

August 28, 1972

TO: Fair Board

FROM: Jossy

SUBJECT: Some observations of the Fair

I feel it wise to write down some observations of the Fair and some recommendations for you to consider. The September Board meeting will be long and perhaps we can have our thoughts organized so we may move a little faster.

Fair in General: I thought it was good. I had lots of good comments - If there is a trend to these comments it seems to be that we still have an old fashioned county fair with lots of good exhibits - not 100% commercial or entertainment. My big disappointment was the attendance which shows only a slight increase and on this we need to figure out why.

Entertainment and Special Events

Rodeo: Every report I had was that it was a fine show. Ken will have more information on the details. The paid attendance was 3,128 - and about 1,000 less than we had hoped for. This still is a good draw and I think we had better realistically figure on a more slow orderly growth at this event and probably budget accordingly.

Clown: I was pleased with the clown and Kids Day was a great success. Tacky also judged the dog and cat shows and was well received throughout the fair.

Carnival: Andy was up and we received \$100 more, our share. Andy had less rides than last year and he continues to push a little. He had a restaurant with him this year which I hated to see. The Midway act (Rudi Berg) which Andy almost forced us into was a good act but didn't seem to be much of a draw. Andy didn't get us information in time for promoting. Tillamook Fair Board was disappointed with the act also.

Talent Show: All went well and Al Shearer did a good job. He had a good little show every night. This is a better program than hiring the Journal Jrs. or some such deal but I am convinced it isn't going to take the place of a headliner.

Touch and See: Went very well. Cost of new buildings exceeded budget some what however I feel we are set for awhile and will not need to spend a lot of money on this event.

Auction Sale: Sale is growing and thriving. Buying was brisk - attendance good. This event is accomplishing what we thought it should when we started it and is picking up some momentum.

Steak Fry: About 1400 served and growing every year. A real asset to the fair and a drawing event we get for nothing. We need more friends like the Livestock Assn.

The Friday night program is a real package deal and I am amazed it doesn't grow faster.

Horse Show: Not held this year because of 4-H using the facilities. This was a real mistake and the horse people took it as an insult. We must put the show back in and possibly something extra to help relations in this area.

Commercial Exhibits: Were up 87 as to 80 last year. The tent was not satisfactory and I don't think we will recommend it again. We need more space I think we should finish the east side of the main exhibit building south wall just like the west side is now finished. This will give us 4 more and also I think we should consider building some 10 x 10 portables that could be set-up outside and then stored away. We had no implement dealers and I don't know what else to do to get them. Hillsboro Farm Equipment reserved space to show a line of horse trailers and then backed out and went to Multnomah County. Several exhibitors have signed for next year and the I.E.D. Board and Portland Community College are talking about setting up an Education Center.

Advertising and Promotion: I felt Jeri Doctor did a fine job and found out she can get what she wants at the Argus. I felt we covered the radio well - from east Portland to McMinnville. We had miles of coverage in the Forest Grove and Hillsboro papers. Some think we were light in the rest of The Times papers and we forgot to use the Capital Press. We intend to get some advertising in this paper next year. It does seem we should take a good look at the whole program - the increased spending did not bring increased returns this year. As you will recall we tried to get a Pepsi day last year and Pepsi told us they were going to drop all county fairs. This year they had a Pepsi day at Multnomah County and printed beautiful red, white and blue posters for Yamhill County. I called Pepsi and told them I was going to recommend to the Board that they be banned from our grounds for any event. They have now promised a Pepsi day for next year with all the stuffers possible to advertize and prizes for Kids Day. I think this will help.

Grounds and Buildings: I feel we need to do some reorganizing of work crews during the Fair. We need a telephone in the tool shack or some some station and some one on duty most of the time that knows where the crews are. The complaints and problems that need attention come to the main office and the main office spends to much time trying to find someone to solve the problems Ed Ball is spread to thin. We apparently were short of help or took on too much work most of the summer. The grounds were in fair shape but should have been watered more - the grass was dry. The Merit Rater wants more signs

Grounds and Buildings (Cont.)

and the entrances cleaned up and marked better. Our Main Gate and Cornell road sign should be lighted. We did get a lot of work done and done very reasonable when comparing to other fairs budgets. Main accomplishments were revamp of floral, peg board display - set-up for both 4-H and Open Class textiles, walk-in cooler set-up, new touch and see buildings, new seating at the rodeo plus many other things.

