

**MINUTES OF FAIR BOARD MEETING  
APRIL 6, 1994**

**FAIR BOARD**

John Thomas  
Ken Leahy  
George Otten  
David Lintz

**STAFF**

Cal Wade  
Patti Poe  
Jim Jordan  
Sue Oxendine

**GUESTS**

Connie Potter  
Guy Schadwald  
David Barey  
Dave Russell  
Marla Warren  
Norm Landerman-Moore  
Terry Amato

**CONSENT AGENDA**

Wade reported the budget is on target.

**MOTION: MOVED BY GEORGE OTTEN, SECONDED BY KEN LEAHY, TO ACCEPT THE CONSENT AGENDA. MOTION PASSED UNANIMOUSLY.**

**SPECIAL AWARDS PRESENTATION**

Two award recipients were present to receive their awards for a special contest held in the Arts & Crafts Department during the 1993 fair. The contest, sponsored by the Western Fairs Association, was in honor of the 100th Birthday of the ferris wheel. Washington County winners in photography and paintings were submitted to Western Fairs and judged against nation-wide competition. The WFA winners were announced in January during the annual convention. Guy Schadwald of Lake Oswego received a honorable mention award for his photo. Jane Barey of Forest Grove was presented with a check for \$250 and a ribbon for her third place painting. Her husband, David Barey, accepted the award in her absence.

**RODEO BOARD**

Warren reported on the rodeo board meeting held April 4. The rodeo board discussed the NW connection - Canby, Bremerton, Longview, Washington, and two other rodeos that may be interested in joining.

Sponsors are needed for the VIP tent, barrel race, and wild horse race. The VIP tent will be strictly for sponsors. The rodeo board members will be present in the tent during the rodeo to welcome and be with the sponsors. Rodeo committee members will do the actual physical work during the rodeo. Sponsor signs will be placed above the fence rather than on the fence to allow for more visibility of the signs and to prevent the signs from blocking the visibility of those seated in the bleachers. Sponsors will receive tickets, VIP passes, and invitation to a barbeque.

Jackets, t-shirts, and caps will be sold during the rodeo.

Dodge will give 400 numbers as a part of their sponsorship.

The rodeo has a new logo - "Bucktown USA". There will be a winner's board showing last year's winners and updates on 1994 winners. Event sponsors will be presented with a picture of the event winner.

Rodeo committee and board members will be manning a booth during Family Fair. Also on that weekend the Queen's Coronation Dance will be held in the Cloverleaf Building. Raffle items will be sold during the dance.

George Kneese has been working on water and plumbing in the rodeo arena and office area. One corner of the rodeo office porch is sinking.

#### **FAIR BOOSTERS**

Dave Russell reported the group has finished the sign up for Family Fair. The boosters are doing the food service during the event. Funds are set aside for Fair Complex projects. Wade will discuss possible projects at tonight's meeting.

#### **MARKETING**

Poe reported the growth is slow but steady. Bigger shows continue to book. The Floral Building is gaining in bookings. The posts remain a concern to renters.

Bingo is holding its own. Attendance is gaining as is the income. Expansion to the Floral Building as a non-smoking area are still on the drawing board. The Cloverleaf needs air conditioning to ensure summer play. Wade commented that Poe has worked very hard and has done a great job in getting the bingo up and running. Problems with bingo personnel necessitated Poe becoming a co-supervisor. Bingo during the fair is still being explored.

#### **MAINTENANCE**

Jim Jordan presented the maintenance report. The fuel tanks are almost on line. Two 500 gallon tanks were purchased from state surplus. The zoning and fire codes will have to be changed prior to bunkers being constructed around the tanks. The tanks will be on wheels and placed in the security of the maintenance yard.

The office annex is 95% complete. Landscaping remains to be done.

Jordan has been working on electrical repairs to certain areas. The 4-H barn electrical problems, as referred to in a letter written by Richard Vial to the board in March, have been rectified. He met with the 4-H beef superintendent and reviewed the problems and solutions with her. Extension cord sizes and types will be closely monitored during fair. 4-H will be notified of the required types.

Main Exhibit Building repairs continue. The roof is still in need of repair. The kitchen hood installation is being explored.

Fair staff decided the people mover should be restored prior to fair. Livestock panels are being made and repairs to the barns are in process. Additional shrubs have been planted to help hide some of the transformers and electrical boxes.

#### **AA BASEBALL**

Mike Nugent is still pushing to have the stadium and fieldhouse built Wade reported. The baseball organizers need a commitment by May in order to bring a team to the Portland area in 1995. Wade made it clear to the organizers that May 1 is too close and the fair board would need additional time to discuss and study feasibilities of having a baseball stadium.

Nugent has also told Wade that the organizers are going to talk with Hillsboro City officials about constructing a stadium at Ronler Acres. The City is still in legal issues over the property. Wade suggests talking with the city and discussing a possible joint venture or the entire concept of a AA baseball stadium in Hillsboro.

