

Joint Meeting Minutes
Washington County Board of Commissioners and Fair Board
Tuesday, December 11, 2012

Convened: 12:30 pm

Fair Board:

Don McCoun
Betty Atteberry
Scott Nelson
Bill Ganger
Gary Seidel
Dan Logan

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, Fair Complex Manager
Nancy Karnas, Fair Assistant

Candi Paradis, Facilities Manager
Julie McLeod, Public Affairs Assistant

- 1) **Call to Order-** Washington County Commissioner Chair Andy Duyck called the meeting to order at 12:35 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 commissioners Bob Terry, Roy Rogers, Fair Board Members Gary Seidel and Dan Logan were unable to attend.
- 2) **County Fair Overview-** Fair Manager Leah Perkins-Hagele began the presentation by providing the statistics of Oregon Fairs Commissions Report.
 - a) **General Fair Update-**Perkins-Hagele detailed the attendance for the 2012 County Fair setting records on Friday and Saturday with a total attendance of 109,606. She stated that attendance was up 8% over 2011 and up 27% in the last 5 years. Perkins-Hagele continued with slides detailing the breakdown of revenue and expenses for the event. Commissioner Schouten inquired as to the carnival revenue increase and if that was due to the number of rides brought in. Perkins-Hagele stated that yes the new carnival has expanded and more detail would be provided later in the presentation. Perkins-Hagele continued with the statistics of the revenue noting that with increased attendance the percentage of increase for concessions and rentals is consistent in growth.
 - b) **Carnival-**Fair Board Member Scott Nelson explained that with the new carnival selected in 2011 an immediate increase was seen in revenue. Nelson stated that the all day wristbands offered everyday at a reasonable price contributed to the huge success of the carnival. Commissioner Malinowski inquired how the Carnival contract works, is a fee paid to them or vice versa. Perkins-Hagele stated that the carnival pays a percentage of their gross sales to the fair. Malinowski then asked if Butler Amusements was pleased with the arrangement. Perkins-Hagele stated that yes the company is quite pleased and was surprised at the success given the perception of this fair being smaller than their typical events. Board Member Nelson stated the per day attendance of our fair is comparable to large fairs like the Oregon State Fair. Commissioner Schouten asked what would be a typical large fair on the west coast. Perkins-Hagele stated the biggest fair on the coast is the Puyallup Fair with over a million patrons during their

30 day run. Perkins-Hagele stated Butler would debut a new pass system at the 2013 event due to the success they have had here.

