

**FAIR BOARD MINUTES
OCTOBER 4, 1995**

FAIR BOARD

John Thomas
Ken Leahy
David Lintz
George Otten
Linda Gray

STAFF

Cal Wade
Patti Lamborn
Albert Flanagan
Sue Oxendine

GUESTS

Terry Amato
Larry Bellamy
Rocky Williams
Claude Werner
Jim Debbs
Karen Debbs
Fred Boyles
Dave Russell

CONSENT AGENDA

Wade reported there was nothing out of line regarding the financial picture. Sponsorships are slow to come in and this is an area of concern. Security has not been paid. Wade asked for a breakdown of services since we only received a flat billing. Wade is also planning to deduct two radios from the security payment.

MOTION: MOVED BY GEORGE OTTEN, SECONDED BY LINDA GRAY, TO ACCEPT THE CONSENT AGENDA. MOTION PASSED UNANIMOUSLY.

RODEO BOARD

The rodeo board asked the fair board to consider three items: 1) going to a five day rodeo, 2) increase added money by \$6,000, and 3) adding additional seats north of the grandstand in front of the boosters booth.

John Growney told the rodeo board he would help if the rodeo is increased by one more day. The rodeo board will insist he bring in a subcontractor with additional stock. Rodeo board members maintain that increased day and added money will bring in better cowboys and stock.

Boyles presented a plan for additional pens. He did not have any cost figures. He was confident he could get everything except watering troughs and gates donated.

The two days that are now non-rodeo are Tuesday and Wednesday. Tuesday is traditionally truck pull night and Wednesday the draft horse driving show. Williams said that if the fair board is wanting to have paid seating in the grandstand then there will have to be an event in the arena to draw a paying crowd. The truck pull drew a full house in the bleachers but not the grandstand. Williams added the draft horses are an attraction at the fair and are here everyday.

Wade said that there is more to take into account than the grandstand seating with the truck pull. There needs to be an estimate of the gate's worth truck pull night. Truck pull

draws a different type of visitor to the fair than does rodeo. The additional rodeo night might not compensate for the loss of revenue from truck pull.

Williams suggested doing a mini draft horse show prior to each performance. He thinks the crowd would enjoy seeing a class of draft horses each night.

Oxendine asked if two performances on Saturday would be possible. Williams said it would although there would be some problems with logistics due to the Special Kid's Rodeo. Also if the afternoon was hot people would be less likely to sit in the bleachers.

Williams guaranteed that five days would increase the quality of the rodeo and attract better cowboys. He guarantees that the top cowboys in the world would be at the rodeo. This in turn will draw more people.

Gray asked what the additional costs would total for an additional day of rodeo. Boyles estimated approximately \$7,000 - \$8,000 for the stock contractor, announcer, clown, and sound.

Lintz asked if the people attending the additional performance would be new. Wade replied that there is a gate factor to consider. If truck pull is done away with we would lose those who come for truck pull. Rodeo would not replace that audience.

Gray suggested moving truck pull to Happy Days. Happy Days is not a Fair Complex produced event and the fair would not gain anything by doing this. Lintz suggested opening Monday night with truck pull. This would add another day to fair and pose set-up problems for vendors, carnival and exhibitors.

Wade asked that the rodeo board do a cost analysis. He will meet with George Horner, producer of the draft horse show, to get his thoughts about changing the draft horse show to either a different day and time or to do as Williams suggested. Wade said the extra day is a lot of money and until all things are considered a decision can not be made.

Boyles would like an answer prior to the convention in November. Wade did not believe this deadline to be possible as the budget is not drawn up until January or February. Boyles would at least like to have the added money. He said he could get it through sponsorships.

Wade stated that the goal of the fair and rodeo since going PRCA was to make it a top rodeo and everything possible needs to be done to achieve this goal, but doesn't see how a decision can be reached by November due to the budget.

The rodeo board is confident they can get additional sponsors. He said they would possibly know of a major sponsor by the end of November.

