

**MINUTES OF FAIR BOARD WORK SESSION  
SEPTEMBER 25, 1992**

**FAIR BOARD**

John Thomas  
Marla Warren  
Ken Leahy  
Rocky Williams

**STAFF**

Cal Wade  
Ron McAuley  
Sue Oxendine

**GUESTS**

Connie Potter  
Bob Friedman

**FAIR PHONE SURVEY**

Bob Friedman, Research for Marketing, conducted the poll prior to and during Fair. The poll was an awareness survey to study the potential fair market.

The survey found that 91% were aware of the Fair and of this group 71% were spontaneously aware. Ingredients for fair attendance are: awareness, knowledge, interest, preference for the fair over some other activity, and purchase (gate). Six out of ten polled thought about coming to the fair. Those who were not attending had reasons not fair related such as out of town, other activity, conflict with time.

The findings are also consistent with the previous two years' exit surveys. The majority polled believed the grounds clean and the fair a good value for their dollar.

The survey pointed out the continued difficulty in attracting those living in the East county (Tigard, Beaverton). The fair has not distinguished itself as a unique, one-of-a-kind event. More publicity and advertising is needed to point out the diversity of the fair to interest a greater percentage of the county population.

The survey also found that the majority of the people surveyed were not aware of the admission discounts offered at the fair. Retailers need to publicize the discounts which should help their sponsorships and increase the use of the discount admissions.

Friedman estimates the potential market for the Fair is 28% of the households within Washington County providing they are given the right motivation to attend. Friedman proposed doing a marketing plan for the fair. The plan would gather information and work with the advertising and publicity campaign.

Thomas suggested placing brochures and flyers of the fair and FairPlex activities in the libraries throughout the county.

**4-H HORSE FAIR**

Due to overflow of horses into the beef/dairy barn and rodeo pens and the hardship this causes to maintenance and the 4-H Horse Project kids during livestock move in, 4-H and the office staff have discussed moving the 4-H Horse Show days back a couple of days or to the weekend prior.

Warren suggested bringing back the medallion classes during

Tuesday and Wednesday of fair. This would fill one horse barn and enable 4-H horses to be a part of the main fair. Wade and Oxendine will discuss the options with 4-H in greater detail.

#### **FAIR IDEAS**

A suggestion was made to offer cultural activities and entertainment to cater to the Hispanic residents. Williams voiced his displeasure by saying he was concerned that this would lead to increased drunkenness and fights. Other board members and staff disagreed. Warren suggested having a special day for various ethnic groups such as the Japanese, Hispanics, etc.

Williams asked that the fair board be given more information following any disasters or difficult situations that may occur. He was asked a number of questions after the carnival accident that he could not respond to and felt he would have if he had more knowledge of the accident. Wade agreed that more information should have been given to fair board and superintendents as it became known. He is working on a paper for International Fairs to suggest possible sequences of information to give media, fair board, staff, and superintendents following disasters.

Karen Kalsch, dairy cattle exhibitor, had asked Williams if there was anyway to add an additional milking stanchion to the milk parlor. Thomas and McAuley both believed there was room but the question of whether there is enough vacuum remains. Currently there are four stanchions and three machines. Karen Kalsch would look for a machine if the milk parlor could be expanded.

She also suggested a "Best Udder" award.

Thomas would like to see larger shavings if possible. Bedding is a continual problem - shavings are hard to find and straw does not compost quickly. Leahy said that he is experimenting with a tub grinder and trying to incorporate it into processing for mulch. He is gathering more information about the grinder.

Leahy asked about the future of the wooden portable bleachers. They are an disaster waiting to happen. Additional portable bleachers are on the "wish list".

A new numbering system for the dairy cattle will be tried at the 1993 fair. A number for each exhibitor instead of each animal will be assigned.

Thomas asked McAuley to install a curtain or door on the showers of the women's restroom.

#### **CAPITAL EXPENDITURES**

Sunset Electric has submitted a cost estimate for the electrical work needed throughout the FairPlex. The work is broken down by area and priority. The priorities will cost \$37,350.

In addition, the telephone and PA lines will need to be buried along with the new electrical. The phone and PA lines will be

approximately \$3,700.

Another problem that will need to be faced at a future date is the rodeo office. A permit will be needed to do the work and the project may grow from just electrical to major renovations.

Wade projects a total of \$93,000 will be available for capital expenditures but would like to take \$25,000 of that and add to the contingency. This would leave a total of \$68,540 for capital improvements.

Board members agreed that the electrical was a top priority item. Expansion of the RV park for an additional \$2,800 was also added, to be backed out if necessary.

#### **FLORAL/STORAGE/PICNIC STRUCTURE**

The board suggested budgeting \$15,000 toward a new Floral/Storage facility. McAuley is to get design options and prices by the October board meeting.

#### **LIVESTOCK BARN OPTIONS**

Wade can purchase a shade cloth frame 36' wide x 96' long to fit along side the beef/dairy barn. Vinyl purchased from State Surplus could be sewn for a covering.

