

**WORK SESSION
SEPTEMBER 21, 1990**

FAIR BOARD

Lloyd Baron
Jeanne Leeson
Rocky Williams
John Thomas
John Meek

STAFF

Cal Wade
Ron McAuley
Sue Oxendine

GUESTS

Ed Kristovich
Lucille Warren
Bob Friedman

The meeting was called to order by Chairman Baron at 8:15 a.m.

1990 FAIR

Notes from the merit rater were reviewed. There was a discrepancy in what the rater noted and the exit poll. The rater thought the grounds could be cleaner while 82% of those polled thought the fair very clean.

Wade has been in touch with the Optomist Club regarding cleanup. They realize they are out growing the job with their present staff but are working on increasing the number of individuals on cleanup.

The problem of replacing benches and tables was discussed. McAuley will do research on the costs of replacing them with fiberglass.

The decision on a theme was postponed until the October meeting. More incentive to the commercial booths is needed to have them participate in the use of the theme.

EXIT POLL

Bob Friedman presented an overview of the exit survey done during the fair. His conclusions show the fair has made great strides in making improvements over the past two years. Fair visitors contributed the improvements to better entertainment and better organization of the fair.

A greater emphasis on attracting new county residents to the fair should be made. The possibilities of banners across roads in various locations was briefly discussed later on in the work session. The suggestion was later made to ask Welcome Wagon to include a fair brochure in their informational packet to new residents. Utility companies could also be approached about sending a brochure or flyer to their customers with the billings.

The board committed to having another survey done for the 1991 fair. The pollsters will stay until 11 p.m. to survey those who are leaving after the late entertainment is over.

The fair prices were rated favorably. This reflects overall satisfaction with food & beverage, merchandise, and rides prices. Friedman's poll shows that the fair may want to increase prices to have a degree of price resistance. The more successful fairs will have this.

The fair advertising shows a good balance of media.

Friedman noted that the good fairs take risks. Baron believes it is time to tap into the high tech market. Perhaps this is the time to change the fairgrounds name to "Fairplex".

1991 ADMISSION

Wade would like to do more research on admission rates for 1991. He recommends offering discounts on youth admission only. The board will discuss the admission and discount policy at a later date.

PREMIUMS

Oxendine will meet with Arts & Crafts Superintendents and come up with a suggested premium hike in that department as well as Home Ec. Board members agreed on the importance of keeping pace with other fairs.

CARNIVAL/MAIN STAGE LOCATION

Costs to move the main stage to the present carnival location would be in the transformer. The east perimeter fence would have to be moved to relocate the carnival north of the Main Exhibit Building. The board asked Wade to find out estimated costs. They also want to review the trade-off of moving the carnival and entertainment locations.

HAPPY DAYS

There were many problems with the 1990 Happy Days. The prime reason is lack of organization and lack of a responsible person in charge of the event. Wade suggested having the Jaycees hire a professional organizer to run the event.

The board asked Wade to arrange a meeting with the Jaycees' board. At this meeting the Fair Board would ask the Jaycees to hire an organizer and have a specific "game plan" for Happy Days.

GRANDSTAND COMMITTEE

The Rodeo Board is interested in sending a letter asking for donations for the new grandstand. Williams would like to meet with Wade to draft the letter. The letter will be sent to riding clubs and businesses. The fund raising drive will start as soon as possible. Donors' names will be engraved on a plaque that will be prominently displayed.

REAL ESTATE

The Fair Board has until July of 1991 to exercise the option. The Real Estate Committee has discussed two options: 1) talk to county administration and commissioners about buying the land or loaning money at zero or a low interest rate and 2) borrowing the money at a conventional rate.

The costs of borrowing \$1,000,000:

10 year 8% annual = \$145,593

20 year 8% annual = \$100,374

10 year 7% annual = \$139,331

20 year 7% annual = \$ 93,036
10 year 0% annual = \$100,000
15 year 0% annual = \$ 66,666

Wade met with Tri Met. They would request 800 parking spaces if the proposed light rail ends at the fairgrounds. The station would be located in the dog leg. 300 spaces would be needed if it is a park and ride station. Tri Met is looking for the county to donate the property.