Lintz asked about TV access. Williams said cable is a possibility and has been done before. He would like to see AM Northwest and Ramblin' Rod and other local personalities and shows involved with the publicity of the rodeo. He said the fair board needs to decide how big they want the rodeo to be.

Regardless of whether the rodeo stays with four days or goes to five, the new pens would make it easier to handle the stock and safer for the stock. Williams said the rodeo is always concerned with the animal welfare groups. The rodeo board has decided to do away with the wild horse race.

Wade asked if the costs for the pens are to be figured in next year's budget. Boyles replied in the affirmative. Boyles was asked to submit the costs.

A decision to respond to the rodeo board's requests was tabled until November. In the meantime the rodeo board was asked to submit a breakdown of contract costs for the additional day and a sponsor list that would perhaps defray some of the added costs. Wade needs this as soon as possible to be able to present a cost analysis to the board.

Lintz stated the rodeo was an improvement and a wonderful effort by board and committee members.

Boyles brought up one additional issue. They rodeo board asked an associate member for his resignation. He said the associate member was "acting like a little kid". He feels if a regular rodeo board member needs to be disciplined this needs to be done by the fair board. Associate members should be handled by the rodeo board. Wade agreed but asked that the office be informed so the fair board can be informed if the associate member calls to dispute the disciplinary action.

BOOSTERS

The boosters will conduct a short meeting during the volunteer appreciation dessert. They are trying to nominate a new slate of officers.

MARKETING

The National Basenjii Show was held here last week. This is the show that was bid on in 1991. Despite the rain it was a great show.

Lamborn reported she has sold Memorial Day weekend. A traveling Gem Faire will be in the Main Exhibit Hall.

All Sport, a private wholesale show, is slated to begin next week.

Easter Seals raised \$100,839 in their walk-a-thon held at the Fair Complex. They were very complimentary about everything, especially Albert. The media covered the event which was good publicity for the Fair Complex. Some noise complaints were received

from surrounding neighbors. Lamborn is working with Easter Seals to correct the problems.

MAINTENANCE

Albert Flanagan presented the monthly report. Jordan has been busy with vehicle maintenance and indoor electrical work. Wold has installed sprinklers on the new berm and is waiting to hear from Dick Eagle about seeding. He has also been readying the barns for boat storage. Bemis has been assisting Wold with the storage and has been working on miscellaneous projects. Flanagan and Wood have been occupied with event set-up and take-down.

Leahy asked if the irrigation had been put in by us or by Eagle. Leahy said Eagle could have done it as part of the deal. Wade said he knew nothing about it and we proceeded with the installation. Leahy will talk to Eagle about perhaps receiving some form of reimbursement.

Stearns Construction finally got back to Bemis regarding the ME Building. They believe the best way of earthquake proofing the building would be to do tubing every four feet. Cost estimates for the work are \$75,000. A report will be ready at the November meeting.

The enlargement of the amphitheater berm is still on the drawing board. Leahy said that Intel is hauling a good portion of the dirt from their new site to the Hillsboro landfill. He needs to talk to the right people at Intel.

TERRY AMATO FAIR MARKETING REVIEW

Terry Amato from Swearingen, Johnson, and Amato advertising, was on hand to give a review of the fair marketing and advertising. He went over the duties of his job as advertising agency for the fair. There are three aspects he covers for the fair: 1) coordinates the advertising, 2) procures and maintains the sponsorships and 3) procures free advertising for the fair through news articles and special appearances by artists on such programs as AM Northwest and radio shows.

Amato said there are three reasons he does the Washington County Fair. He is able to work with a variety of media, he believes in the event as a family event, and he enjoys working with Wade and Oxendine and the rest of the staff.

Amato showed a time sheet detailing the time involved with the fair. The fair did not get billed for 139 hours of the agency's time. Amato is paid for media placement and a percentage of the sponsorships. He charges a percentage for the sponsorships he procures and a much smaller percentage to service sponsorships that are procured by the office or rodeo board.