Williams would like to pursue private funding for a new structure to replace the existing sheep/goat barns.

Another option to the existing space problems is to crowd the 4-H barn and move FFA into that barn.

#### **RABBIT CAGES**

\$2,100 will be set aside to purchase an additional 56 rabbit cages and 30 cavy cages.

#### **READERBOARD**

Three bids were submitted to change the 34th St. readerboard to FairPlex. The low bid of \$1,945 was set aside until all other capital expenditures were reviewed.

#### **LIGHTING ON 34TH ST. PARKING**

McAuley will have prices of the improved lighting by the October meeting.

#### **CLOVERLEAF DRIVEWAY**

Last year the board approved the paving of a driveway and additional gate behind the Cloverleaf Building. The budgeted figure was \$1,200. This work needs to be done to eliminate cars from entering the interior of the FairPlex.

#### **AIR CONDITION CLOVERLEAF**

The staff advised that this was a very important item and will have to be addressed in the near future. The suggestion was made to add it to the "wish list".

#### **LANDSCAPE PLAN**

In 1991 the plan was considered for the first time. Jeanne Leeson contacted George Otten, landscape architect, to work with McAuley on the plan. He has drawn an elevation plan. Members of the staff will decide on plantings. There is a possibility of working with the Brick Masonry Institute. They could build retaining walls, planters, etc. in exchange for rent.

#### **ROUND TABLES**

These would be for rental use only. Poe would like a minimum of 25. She had received bids from two companies and also priced out the construction of tables by the maintenance crew. The board consensus was to purchase nicely finished tables with formica tops and edges. The low bid was \$2,300 plus freight.

#### **PICKUP TRUCK**

The board approved the purchase of a new truck last year but we ran out of money. Williams suggested talking with Power Rents about a used pickup. Wade will continue looking at State Surplus.

#### **GRAVEL ADDITIONAL CLOVERLEAF PARKING**

Additional graveled parking adjoining the existing paved area is needed. The project will be postponed to 1994 after the electrical is completed.

#### **CHUCKWAGON IMPROVEMENTS**

The fan purchased earlier must be installed before a fire occurs. The work may require a permit and the building department may require sprinklers. McAuley will get costs.

#### **PICNIC TABLES**

40 were purchased in 1992 by the Boosters. Another 40 will replace all the old tables. Board members suggested contacting the Boosters about purchasing more.

#### **STAGE COVER**

This has been a rental item during Fair. Wade had done research for costs which range from \$15,000 - \$25,000. The design would be similar to the covering of the front gate. Leahy suggested checking into rental/purchase options.

#### **PERIMETER FENCING**

The priority area for the fencing is in the livestock parking. Chain link fencing is \$10 lineal ft. and \$25 a lineal ft. for a gate. An option to chain link is post and cable. McAuley will research costs.

#### **LIVESTOCK RESTROOMS**

ADA (American Disabilities Act) requirements include a number of items on the FairPlex. Included are the Livestock Restrooms. To bring them up to the requirements the following are required: new grab bars, new stalls on the men's side, modification of the women's stalls, new water valves, and a handicapped shower stall on each side.

McAuley would also like to bring the Meeting Room up to standards by installing a new ramp with handrails and remodeling the restroom. He would also like to replace the old drinking fountain near the amphitheater with a handicapped accessible one.

#### **DISPLAY UNIT FOR TRADE SHOWS**

Poe would like one custom made to take to trade shows. She estimates \$500 to buy or have one made. Board members agreed it was a needed item for the marketing campaign.

#### **PRIORITY LIST FOR MASTER PLAN**

Wade will take the following priorities to Jerry Draggoo. New buildings: 1) Multi-purpose building 2) Livestock, covered arena, horse barn and 3) Grandstand.

#### **BUILDING TASK FORCE COMMITTEE**

Chuck Richards of Sunset Bingo and Oregon Sports Trust has approached Wade about helping to put together a committee to study the feasibility of raising funds for buildings at the FairPlex. Sunset Bingo would like to operate some games from the FairPlex. Wade will contact Jeanne Leeson, Richards, and one member of the fair board to put together a committee.

#### **AUCTION**

Two other fairgrounds in the state have luck with an auction by buying surplus goods from the state and reselling. Wade would like to try it and invite the county to bring some things for auction also. The problem is with storage and having funds available to invest in the initial purchases.

#### **WORK SESSION WITH COUNTY COMMISSIONERS**

A work session should be arranged twice a year if possible. Wade suggested arranging a meeting with the commissioners to bring them up-to-date on what has been happening and to talk to them about Gardner-Beedon. Wade will set up a meeting.

#### **AIR SHOW**

The staff is strongly considering limiting the RV parking to 3 day passes only. Leahy said the price should be raised to \$50 to get the truly interested RV'ers only. We may also have to go to numbered and reserved spaces.

#### **RODEO BOARD**

Williams has sent notice to the secretary to cancel the elections. Leahy and Wade will meet with Williams October 5 prior to the Rodeo Board meeting.

Respectfully submitted,  
Sue Oxendine  
Secretary