

**MINUTES OF A FAIR BOARD MEETING
APRIL 8, 1992**

FAIR BOARD

John Thomas
Rocky Williams
Marla Warren
Kathy Christy

STAFF

Cal Wade
Ron McAuley
Patti Poe
Sue Oxendine

GUESTS

Eric Apalategui
Connie Potter
Fred Scheller

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

CONSENT AGENDA

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

RODEO BOARD

Boosters have offered to pay the \$4,353 to complete the arena fencing. The fencing should arrive May 1 and will be ready for the High School Rodeo June 18.

Sanctions for the July-August rodeo have been submitted. The publicity committee has been working on a 10 minute promotional video for the facilities and the rodeo.

The Queen took top honors in the St. Patrick's Day Parade.

Wade has ordered the additional bleachers for the rodeo. The suggestion was made to place some of the portable toilets on the other side of the rented bleachers.

BOOSTERS

Family Fair was a huge success for the club. Dale Scheller made a presentation to the Forest Grove FFA alumni and a few are becoming active in the boosters. Thomas suggested putting some informational flyers in all the libraries in Washington County.

MARKETING

Attendance was down the month of March by 50% although use days and revenue were both up. The drop in attendance is due to the shift of Easter from March to April this year. The Every Husband's Nightmare Bazaar is the week before Easter and has a large attendance.

Family Fair was very successful. The attendance projection figures from 1991 were high. This year's event drew approximately 3,000 but everyone who had been at both year's events agreed that there were more people at the 1992 fair. Wade complimented Patti and the rest of the staff who worked the event.

MAINTENANCE

March projects included fertilizing the lawns, continuing with the grandstand refurbishing, and finishing 172 livestock panels.

The Livestock Association has committed additional funds for more panels. The goal is to have 450 panels by 1993.

The exodus of RV's and boats has started.

Fred Scheller stated that there has been some talk of having the ME kitchen open during the fair. If it will be used, some type of fan or air conditioning will be needed. Wade complimented the maintenance staff on their expertise in redoing the kitchen as well as the work on the grandstand.

The Arts & Crafts restrooms are on schedule. The Square Dancers are working around the scheduling of the building.

HAPPY DAYS

Ken Leahy and Wade have been developing the idea of the amphitheater dedication. Leahy wants the amphitheater dedicated to Demar Batchelor. Batchelor was a fan of jazz and Leahy suggested having the dedication coupled with a jazz festival on July 3. Leahy and Jack Rosenberg have been exploring the possibilities of the jazz fest. Leahy, who was unable to make the meeting, was reached by telephone and he confirmed that the festival would take place July 3 but did not want to release any details at this time as funding and artists were still tentative.

FAIR ENTERTAINMENT

The lineup has not changed since the previous month's report with Tanya Tucker, Tammy Wynette, The Lugnuts, Blood, Sweat and Tears, and The Bellamys. Saturday remains open. Hall & Oates rejected our offer. Wade will be working with Ed Dougherty to fill the slot.

DIVERSITY STUDY

The study was done in May 1991 to come up with a marketing strategy. The study showed that the FairPlex is on the right track with the current marketing concepts being implemented, namely development of a brochure, identifiable logo and name, and advertising.

Suggested improvements were to hide the ugly things and items in storage (picnic tables & benches) that give the appearance the FairPlex is closed.

Costs to change the readerboard on 34th St. to read FairPlex are still to be explored. The highway signs on the Sunset and Cornell are cost prohibitive to change at this time. If the roads are under construction the signs could be changed at that time.

The logo is in a holding pattern because the letterhead has become so identifiable.

Wade requested the board members study the report and call with any questions or comments.

GARDNER-BEEDON

Realtor, Mike Tharp, telephoned regarding the extension of the lease on the property. The owners are not interested in leasing the land on the same terms. They are asking for \$1,000 per month or are willing to offer a good discount if the FairPlex buys the property. Wade told Tharp that the board and FairPlex could not afford the terms.

HISTORICAL SOCIETY LIVING FARM PROPOSAL

The Historical Society wrote a letter to the board researching the possibility of locating the living farm at the FairPlex. Wade responded saying that there was not adequate space at the FairPlex for the farm but would let Joan Smith of the Historical Society know if the board had a different response. The board supported Wade although everyone felt the farm was an excellent idea. Williams stated that there could be good tie-ins with some types of historical buildings on the grounds but not an entire farm.

CHAMBER BANQUET

The banquet is scheduled for May 6. The fair board will also hold a regular meeting that afternoon. Kathy Christy indicated she would not be able to attend either the meeting or the banquet. The board agreed to buy one table and go straight to the banquet following the meeting.

MOTION: MOVED BY KATHY CHRISTY, SECONDED BY MARLA WARREN, TO ADJOURN THE MEETING. MOTION PASSED. THE MEETING ADJOURNED AT 5:50 PM

The next regularly scheduled Fair Board meeting will be May 6 at 4:30 p.m.

Respectfully submitted,
Sue Oxendine, Secretary