

**Washington County Board of Commissioners
Washington County Fair Board
Joint Meeting Agenda**

January 27, 2015

Lunch – 11:00am

Meeting – 11:30am to 1:30pm

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| 1. Introductions | Chair Duyck |
| 2. Oral Communication | |
| 3. Overview of 2014 County Fair & 2015 Planning | Leah Perkins-Hagele |
| 4. Fairground Advisory Committee Update | Rob Massar |
| 5. Summary of Significant Operational Issues or Unresolved Matters | Leah Perkins-Hagele
Sarah Anunsen |
| 6. Evaluation of County Administrative Support & Improvement Recommendations | Sia Lindstrom |
| 7. Oral Communication | |
| 8. Adjourn | |

Joint Meeting Minutes
Washington County Board of Commissioners and Fair Board
Tuesday, January 28, 2014

Convened: 12:30 pm

Fair Board:

Scott Nelson
Betty Atteberry
Don McCoun
Bill Ganger
Gary Seidel
Erin Wakefield

Board of Commissioners:

Andy Duyck, Chair and Fair Board Liaison
Dick Schouten
Greg Malinowski
Roy Rogers
Bob Terry

STAFF:

Rob Massar, Assistant County Administrator
Rod Rice, Deputy County Administrator
Leah Perkins-Hagele, Fairgrounds Manager
Nancy Karnas, Fair Assistant

Martin Granum, Facilities & Park Services Manager
Mary Gruss, Chief Finance Officer
Bob Davis, County Administrator

PRESS:

Simina Mistreanu, *The Oregonian*

- 1) **Call to Order-** Washington County Commissioner Chair Andy Duyck called the meeting to order at 12:48 p.m. by stating the meeting is annually held per the MOU between the County and Fair Board to address issues of mutual concern. Chair Duyck asked for introductions of present members, staff and guests in audience. He noted commissioner Roy Rogers, Fair Board Member Erin Wakefield were unable to attend.
- 2) **Oral Communication 1- None**
- 3) **County Fair Commission Report-** Fairgrounds Manager Leah Perkins-Hagele stated the Oregon Legislature had abolished ORS 565.442 and 565.443 resulting in the termination of the commission. Perkins-Hagele stated that the MOU does detail discussing the report at the annual meeting which is why this is on the agenda today. Deputy County Administrator Rod Rice stated that the future meetings would not include this item.
- 4) **Compliance Audit-** Fairgrounds Manager Perkins-Hagele stated that the Compliance Audit was included in the report for the CFC and with the abolishment is no longer done. She stated it was a policy audit to make sure the fair had certain policies and procedures in place and they still exist in the Fair Board policy framework. Commissioner Schouten asked if the county should audit in some way to comply with the state requirements. Perkins-Hagele stated that the two Boards could modify the MOU to include that if desired. Commissioner Malinowsky asked for a listing of items that were not being done by the County Fair Commission for public records. Perkins-Hagele stated the report gathered data on the fair for a statewide economic impact report. She stated the compliance audit was a checklist of policies that fairs are to have in place. Chair Duyck reminded the boards that the purpose of the meeting was part of the MOU. He stated that most other counties do not operate with that type of model. Deputy County Administrator Rice stated that the bottom line is the rules are still in place but the state is no longer monitoring them. Perkins-Hagele stated that all the reporting statutes have been abolished but the policies are still in place. Malinowsky stated

he doesn't need a copy of the policies or data now but would like to see the information easily accessible online for the public. Perkins-Hagele stated the info isn't online but a public records request can be done for the information. Chair Duyck asked if the policies could be made available online, Perkins-Hagele stated it was an option.

