

**MINUTES OF SPECIAL FAIR BOARD MEETING
NOVEMBER 23, 1993**

FAIR BOARD

John Thomas
Marla Warren
George Otten
David Lintz
Ken Leahy (arrived late)

STAFF

Cal Wade
Patti Poe
Sue Oxendine

GUESTS

Jerry Draggoo
Jim Hart

The meeting was called to order at 4:45 p.m. by Chairman John Thomas.

HOT COUNTRY NIGHTS

At their last meeting the fair board agreed to pursue the idea of concerts at times other than fair. For the past two years KWJJ radio has been producing and sponsoring the Hot Country Nights at the amphitheater in August.

Wade and Poe have met with KWJJ and have proposed a partnership with KWJJ where the fair board would produce the concert and KWJJ would sponsor the entertainment. The production costs, estimated at around \$20,000, would be covered by the fair board and KWJJ would cover the costs of the entertainers.

Confederate Railroad and Pam Tillis are the artists being suggested for the August 19, 1994 concert. Tickets would range from \$10 pre-sale to \$15 to \$18 if purchased at the gate.

Estimate for concert attendance is 4,000. Parking and concession percentages would also add to the gross receipts, which after expenses could be approximately \$22,000.

Wade stated he is now at a point where the board needs to approve the concert and give him the authority to proceed with the negotiations with KWJJ and the artists.

Wade is also checking into the costs of bringing in a big screen video for street dancing before and after the concert.

Warren and Lintz liked the idea especially since KWJJ is "hot" about Confederate Railroad.

MOTION: MOVED BY DAVID LINTZ, SECONDED BY MARLA WARREN, TO PURSUE HOT COUNTRY NIGHTS FOR FRIDAY, AUGUST 19.

Wade remarked that negotiations with KWJJ are still continuing. KWJJ has indicated they might want a share of the gate and concession receipts. Wade and Poe both concur that the only profit KWJJ should share is in excess sponsorships covering the costs of the entertainers.

QUESTION: MOTION PASSED 4 - 0. KEN LEAHY WAS ABSENT FOR THE VOTE.

BINGO

Poe reminded the board of the special "dry run" night of bingo January 4, 1994.

MASTER PLAN

Draggoo began the discussion by stating there are three issues that need resolving before the Master Plan can be updated and presented to the Board of County Commissioners for approval. The issues are:

1. Stadium - size and location
2. Access from the proposed light rail transit station
3. 34th Ave. - possible realignment, landscaping, widening

The key to resolving all three issues is the stadium. Draggoo has done some research and has concluded that rodeo and soccer are possible on the same piece of ground. Warren agreed providing the area in front of the chutes was worked dirt - not grass.

The biggest problem the board must reconcile is the size of the proposed stadium. The larger stadium to seat 25,000 would require a realignment of 34th or loss of parking between the existing paved parking and Cornell Rd. Fifty-four acres would be required as a support parking facility for the larger stadium. Placing the stadium behind the Hallmark Inn would also make it more difficult to use during the county fair.

The smaller proposed stadium option seating 20,000 would fit into the existing grandstand area plus rodeo pasture and part of the dog leg. The smaller arena's playing field would be 400' x 250 vs. the larger arena's playing surface of 520' x 375'.

Questions arose as to the user groups for the facility. The smaller field would be suitable for soccer and rodeo. Canadian football was a question mark.

Wade and Leahy have met with representatives of the Portland Trailblazers. They are looking for a site to seat 20,000 - 22,000. Otten and Leahy agreed that the smaller stadium could be reconfigured to accommodate more seating.

Lintz suggested talking with the Port of Portland about using the clear zone for parking. Approximately 40 acres comprise the zone. Traffic impact fees would be high.

Leahy stated that the fair board should meet with county and city officials to discuss the impact fees and the greater economic impact the stadium could have for the city and county. Perhaps the traffic impact fees could be open to negotiation.

Lintz suggested conducting a market survey to determine user groups and possible funding opportunities. Draggoo stated this would be a heavy duty study and very expensive to conduct. Lintz stated there is a definite need for the study.

If the larger arena is chosen, Draggoo recommended siting it behind the Hallmark and not considering it with the rest of the grounds. Wade suggested going ahead with plans for the grandstand as in the original Master Plan if the larger facility is chosen.

The question of financing was raised. For the present purposes the fair board must assume the financing will have to come from the FairPlex. One of the most difficult ideas to convey to the residents of Portland is that the light rail is coming out to Hillsboro. Many there is not enough federal funding will be available to extend the service to Hillsboro. Without light rail many would feel the facility is unwarranted.