Wade was also told there is a planned extension of Grant St. to 34th with a tie-in to Brookwood. If the fairgrounds would donate the property to the county for the Grant St. extension this could add bargaining power with the county.

The Fair Board would like to set an informal meeting date with the Board of County Commissioners to review the land purchase options.

WAYS AND MEANS TASK FORCE COMMITTEE

The committee would like to start another committee headed by Don Moore to find methods of financing from large corporations.

The committee overwhelmingly recommended hiring a marketing person for the fairgrounds. Wade would like to move Patti Poe into the position and hire a bookkeeper/receptionist. He was asked to have the budget figures ready by the October 10 meeting for these two positions.

Wade will also do research on the costs of hiring a consultant to generate ideas for a marketing plan. Wade will have a report for the October meeting that can be finalized by November.

BUILDING PROJECTS

Main Exhibit Building

The lottery has verbally told Wade the money is coming. The project is scheduled to start in December with completion by February. The costs of single span trusses are being finalized. Wade has been working on heating costs. As soon as the plans are back from the engineer they will be submitted to the City for permits.

Poultry/Rabbit Barn

The 4-H rabbit program has overgrown the space allotted to them in the barn. The 4-H barn is still being underutilized. Wade and Oxendine would like to move the 4-H rabbits to the 4-H barn.

Thomas suggested getting the 1989 and 1990 4-H barn occupancy figures from the 4-H Leaders Association. He would like to see some open class moved into the barn.

Beef Barn

The Open Class Beef Superintendent has suggested adding a lean-to on the east side of the Beef Barn. This would give another aisle way for cattle. During off season the extension could be used

for RV storage. The addition would be temporary because it would conflict with the new livestock building.

Williams would like the Swine Barn torn down and replaced with a large steel pole building that could be moved at a later date.

McAuley suggested taking down the Sheep/Goat Barns and adding a permanent extension to the 4-H Barn. He estimates the costs to be \$2/sq. ft. The board gave unanimous support to the idea. McAuley will work up costs for the addition.

Arts & Crafts Restrooms

McAuley was asked to have the costs of a two stall restroom for inside the building. Portables have been rejected because of upkeep costs and odor problems.

RV Parking

To increase the cash flow Wade is recommending putting in some permanent RV spaces. Early research shows a high return for the money invested. The board responded favorably and asked to have complete costs per space presented to them at a later meeting.

Rajaneese Trailer

The future of the trailer is uncertain. It was originally bought for restrooms behind the grandstand. The board discussed using it as a dressing room for the new secondary stage or as restrooms behind the Main Exhibit Building. The discussion was tabled until the future of the stage and carnival locations is decided.

Landscape/Walkway Plan

McAuley would like to see more defined areas of landscaping and walkways. The board decided to wait until some improvements have been made including the final locations of the carnival and stage.

Livestock Entrance

McAuley suggested paving the entrance area and fire lane. He believes paving the fire lane would help act as a barrier to keep the cars from blocking the roadway during fair.

Water Fountain on Dairy Barn

Thomas mentioned there used to be a water fountain at the end of the Dairy Barn. It was placed there in the memory of Joe Evers parents. Thomas would like to see it replaced and a plaque installed noting the donation.

Baron remarked that Glen Walters had donated \$10,000 to the construction of Friendship Square. A plaque should be mounted on the building honoring this gift.

All donations for major and minor projects should be acknowledged if the fairgrounds expects to receive any more.

BINGO

Wade has been working with the Jaycees regarding weekly bingo at

the fairgrounds. The Rotary, Boosters, and Jaycees are interested in perhaps running it one night a month.

Leeson suggested having games during fair. The problem is where. Baron said it was tried earlier and was not a success.

Leeson suggested opening the fair gates at 8:30 AM to beat the heat. Wade will talk to other fairs about the early opening.

Leeson recommended having different colors on the Premium Book and Entertainment Guides. They looked too much alike in 1990. Oxendine agreed. A change will be made.

Meek asked to have the grounds aerated or resod. He would also like another coat of chipseal around the ME Building. Wade would prefer to wait until after construction.

The board concluded the work session with a brief discussion about extending the fair to 10 days. Wade sees this as a definite possibility but not for at least two years. Multnomah will need notice so they can backup a week. The Expo is booked two years in advance.

The work session adjourned at 4:00 p.m.