- 5) **Summary of Significant Operational Issues-** Fairgrounds Manager Perkins-Hagele stated that the fair complex is an aging facility that is difficult to house a county fair in. She added the Fair Board recently attended a CDC guideline presentation regarding animal disease prevention which is difficult with the current aging facility. Perkins-Hagele stated the power to the fairgrounds is old and single phase requiring many generators to power the fair. Commissioner Malinowsky asked if three phase power was available. Deputy County Administrator Rice stated that yes it is available at the street on Cornell and Veterans Drive. Perkins-Hagele stated that it is very expensive and complicated to bring in the upgrade at this time.
- 6) **Evaluation of County Administrative Support-** Fair Board President Scott Nelson stated that the support from the Fairgrounds Manager has been superb. Nelson stated he has attended several conventions and has witnessed the relationships between the manager and the contractors and has been quite impressed with her work. Nelson stated that the fairgrounds staff is very helpful and dependable. Nelson stated he is pleased to have the close interaction with the Board of Commissioners particularly having Chair Duyck serve on the Fair Board and suggests always having a member serve.
- 7) **Strategic Plan -** Fairgrounds Manager Leah Perkins-Hagele stated that the plan has not been updated since the last meeting. Perkins-Hagele stated that normally this is looked at annually but due to the Air Show conflict attentions were placed on other matters. She stated that this will be worked on this year and brought forth at the next meeting.
- 8) **County Fair Overview & 2014 Planning-** Fairgrounds Manager Leah Perkins-Hagele began the presentation by stating the breakdown of the presentation.
 - a) **General Fair Update-**Perkins-Hagele detailed the attendance for the 2013 County Fair stating an overall 9% decrease for this year. Perkins-Hagele stated that the projections prior to the Air Show scheduling were to increase but unfortunately with the media attention it kept people away. Commissioner Malinowsky asked if the Horse Show would be impacted by the Air Show. Perkins-Hagele stated the Air Show has said that it would be unlikely. Malinowsky asked about the animal welfare issues that had been a concern. Perkins-Hagele stated that the lack of the jet team prevented any significant issues but the small animals still decided not to show at the fair and had their event earlier. Chair Duyck mentioned the Fair Board passed a resolution asking the Air Show not to schedule on the fair dates in the future. Perkins-Hagele stated they have a good relationship with the Air Show organizers and are working with them. Perkins-Hagele continued with slides detailing the breakdown of revenue and expenses for the event. Commissioner Malinowski asked about the stats for the light rail ridership. Perkins-Hagele stated that TriMet is a great partner of the fair but this year that data was not provided due to some data collection issues on their end.
 - b) **Carnival-**Fair Board President Scott Nelson explained that with the new carnival selected in 2011 an immediate increase was seen in revenue. Nelson stated that Butler Amusements has been a great partner bringing in new rides and changing to suit the needs of the patrons. Nelson stated that the carnival projects to continue to grow over the next year. Perkins-Hagele stated Butler understands the need to invest in better and modern rides for future of their business which benefits the demographics of the fair. Perkins-Hagele stated that the fair is a reflection the community and many of the patrons have shown the interest in the carnival. She added that several other counties do go without a carnival due to the location or dates even though their patrons are requesting they provide one.