Three years is the projection given by Leahy to get enough dirt and materials to build either facility. The funds would be raised for the amphitheater style seating by charging \$2 - \$3 per yard to contractors to dump the dirt at the fairgrounds. Half of the collected monies would go towards maintaining the dump site and the other half placed in a fund for building the facility.

Otten suggested building half of the facility with 8,000 - 10,000 seating and leaving room for an expansion. The Master Plan is what needs to be addressed at this time. An addendum can always be added at a later date after further research is done with regards to major tenant, other user groups, and financing.

The board should also meet with city and county officials to determine any limitations, if any, that may be imposed by either entity. The Port of Portland should also be approached with regard to the clear zone.

Lintz suggested building half of the proposed smaller arena in the existing rodeo arena/pasture. The arena would run east/west with L shaped seating.

MOTION: MOVED BY DAVID LINTZ TO HAVE DRAGGOO PREPARE A TWO PHASED VERSION OF THE MASTER PLAN SHOWING A 10,000 SEAT ARENA WITH PHASE TWO BEING AN EXPANSION TO 20,000 SEATS AND INCORPORATION OF THE PARK AND RIDE CIRCULATION AND ENTRANCE.

Discussion: The entrance from the light rail station would be a natural just south of the proposed arena. The main entrance to the fairgrounds could be incorporated around the north side of Phase 2.

Light rail will show improvements to 34th St. but landscaping should be shown on the Master Plan.

MOTION SECONDED BY KEN LEAHY. MOTION PASSED UNANIMOUSLY.

NEXT REGULARLY SCHEDULED FAIR BOARD MEETING

The board decided to meet on Tuesday, January 4th, prior to the bingo preview. Draggo was asked to have the changes to the Master Plan ready for approval.

MOTION: MOVED BY MARLA WARREN, SECONDED BY GEORGE OTTEN, TO ADJOURN.

Respectfully submitted,
Sue Oxendine
Secretary

**MINUTES OF FAIR BOARD MEETING
NOVEMBER 3, 1993**

Fair Board

John Thomas
Ken Leahy
Marla Warren
David Lintz

Staff

Cal Wade
Patti Poe
Jim Jordan
Sue Oxendine

Guests

Jeanne Leeson
Connie Potter

CONSENT AGENDA

Wade reported the income was \$10,000 behind what he had hoped for this time of year. He is trying to build the contingency fund back up to \$200,000.

MOTION: MOVED BY MARLA WARREN, SECONDED BY DAVID LINTZ, TO APPROVE THE CONSENT AGENDA. MOTION PASSED UNANIMOUSLY.

RODEO BOARD

The Rodeo Committee voted to keep the directors the same and to have each director chair the same committee as they had in 1992. The committee is looking for a slogan to go with their bucking bull logo. They plan to use both on caps, t-shirts, etc. to sell during the fair.

Contracts are going to be sent out for the clowns and bull fighters. Stock contractor, Growney Brothers, will be in their third year of a three year contract.

The committee discussed handling the sponsors themselves but have backed off after finding out all that Terry Amato does for the sponsors.

Wade is inquiring with Coast Distributors as to the possibility of becoming a Coors Shootout Rodeo. He wants to make certain that the Henry's sponsorship would not be adversely affected by having a second beer. The Coors sponsorship would help the rodeo with added money..

Rodeo queen tryouts are November 20.

MARKETING

September, October, and November have developed into good months. Attendance and use days for October were both up. Poe received a thank you from a participant of the Chamber of Commerce leadership day held in October. Poe conducted tours of the FairPlex.

MAINTENANCE

Jim Jordan represented the maintenance department at the meeting. He reported that preparations for installing the bingo equipment were proceeding. During October he worked on the forklift, trencher, and one of the John Deere green machines. The horse

barn roof and sheep and goat barns are being prepped for painting. The rodeo electrical work will go in next week. Drain work is being done in front of the Arts & Crafts building.

Wade stated he is feeling good about the self directed team management approach. Regular meetings are being held.

Jordan said that things are going much smoother, time is more efficiently used, and any problems are being discussed and solutions are often a group effort.

BINGO

The bingo equipment was purchased for approximately \$13,000 from Portland Meadows. TV monitors were purchased from the Hallmark Inn for \$75 each. The wall brackets are being donated by the motel.

January 11 is the date for the first public game. Poe is projecting starting the FairPlex bingo with a zero balance. Currently the FairPlex is netting approximately \$2,500 per month at Sunset Bingo. This is after paying \$2,000 per month rent.

