

**Washington County Board of Commissioners
Washington County Fair Board
Joint Meeting Agenda
January 27, 2015
Lunch 11:00 p.m.
Meeting 11:30 a.m. to 1:30 p.m.**

1. Introductions – Chair Duyck
2. Oral Communications
3. Summary of Significant Operational Issues or Unresolved Matters – Leah Perkins-Hagele
4. Evaluation of County Administrative Support & Improvement Recommendations – Sia Lindstrom
5. Overview of 2014 County Fair & 2015 Planning – Leah Perkins-Hagele
6. Fairgrounds Advisory Committee update –Rob Massar
7. Update on Master Plan build out- Rob Massar
8. Oral Communication

Joint Meeting Minutes
Washington County Board of Commissioners and Fair Board
Tuesday, January 27, 2015

Convened: 11:30 am

Fair Board:

Erin Wakefield-Absent
Betty Atteberry
Don McCoun
Bill Ganger
Gary Seidel
David Villalpando

Board of Commissioners:

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

STAFF:

Rob Massar, Assistant County Administrator
Sarah Anunsen, Capital Improvement Projects Manager
Sia Lindstrom, Deputy County Administrator
John Hutzler, County Auditor
Bob Davis, County Administrator
Leah Perkins-Hagele, Fairgrounds Manager
Nancy Karnas, Fair Assistant

- 1) **Call to Order-** Washington County Commissioner Chair Andy Duyck called the meeting to order at 11:32 a.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.
- 2) **Oral Communication 1- None**
- 3) **Overview of 2014 County Fair & 2015 Planning-** - Fairgrounds Manager Leah Perkins-Hagele began by stating the breakdown of the presentation.
 - a) **General Fair Update-**Perkins-Hagele detailed the attendance for the 2014 County Fair stating an overall 10% increase for this year. Perkins-Hagele reminded the boards that the Air Show scheduling the previous year had an impact on attendance showing a dip in the five year trend. Perkins-Hagele stated that the sponsorship program was changed from using an outside advertising agent and brought in house to be handled by existing staff. She stated this saved the fair a significant amount in fees and sales were increased by 12% over the previous year. Perkins-Hagele noted that commercial booth sales showed a slight decrease due to elimination of space available for sale. She stated that parking revenue has also increased 23% and the great partnership with TriMet has many people using transit, therefore the leased land from the port did not need to be used for parking again this year. Perkins-Hagele reported a 34% increase in concessions with a significant growth in Alcohol sales. Commissioner Malinowski asked if there was a downside to more sales of Alcohol. Perkins-Hagele stated that the increase was mostly due to a new partnership and a better contracted rate but their servers have safety and quality standards in place and are vigilant. Perkins-Hagele reported the Arena events continued to struggle down 38% in revenue with the Mexican Rodeo on Sunday showing the largest loss. She stated that the interest seems to be waning in the events as attendance to those has shown a consistent drop over the last three years.

Commissioner Terry asked if the customer base had changed or if another cause drove the decline. Perkins-Hagele stated that there seems to be several factors but it appears there is just more free entertainment available on grounds that the customer base may be choosing over that or electing to spend in the Carnival or other areas. Perkins-Hagele recounted that in 2011 an immediate increase was seen in revenue when Butler Amusements was chosen as the new carnival with revenue increasing 112% from the previous carnival. Commissioner Malinowski commented the event is a great way to advertise and educate the public about Washington County. Perkins-Hagele provided a quick overview of all the areas in the fair for the public to enjoy for free such as Livestock, the Growing Grove and free music. Commissioner Terry suggested using the Arena for Livestock showing instead of the paid events to accommodate the large interest. Perkins-Hagele concluded the 2014 overview with a breakdown of the advertising program and awards won at industry conventions.

b) 2015 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 produce 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. Fair Board Member Ganger stated that the swine show will be terminal again this year and a Bird flu has been discovered possibly leading to a terminal show for poultry.