The organizers are guaranteeing \$15,000 a year plus parking. Board members agreed this would not amortize out for any type of loan.

Lintz said the city would require a traffic impact study. Details and studies can not be worked out fast enough for May 1.

**MOTION: MOVED BY DAVID LINTZ, SECONDED BY KEN LEAHY, TO TABLE THE ISSUE AND CONTINUE THE DISCUSSION. MOTION PASSED UNANIMOUSLY.**

#### **EXTENSION OFFICE**

There is no further news. Wade has been unable to contact Larry Eisenberg.

#### **MASTER PLAN UPDATE**

Since the special meeting there has been a change regarding the parking lot. The new parking lot would take most of the Fair Complex's dogleg area plus the Gardner-Beedon property. A sidewalk will extend all the way from the transit station to the street. The dogleg may have to be sold to Tri-Met or a joint venture entered into with Tri-Met for control of the property, the sidewalk, and the street widening. Lintz, Leahy, and Wade will meet and review the possibilities. Draggoo will have to be brought up to date on the new parking lot

Wade is to meet with Wink Brooks to update the city on the changes. A meeting will than be scheduled with the Board of County Commissioners.

The current option on the Gardner-Beedon property is up July 1. Lintz and Leahy would like to see the Fair Complex purchase the property.

**MOTION: MOVED BY DAVID LINTZ, SECONDED BY KEN LEAHY, TO SHOW THE PARKING LOT AS DRAFTED IN THE MASTER PLAN. MOTION PASSED UNANIMOUSLY.**

#### **FINANCIAL PLAN**

Norm Landerman-Moore presented a proposal for a financial plan to fund the Master Plan. He has reviewed the Master Plan and toured the facilities. He sees definite advantages to the Fair Complex with the location of the airport, proposed light rail station, and close proximity to the Sunset Highway.

Mr. Landerman-Moore has been in the master plan and financial planning business for twenty-five years. He was the overseer of the planning and development of the California State Fair and has been involved in the financial planning of many fairs and exposition centers.

He noted the fair industry is in serious trouble nationwide with problems regarding infra structures, changes in people's attitudes regarding leisure activities, and new markets opening up that are competing for the recreational dollar. Traditional programs such as 4-H, FFA, and Granges are hanging on but there is a clear and evident demand for other draws to fairs. New events are needed to help pay for the traditional youth and community exhibits.

There is also a need for exposition and recreational facilities within communities. Economic changes in state and industry are calling for affordable trade show and special event facilities.

The critical stepping point to implement the Master Plan is a financial plan Landerman-Moore stated. He outlined a six step plan if selected to do a financial plan. Steps include: 1) initial work activities where he would meet with Wade and staff and board members to review current programs and activities and assess current funding sources and evaluate the economic output of the fair and interim events. 2) Market and program development research to assess and define user groups and their demands for space. 3) Analyze program and use development in terms of frequency of events, market served, economic output, and facility/site support requirements for program production with regards to the fair and interim events. 4) Formulate a business development strategy which will be the basis for the policy regarding business and economic activities and event objectives of the fair. 5) Formation of a financial plan to determine funding sources in public and private sectors. 6) Examining and assessing the business organization with regard to staffing and general policies to effectively run the fair and as a special event exposition center.

Mr. Landerman-Moore anticipated a time duration of approximately six months to complete his study.

He indicated that private and public funding would be explored including possible long term leases with private industry. Landerman-Moore stated that event proceeds should

not be relied upon for capital funding. Program opportunities will be created with participation of government and private industries. An example given was a regional farm and implement show and amusement centers for family activities.

Lintz suggested investigating the proposal further and either making a decision at the next board meeting or holding a special meeting if a decision is necessary prior to May for budget purposes. Otten and Leahy concurred, saying the fair board should move as quickly as possible.

Board members were given hand-outs of his proposal. A special meeting will be held April 20 to decide on the implementation of the financial plan and the hiring of Landerman-Moore Associates.

### **FAIR SPONSORSHIP PROGRAM**

Terry Amato, advertising representative for the fair, presented an overview of the fair and rodeo sponsorship program. He explained that the larger the fair advertising budget is the more sponsorship opportunities present themselves.

The sponsorship program is based on a scale of how many dollars are given. Depending upon the size of the sponsorship the sponsor will receive tickets, on-site banners, logos and advertising in the fair program, exposure on radio, TV, and print advertising.

The negative side of attracting sponsors for the fair is that many perceive the fair to be a Hillsboro event. Amato and the fair staff are seeking to change that perception.

He also explained how the advertising budget can be multiplied by tie-ins with advertising. This is accomplished through on-air promotions and on-site announcers.

The goal for the 1994 fair and rodeo is to be 15% over 1993 sponsorships.

Amato closed by saying he is open to suggestions and ideas for new sponsors.

The meeting was adjourned at 7:15 p.m.

Respectfully submitted,  
Sue Oxendine  
Secretary