The consultant who used to run the games for Portland Meadows has been hired to assist with the set up for the first few months. Poe has also applied for a Class B license which will allow the handle to reach \$250,000. A small percentage may have to be paid to the Department of Justice for administrative costs. A Class B license will also allow the FairPlex to have lottery pull tabs.

The Cloverleaf is getting licensed as a permanent restaurant kitchen. Poe anticipates using the licensed kitchen for other events as well as bingo.

Poe and Earl Bemis, one of the maintenance crew, are researching smoke eaters. The original projections on their costs are low. Poe is finding that in order for them to be truly effective larger or more units are required.

MASTER PLAN

Jerry Draggoo is ill and was unable to make the meeting to address the Master Plan update. The board discussed the proposed arena size and planned light rail station at the FairPlex. Wade has met with the City of Hillsboro and they are leaving it up to the fair board to decide where pedestrian access into the FairPlex will be. The city does want the access addressed in the Master Plan.

Grant Street will be a vehicle access to the proposed "kiss and ride" station. The city was not aware that Tri-Met has asked the FairPlex to provide people movers.

MOTION: MOVED BY MARLA WARREN, SECONDED BY KEN LEAHY, TO TABLE THE DISCUSSION UNTIL DRAGGOO CAN MEET WITH THE BOARD EVEN IF IT MEANS HAVING A SPECIAL BOARD MEETING. MOTION PASSED UNANIMOUSLY.

BIG NAME FAIR ENTERTAINMENT

Last month the idea of charging for one or two nights of entertainment during the fair was raised. Since then Wade and Oxendine have researched some of the costs associated with having a stage in the grandstand/arena for one or two nights.

Chairs will cost approximately \$.85 each, the stage \$1,000, sound \$1,000 - \$1,500. The price of the entertainer would be on top of these costs. Wade speculated that in order to break even or make a profit the tickets would have to go for \$7 - \$8. If the entertainment was held in the amphitheater tickets could be sold for \$2 less.

The amphitheater would have to be fenced off completely. Cyclone fencing used at the armory parking lot last year cost \$1.55 a linear foot.

Wade asked if the board was still thinking paid entertainment was the way to go for this year's fair. Lintz liked the idea of charging to generate cash. All agreed the right entertainer would be the key to success.

State Fair is quite successful with a paid ticket for the entertainment but it has taken them three years to get the public willing to accept the idea and get the paid gate up.

Pre-sale is an important aspect of the paid entertainment. State Fair starts pre-sale June 15. People choose early where they want to spend their summer entertainment dollars.

Lintz asked for a further expense/revenue breakdown including who the entertainer would be. Wade replied that we won't know the entertainer until just before booking them. Circuits are put together and he needs to be able to say yes or no when an offer is made.

MOTION: MOVED BY DAVID LINTZ TO ALLOT \$120,000 FOR MAIN STAGE ENTERTAINMENT AND SELL TICKETS ONE OR TWO NIGHTS.

DISCUSSION: Before voting Wade asked the board to fully understand the budget. Currently \$90,000 is budgeted for main stage entertainers, \$46,000 for grounds acts, and \$30,500 for associated costs for a total of \$166,000. Main stage entertainment for 1993 was \$80,000.

Lintz stated that \$120,000 would equal a \$40,000 increase for main stage over 1993, When he made the motion he was thinking the increase would be \$20,000.

QUESTION CALLED: MOTION SECONDED BY KEN LEAHY. MOTION PASSED 4 - 0. LINTZ DID NOT CAST A VOTE.

PERSONNEL POLICY UPDATE

The attorney is out of town. By the next Fair Board meeting Wade is hoping to have the policy update for the board's approval.

AUTHORIZATION FOR STATE POOL

Authorization is needed for the FairPlex to continue depositing excess cash into the State Pool for investment.

Current percentage rate is a little more than 3%.

Lintz suggested checking in to mutual funds for a better return.

MOTION: MOVED BY MARLA WARREN, SECONDED BY KEN LEAHY, TO AUTHORIZE THE USE OF THE STATE POOL FOR SAVINGS. MOTION PASSED UNANIMOUSLY.

OFA CONVENTION

The annual convention will be held at the Valley River Inn in Eugene December 10, 11, and 12. Board members interested in attending were asked to make their reservations with the office.

1993 - GOLD MEDALLION FAIR

The 1993 fair was awarded a gold medallion for 1993. The merit rater complimented the fair for having a rural flavor in an urban setting, working towards fulfilling the Master Plan, and for a dedicated board and staff.

CHRISTMAS PARTY

The annual Christmas party will be December 8 in place of the regularly scheduled fair board meeting.

Respectfully submitted,
Sue Oxendine
Secretary