

**MINUTES OF FAIR BOARD MEETING
SEPTEMBER 9, 1992**

FAIR BOARD

John Thomas
Rocky Williams
Marla Warren
Kathy Christy
Ken Leahy

STAFF

Cal Wade
Patti Poe
Ron McAuley
Sue Oxendine

GUESTS

Kevin Apperson
Fred Scheller
Eric Apalategui
John Meek

The meeting was called to order at 4:30 p.m. by Chairman John Thomas.

CONSENT AGENDA

A correction on the revenue report was noted. The line item for grants shows a \$49,000 amount. This should be \$0. With cash carry forward there is \$1,346,409 in actual monies in the budget.

The fair shows a net profit of between \$75,000 - \$80,000 which is down from the 1991 fair. This is partially due to a drop in paid attendance and more expenses in producing the 1992 fair.

MOTION: MOVED BY MARLA WARREN, SECONDED BY ROCKY WILLIAMS, TO ACCEPT THE CONSENT AGENDA. MOTION UNANIMOUSLY PASSED.

RODEO BOARD

Williams reported that new officers and board members will be elected at the next meeting.

No problems with the rodeo were noted. Special groups such as Japanese students, Masons, and mentally handicapped were let in as VIPs each night. A better announcer will be hired for 1993.

BOOSTERS

The best nights for the booster booth were rodeo. Their income was about the same as last year. Portland Bottling has submitted high bills and has not given credit on items returned.

The boosters are actively working on new memberships. They have offered to pay for the title search for the Armory. The group is also thinking about helping with a special events person.

MARKETING

August was a very busy and fun month following the fair. The Epilepsy Foundation sponsored a mud volleyball tournament in the rodeo pasture, there was a metal detector hunt, company picnics, Pee Wee rodeo, gun show, wedding receptions, and a dressage clinic. 4500 people attended KWJJ's Hot Time In The Country. The event pointed out the problems associated with charging parking fees in one lot and shutting down others.

August income was up 85% and attendance up 52%.

Poe is working on the first Apple Harvest Festival scheduled for September 25 - 27. Featured exhibits and entertainment include

an antique show & sale, dinner theater, Home Orchard display, vintage car displays, carriage driving show, and wine tasting. Members of the Graham/Sandstrom Players previewed the melodrama to be presented for the dinner theater.

MAINTENANCE

August was devoted to fair cleanup, building new chair racks, and repairing the ladder truck, dump truck, and water truck. Dick Eagle donated 200 yards of soil that was used to fill in the low spots in the barns.

Jim Jordan, resident electrician, has been working on the plan to update and change the existing interior electrical lines.

Williams noted that this year's maintenance crew was the best ever. Christy asked if anything special could be done for the maintenance crew as a special thank you.

MOTION: MOVED BY KATHY CHRISTY, SECONDED BY ROCKY WILLIAMS, TO ISSUE \$50 GIFT CERTIFICATES TO EACH MAINTENANCE STAFF PERSON AS A THANK YOU FOR OUTSTANDING EFFORTS TO THE FAIR.

Discussion: Thomas objected to the \$50. He felt \$25 was sufficient. There was limited discussion as to the restaurant. Warren suggested Old Country Kitchen. The logistics will be left up to the fair office to arrange.

MOTION PASSED.

HAPPY DAYS

The festival was not as well received as the committee had hoped. The concerts did not bring in a crowd. Wade estimated 2,500 - 3,000 people, excluding those who watched the fireworks, attended.

Thanks to Bretthauer Oil who gave \$9,000 for fireworks and an additional \$2,350 from individuals for the entertainment, the FairPlex broke about even. There was a net loss of \$603.47.

Wade pointed out the difficulty in getting volunteers to work over a three day holiday weekend. Williams noted that an alternative to jazz is needed. Hillsboro and the surrounding communities is more geared to country.

Leahy suggested inviting Jack Rosenberg to an upcoming meeting to hear his comments and ideas. The board agreed to talk about Happy Days in more depth at a future meeting.

1992 FAIR

119,550 attended the fair. This compares to 119,335 the previous year. Gate receipts were down \$5,334.50. The attendance figure reflects a sharp increase in the number of Senior Citizens who took advantage of the free Senior Day. (5,342 as compared to 1,043 in 1991). The hot weather adversely affected the attendance and Friday's entertainment did not draw a large crowd.

Saturday was the best day. Families were out to enjoy the fair. The entertainment was secondary. The carnival reported the best Saturday ever and the earliest Saturday night close.

Popular events and exhibits included the rodeo, Pirates of the Caribbean, All Oregon Products Preview, "Earth Armory", and the mother swine with her 13 piglets.

Oxendine stated that the Armory required continual brainstorming by office staff, NW Steelheaders, OMSI staff, and Joan Grimm with the Washington County Environmental Health to make the fairgoers aware of what was in the building. Once people discovered the exhibits and free kids' activities the place was packed.

All Oregon experienced some problems in drawing people into the display. Anything new requires education and sometimes a couple of years before people are aware of new exhibits. Wade and Oxendine have met with the promoter of All Oregon to discuss traffic flow, signage, and other means to attract the fairgoer.

Sponsorship dollars increased from \$45,822.80 to \$62,337.80 and media coverage increased without increasing the advertising budget.

Oxendine gave special mention to Chris Cullen, Entertainment Coordinator, who schedules and coordinates the grounds acts. She did a terrific job this year seeing that nothing conflicted.

Wade stated he was glad to see Monday morning and the close of the fair. Overall the fair was the best ever but the two tragedies cast a shadow over the event.

MASTER PLAN

Kevin Apperson from JC Draggoo & Associates presented a priorities list to the fair board. Prioritizing is necessary for them to complete the capital improvement plan for the extension and renewal of the Master Plan.

The board discussed the list and gave priorities of A, B, or C to the different projects listed. Williams stated he thought this had been done in the studies two - three years ago. Wade explained the work was necessary because the Master Plan is an ordinance that will expire in 1994 unless it is renewed. Because of the failure of the bond issue priorities may have changed and new strategies must be in place for the Plan's completion.

The board agreed to finish the prioritizing at the Fall work session.

WORK SESSION

The work session is scheduled for September 25. October 2 was proposed as an alternate date. Wade and Leahy will check their schedules. If October 2 is not convenient the session will remain on September 25.