- c) **Educational Opportunities-** Board Member Betty Atteberry presented the many educational programs held during the county fair. Atteberry noted the Growing Grove exhibit that teaches families about nutrition, agriculture and the importance of exercise. Atteberry noted the Fun with Physics exhibit sponsored by Intel was a great exhibit where families could get hands on with science is very popular. She stated a new exhibit World of Music debuted which is an interactive museum to explore the evolution of music, learning about instruments and workshops. Atteberry added the Master Gardeners returned to hold presentations about beekeeping, composting and other gardening topics.
 - d) **Livestock and Competitions-** Board Member Bill Ganger stated that there were over 260 livestock exhibitors with 1284 entries. Ganger stated the small animals held their event prior to the fair. Ganger stated the entry numbers were down slightly due to the Airshow but the superintendents did their best to keep as many as they could. Ganger added this year the fair chose to have a real living mascot to the fair, Ms. Lil, a sow that was present at the fair greeting visitors. Ganger added the traditional youth participation by 4H; FFA and Open Class participants were strong again this year. Ganger stated the 4H had a Maker Fair during the event which showcased several mini workshops in the exhibit hall. Member Atteberry added a 8% increase in Static Exhibits where patrons can win ribbons, those are located in the Cloverleaf building during the fair event
 - e) **Advertising and Sponsorship-** Fairgrounds Manager Perkins-Hagele stated that the fair underwent a rebranding project for the year which entailed a new website bigfairfun.com, a logo, among other things separate from the County complex from recommendations of a marketing firm. Perkins-Hagele added new commercials and a jingle were also created to compliment the brand. Fair Board Member McCoun provided a brief overview on the advertising purchased for fair.
 - f) **Transportation and Public Safety Overview-** Fair Board Member Gary Seidel stated that with the two large scale events it was vital to provide a unified command program, setting up event action plans to coordinate services between the events. Seidel stated Butler Amusements' ride inspector, who also works for the state inspected the rides daily for safety. Seidel stated that the private security team rounds out the safety team with over 200 members checking bags, monitoring alcohol and providing crowd control. Seidel concluded that with the great partnership of TriMet many people are using transit therefore the leased land from the port did not need to be used for parking this year.
 - g) **Youth Breakfast and VIP Dinner Event-** Fair Board President Nelson presented an overview of the youth breakfast that was provided to all the exhibitors during Horse and regular Fair. Nelson stated that with the help of a sponsorship by the Washington County Farm Bureau the board was able to provide a breakfast to over 772 kids for free during the event. Nelson stated that many thanks were received from the kids and their families for the breakfast. Board Member Betty Atteberry continued with information regarding the annual VIP Dinner event on Saturday night. Atteberry stated it was a great success with many public officials in attendance as well as representatives from the sponsors of the fair.
 - h) **Overview of Attractions and Awards-** Fair Manager Perkins-Hagele presented a quick slideshow of all the major attractions that the fair hosted including the America's Got Talent Olate Dogs, Teen Energy Zone, RV Demo Derby and grounds acts. Perkins-Hagele stated the fair had won major awards at Western Fairs Association for the Growing Grove, photos and advertising. Perkins-Hagele stated awards were also won at the Oregon Fairs Association convention.
 - i) **2014 Plans-** Fair Manager Perkins-Hagele stated that several changes will be implemented for the Arena events with more info to come as it is known. Perkins-Hagele added that a partnership is in place with Alpha Radio to product two concerts for the fair at no cost to the fair. Perkins-Hagele stated a focus will be made on training management and superintendents for Animal Disease prevention for exhibitors.
- 9) **Fairgrounds Advisory Committee Update-** Deputy County Administrator Rod Rice stated that due to time constraints he would defer but the FAC will be meeting soon and information will be sent presented to the commissioners later.

10) Overview of Master Plan build out- Assistant County Administrator Rob Massar stated that several studies have been done to provide the updated cost estimates for the event center and plaza. Massar stated that a phasing concept of five years of gain share funds has been established. Massar stated that the project has been broken down into phases as the county does not want to start a project without secured funding. Massar stated that funding is in place for phase one design and construction of the plaza, if gain share continues phase two could begin rather seamless after completion. Facilities and Parks Services Manager Martin Granum stated that a project delivery framework is being implemented which encompasses a series of teams for the project. Granum stated the first team will begin with the hiring of a Project Manager, then an Owner's Representative by early spring. He stated the Project Management Team will include the contractor and architect, a Project Oversight Team and finally a Project Advisory Team that will be the largest group working on the Master Plan. Granum stated that construction of the plaza is planned for April 2015 for completion by July 2016. Chair Duyck asked if gain share funds continue as plan can construction begin on the center immediately once the plaza is completed. Granum answered affirmatively and possibly earlier if decisions are made to proceed.

11) Oral Communication 2-

- a) **Tom Black, Washington County Resident-** Mr. Black asked about the location of the new event center as the current master plan has it located on the existing arena. Granum stated that the actual locking of the master plan concepts hasn't been decided and will be what the project management team will determine. Granum stated there will be a lot of transparency on the eventual decision on where to site the event center and it has not been finalized. Black asked if there was ever any consideration on the design of the plaza other than the military flavor it currently has. Deputy County Administrator Rice stated that five designs were presented by LRS Architects and that was the one recommended by the team at the time.
- b) **Glenna Dryden, Washington County Resident-** Ms. Dryden asked about the status of the new Armory. Chair Duyck stated that they have been meeting with the guard but at this point the new build is several years out. Ms. Dryden asked about the construction planned for 28th street and the planned roundabout. Rice stated that it is a city project but they will not be installing a roundabout at this time. Ms. Dryden expressed concern about the traffic issues especially during fair and the lack of a light at the intersection of 28th and Veteran's Way. Rice stated that the city has been discussing options on how to handle those issues.

Adjourned: 2:01 pm

Leah Perkins-Hagele
Recording Secretary

Scott Nelson
Fair Board President