be decided at a later date.

NORM LANDERMAN-MOORE

March 21 Landerman-Moore and Wade met with Leonard Smith who is with the Regional Economic Development Agency. The EDA said the project looked interesting and said to contact the regional representative from the state of Oregon.

A meeting has been scheduled May 3 with the State of Oregon, tourism, business/industry, and government officials to explore the project. This will be a pre-application conference to show the purpose of project and community support.

The next step would be the pre-application process. If the project gets that far it will show credibility to the state. The only problem the EDA sees is that most funding is geared toward distressed areas. This can be shown through the light rail program.

Landerman-Moore is waiting for a phone call from Waterworld USA. They have expressed interest in meeting with the fair board.

BONNIE HAYS

The Fair Complex is now a part of a House Bill in the Oregon legislature. It does not tie the funding directly to the lottery. The funding source is an amendment to HB 3234. The bill itself funds transportation dollars. The state commitment is important to gain a federal match. The funding would be for the construction and development of the center, not operational funding. The only negatives she has heard from legislators is "we don't know if there will be any money, but you have a very competitive project."

Hays is sending out proposals to the private sector for a total of \$750,000.

FAIR UPDATE

Oxendine reported the fair books are out for final proofs. They go to the printers in early May.

Commercial booths are selling well. The ME has one to two booths left.

Friendship Square and Arts Stage entertainment are 90 - 95% booked. Wade is working with the agent for amphitheater entertainers. To date the lineup is: Tuesday - John Anderson; Wednesday - Weird Al Yankovic; Thursday - Johnny Limbo & the Lugnuts; Friday - open; Saturday - Diamond Rio and newcomer, Ty Harding; Sunday - open but will be Hispanic. We will work with Baldamero Andrades as the agent for Sunday's entertainers.

Something new will be the all Washington County Store in the armory. Oxendine is working with Don McKeon of KUIK to get key sponsor participants. The remainder will be a retail store where products can be purchased.

A demonstration ring will also be an added attraction. This will be on Friendship Plaza and will feature horse, llama, sheep dog, and other demonstrations to highlight the fair's theme, Gallopin' Good Times.

OFA OPEN HOUSE

Fair board members and their families were invited to attend the Oregon Fairs Association Fun Night, April 27 at 7:00 at the State Fairgrounds. Legislators will be present.

Meeting adjourned at 7:10 p.m. The next regularly scheduled fair board meeting will be Wednesday, May 3, 1995.

Respectfully submitted,
Sue Oxendine
Secretary