- c) **Educational Opportunities-** Board Member Betty Atteberry presented the many educational programs held during the county fair. Atteberry stated the exhibits were all very popular and busy throughout the event. Atteberry noted the Fun with Physics exhibit sponsored by Intel was consistently packed with people. Atteberry also stated that the reptile exhibit returned after a year hiatus at nearly double the size and still was at capacity and very popular. Perkins-Hagele introduced the photo slide of the exhibit Sudsy's Barn an interactive hand washing exhibit that was a highlight of the event.
- d) **Advertising and Sponsorship-** Fair Board President Don McCoun provided a recap of the marketing plan. McCoun stated that the budget was increased for advertising but the focus was changed from the usual media forms. McCoun stated that a greater focus was on radio, television, social media and outdoor signage with virtually no print advertising purchased. McCoun stated that in theater advertising was also a focus before the summer blockbusters capitalizing on the captive audiences in those locations. McCoun provided an overview to new and returning sponsors and how much their involvement is appreciated in the event. Perkins-Hagele noted that Fanno Creek Brew Pub was a new sponsor who also provided the alcohol service during the event which was a huge success. Chair Duyck asked how the alcohol is managed. Perkins-Hagele stated that each stand has an OLCC beverage monitor and roving monitors that provide surveillance of the patrons insuring any incidents are handled immediately.
- e) **Livestock-** Board Member Bill Ganger stated that there were over 260 livestock exhibitors with 1284 entries. He added that Alpacas were a new animal shown for 2012. Ganger commented that he loans animals to 4H members that do not have their own animals so they can have the educational experience of showing an animal. Ganger stated the auction was very successful with \$191,034 in sales. Ganger commented that the same buyers consistently show for the event and would like to see that expand. Commissioner Schouten noticed that Dogs were listed as a category. Perkins-Hagele stated that yes 4H has a broad range of categories so any resident could be involved even if they don't have a large animal.
- f) **Open Class-** Fair Manager Perkins-Hagele showed a few pictures of the Static Exhibits and stated that they are located in the Cloverleaf building during the fair event. Perkins-Hagele stated that 524 exhibitors enter with approximately 2358 individual items. She also noted the exhibits previously were located in the Exhibit Hall but swapped places with 4H when they outgrew the building. Fair Board Member Ganger noted that the Land Products exhibitors go on to the state fair to do very well and feels the county should be very proud of that showing.
- g) **Transportation and Public Safety Overview-** Fair Manager Perkins-Hagele stated that a great effort was made to advertise the use of public transit to get to the fair and according to statistics provided by Trimet that appeared to work well. She added Trimet showed ridership was up 203% for the Fair Complex stop during the fair event. Perkins-Hagele stated that a bike to fair program was also started for the 2012 event but was started late so it didn't have the effect hoped for but the effort will continue for 2013. Perkins-Hagele stated the ultimate goal is to be the most bike friendly fair in the country. Commissioner Schouten suggested contacting bike groups in the area and getting involved with Pedalpalooza to increase awareness. Perkins-Hagele segued into the partnerships with the various Public Safety organizations in the area and provided a recap of their services provided during the event. Perkins-Hagele also stated that Butler Amusements safety record is impeccable with the ride inspector who works for the state inspecting the rides daily. In closing Perkins-Hagele stated that the private security team rounds out the safety team with over 180 members on site over the event.
- h) **Youth Breakfast and VIP Dinner Event-** Fair Board Member Scott 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 free breakfast to over 600 people during the event. Nelson stated that many thanks were received from the kids and their families for the breakfast. Chair Andy Duyck commented that the event

was a spin off a Booster paid breakfast and that two of their members Tom Black and Glenna Dryden had helped during the fair event to serve the meal. 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. Fair Manager Perkins-Hagele presented some slides detailing the Arena motorsport events and other ground acts.

- i) **2013 Plans-** Fair Manager Perkins-Hagele stated that as it has been publicized the Air Show will occur the same weekend as the Fair this next year and she will be meeting with that organization regularly. Perkins-Hagele stated that the Livestock Committee has been working very diligently on a plan for the safety of the exhibitors and the animals during the fireworks and flyovers. Fair Board President McCoun requested an informal meeting with the commissioners to discuss details of the MOU. Chair Duyck suggested two other commissioners be involved as he is already the liaison to the Fair Board. Fair Manager Perkins-Hagele stated she would set up the meeting for a later date. Chair Duyck asked about the Renaissance Faire that was rumored to be coming to the fairgrounds. Perkins-Hagele stated that interim event is scheduled to arrive late summer and occur for approximately six weekends. Perkins-Hagele stated that the event is a traveling version of a popular permanent Renaissance Faire that is held in Arizona and other states in the country. Commissioners Schouten stated he has knowledge of an event like this in the Bay Area that is quite successful and could see the potential for this location. Schouten then commented on the Air Show scheduling and that there could be potential for positive outcome to come from the events coinciding. Commissioner Malinowski stated he had heard that rabbits were not going to be at the fair, Perkins-Hagele replied that actually no small animals will be at the fair do to the harm that could come to them from the noise of the Air Show. Fair Manager Perkins-Hagele asked if there were any other questions for the Fair Board or herself and with none thanked the Board of Commissioners for their time.

Adjourned: 1:36 pm

Leah Perkins-Hagele
Recording Secretary

Don McCoun
Fair Board President