10-4-95

Rodeo has a proposal to do their own sponsorships. In order for them to do that they must realize all the steps and demands it takes to service a sponsorship and carry out the contract.

All members of the rodeo board had left the meeting following their presentation. The fair board apologized to Amato because the rodeo board had not been made aware that he was coming to address some of their questions dealing with the sponsorship. He was asked to return next meeting or attend a rodeo board meeting to address the sponsorship issues.

Wade stated that the Washington County Fair & Rodeo was number one in the state in per capita sponsorship dollars. Power Rents and Friberg, both rodeo sponsors, are very pleased with the professionalism of the advertising.

Gray said she had gone to the rodeo board meeting Monday and the board had received a nice note from Gary Price of Friberg saying how happy he was with the sponsorship this year.

COUNTY PERSONNEL ISSUE

The board had been sent in their packets the county's policy on harassment. Lintz asked if the fair board had a policy on harassment. Wade explained that a previous fair board had adopted the county personnel rules since county counsel advised the fair board that the fair staff were part of the county and should be under the same personnel policies.

MOTION: MOVED BY DAVID LINTZ, SECONDED BY LINDA GRAY, TO REAFFIRM AND ENDORSE THE HARASSMENT POLICY AS WRITTEN BY THE COUNTY AND THE POLICY SHOULD BE HANDED OUT TO ALL VOLUNTEERS, STAFF, AND ADVISORY BOARDS OF THE FAIR BOARD AND ANYONE VIOLATING THE POLICIES WILL BE DEALT WITH ACCORDING TO THE AFFIRMATIVE ACTION PLAN.

The county is currently working on a brochure specifically pertaining to harassment issues.

AMENDED: WHEN THE NEW HARASSMENT POLICY IS WRITTEN IT SHOULD ALSO BE DISTRIBUTED.

MOTION ADOPTED UNANIMOUSLY.

Gray said a letter needs to go out with the policy saying how much we value our volunteers, staff, and advisory boards and how much we appreciate them and how much we need to respect one another.

4-H HORSE ADVISORY

Gray and Otten attended a 4-H Horse Advisory meeting September 12. No decision was made regarding a possible move to Yamhill County for horse fair. The 4-H horse

superintendents and leaders are questioning what the fair board plans to do with the east horse barn. The tie stalls were removed to enable the barn to be used for winter storage and also because it was felt by 4-H that the tie stalls were unsafe.

Gray and Oxendine met with Jim Irwin who sells and rents portable stalls. He has 100 stalls for sale for \$40,000. He would like to sell them to us and then rent them back for local shows. Gray would like to buy as many as needed to fill the east barn. She will contact Terry Amato about creative sponsorships for the purchase of the stalls.

EXPANDED RV PARK

Due to the many construction projects in the area the fairgrounds is getting more and more people who need a place to stay for one to three months. Jordan has done preliminary costs and has told Wade that the RV spots near the rodeo office can be expanded to 30. The spaces would have electrical and water for \$10 per night.

Leahy asked how much more could be received if there were full hookups. He would like the figure.

MOTION: MOVED BY DAVID LINTZ, SECONDED BY GEORGE OTTEN, TO EXPAND TO 12 SPACES AND CHARGE \$10 PER NIGHT FOR ELECTRICAL AND WATER HOOKUPS. MOTION PASSED UNANIMOUSLY.

The meeting was adjourned into Executive Session pursuant to ORS 192.610 - 192.690.

EXECUTIVE SESSION

The board discussed a personnel issue that has arisen between a staff member and the chairman of the rodeo board. No decisive action was taken although the board asked Wade to meet with Boyles and Jordan about another issue.

The meeting moved to the Cloverleaf Building for Volunteer Appreciation Night. There was no formal adjournment.

Respectfully submitted,
Sue Oxendine
Secretary