4) Fairgrounds Advisory Committee Update- Assistant County Administrator Rob Massar provided a brief update on the convention center project status and its finance strategy. Massar stated the project still hinges on the outcome of the Gain Share funds and is being discussed in the legislature and will need to be revisited at a later date. Massar presented the potential RV Park / Ball Field renovation project that would involve the current 21 acres of land owned by the county and operated by the City of Hillsboro. Massar detailed the process of how the city would renovate and build 5.5 acres of property into an RV Facility in exchange for the deed of the remaining 15 acres of ball fields. Capital Improvement Projects Manager Sarah Anunsen provided the overview of the design scope and stated the project is currently on hold due to a land use restriction that is being looked into. Commissioner Malinowski asked if this RV Park would be reserved for Fair users expressing concern that the facility may be too expensive for the campers. Massar stated the details would need to be worked for a way to reserve an area for that need. Commissioner Terry asked what financial liability the fairgrounds would have in respect to this new facility such as maintenance or operations. Massar stated that the cash flow is to maintain and operate the park itself as a county facility but it may be worked out to contract with the fairgrounds staff if necessary. Commissioner Rogers asked if there were any incompatible events or issues with having an RV Park in the area, such as the lighting needed on the ball fields. Massar replied this design is still being worked on but is a very different concept than a more rural type facility found elsewhere. Commissioner Terry suggested certain types of landscaping components can be installed that mitigate the sound and other potential issues that seem to be of concern. Malinowski asked when the project would be completed. Massar stated they had hoped to begin this summer but completion does appear to be a minimum of one year out.

5) Summary of Significant Operational Issues or Unresolved Matters- Fairgrounds Manager Perkins-Hagele stated the Fair Educational Fund has been raising donations for a PA system that the fairgrounds has been in need of and has completed that process. Capital Improvement Projects Manager Anunsen reported that even though the funding is provided by a non-profit because the system is on county property the project needed to go through the purchasing process. Commissioner Rogers asked if this resulted in a lower bid for the system, Anunsen replied it was a competitive bid. Chair Duyck stated that MOU has helped with many things at the fairgrounds it also initiated the guidelines of following county processes which at times had been frustrating for the Fair. Deputy County Administrator Sia Lindstrom added that the MOU will be revisited soon with county counsel and see what options are available for the Fairgrounds for future projects. Commissioner Terry added his frustration as a donor to the project that the time it takes for the

process seemed excessive but does understand the need for county standards. Lindstrom stated that this was the first project and it's common for there to be bumps along the way but it is the goal to reduce the time in the future. Fairgrounds Manager Perkins-Hagele reported that there are upgrades to electrical and drinking water facilities needing to be completed to address capacity issues. She stated there are several other maintenance projects that will also be addressed such as some repaving. Commissioner Malinowski asked about the status of the Livestock Restroom replacement project. Perkins-Hagele stated that the replacement did not occur but temporary facilities had been rented for their use the past two Fair events. Perkins-Hagele stated that there would be another joint meeting midyear to address MOU housekeeping issues.

6) Evaluation of County Administrative Support & Improvement Recommendations- Deputy County Administrator Sia Lindstrom asked the respective board members for things that are working well and things that need to change for the MOU. Chair Duyck stated the MOU reduced conflict between the two boards, provided for consistent maintenance of the grounds and a workable plan for the future. Duyck stated he felt the purchasing rules could change for the MOU. Fair Board Member Don McCoun agreed with Chair Duyck's points and added the things he'd like to see change as: more independence for the Fair Staff and Board, the process of improvement and projects is too long. Commissioner Roy Rogers stated he feels the MOU allows for greater communication but feels there is not a good understanding of Fair activities, facilities or their functionality and wonders if there should also be input from other stakeholders or users. Commissioner Terry agreed with the items that work but feels that there needs to be a way to allow some autonomy for the Fairgrounds Manager and Fair Board to manage the facility as an enterprise. Fair Board Member Gary Seidel stated he'd like to see regulatory and media changes communicated more effectively to the boards. Fair Board Member Betty Atteberry agreed with the points made by Terry and Rogers and would like to see the maintenance of the facility be improved. Commissioner Malinowski stated he'd like to have a better understanding or definition of what the FAC and Fair Boards roles are at the complex and to see more transparency for the public to understand the occurrences at the complex.

7) Oral Communication 2-

- a) **Tom Black, Washington County Resident-** Mr. Black expressed concern regarding the process of the potential development deal with the city. Black stated that there was no citizen input received prior to the start of the project. Black also stated that he had been vocal in drawing attention to infrastructure and safety issues at the fair complex. Black added he was not made aware of the elimination of the campground for fair and detailed logistical issues for why the RV Park would not work for those users.
- b) **Glenna Dryden, Washington County Resident-** Ms. Dryden asked how the future convention center and fair users would share access to the RV Facility. Chair Duyck stated this was not the forum for dialogue but to receive feedback from the audience. Deputy County Administrator Sia Lindstrom stated Ms. Dryden could contact staff with any questions and they'd be happy to help.

Adjourned: 1:45 pm

Leah Perkins-Hagele
Recording Secretary

Erin Wakefield
Fair Board President