The sewer continues to give us trouble and Ed did a remarkable job or trying to keep it hauled away however we had an overflow Saturday evening and some guy wrote a letter to the Argus about it. The Health Department called and said we were going to have to do something about the problem and they were going to write to the Commissioners and the Fair Board - so be ready.

The following bills were listed and mailed for Board Members approval in August.

#2213 - Copeland Yards - 88.90
2214 - Lee Hunter - 50.00
2215 - Cedar Mills Livestock - 5.00
2216 - Bill Wimmer (Rodeo) - 100.00
2217 - L. W. Dewitt (Rodeo) - 100.00
2218 - Linda Markholt (Rodeo) - 30.00
2219 - Nancy Cathcart (Rodeo) - 30.00
2220 - Mel Lambert (Rodeo) - 300.00
2221 - Bill Lane (Rodeo) - 300.00
2222 - Vern Cathcart (Rodeo) - 50.00
2223 - Stub Johnson (Rodeo) - 50.00
2224 - Joe Kintz (Draft Contest) - 75.00
2225 - Howard Steele (Draft Contest) - 75.00
2226 - Bill Sommerville (Draft Contest) - 75.00
2227 - Willard Lee (Draft Contest) - 75.00
2228 - Ernie Herman (Draft Contest) - 75.00
2229 - Washington County Livestock Assn. - 88.00
2230 - Blooming Livestock Club - 5.00
2231 - Sherwood Bowman Club - 5.00
2232 - Eugene Mall - 25.00
2233 - Dave Ault - 25.00
2234 - Eager Mt. Beavers - 5.00
2235 - Valley Grazers - 7.50
2236 - Larry Emerson (Tacky The Clown) - 375.00
2237 - Vicki Christenson (Rodeo) - 31.40
2238 - Void
2239 - William K. Farrell - 186.40
2240 - Mel Lambert (Rodeo) - 120.00
2241 - Christensen Brothers (Rodeo) - 3,150.00
2242 - Christensen Brothers (Rodeo) - 3,640.00
2243 - Christensen Brothers (Rodeo) - 200.00
2244 - Dennis Anderson (Rodeo) - 200.00
2245 - Rudi Burg (High Wire Act) - 500.00
2246 - Premium Account (Premium) - 1,984.87
2247 - Void
2248 - Mildred Ellis - 12.88
2249 - Carol Haag - 6.43
2250 - Allan Shearer - 359.13
2251 - Don Dixon - 75.00
2252 - Times Litho Print - 187.35
2253 - Hazeldale Livestock Club - 10.00
2254 - KUIK - 399.00
2255 - Herbert A. Stark - 310.00
2256 - Sally Bay - 6.24
2257 - Georgene D. Southwell - 60.45
2258 - Mrs. Harold Black - 36.20
2259 - Janice E. Theisen - 80.00
2260 - Lynne M. Breese - 94.60
2261 - Carolyn Struder - 28.36
2262 - Mary Parker - 28.60
2263 - Terrie Ellis - 28.44

#2264 - Jena Christensen - 29.48
 2265 - Bonnie Schlottmann - 26.44
 2266 - Ed Shannon - 117.80
 2267 - Donald Dixon - 12.50
 2268 - R. A. Schmidt - 60.00
 2269 - Carol R. Callahan - 54.60
 2270 - Mrs. John Wolf - 25.00
 2271 - John Landers Jr. - 75.60
 2272 - Dick Hoppes - 166.00
 2273 - Kathy Casey - 128.80
 2274 - Jim Havelhurst - 116.00
 2275 - Argus - 556.83
 2276 - Baker Rock Company - 81.22
 2277 - Ben Faber Electric, Inc. - 1,026.68
 2278 - Farmers Feed and Supply Co. - 4.80
 2279 - General Telephone Company - 189.73
 2280 - KYXI Broadcasting - 144.43
 2281 - ~~KFX Golden West Broadcasting - 310.00~~ void
 2282 - Northwest Natural Gas Company - 5.90
 2283 - Permapost Products Company - 90.00
 2284 - Portland General Electric - 291.92
 2285 - The Times Publications - 46.10
 2286 - First National Bank - 103.00
 2287 - KXJ - 302.00
 2288 - Hillsboro Garbage Disposal - 90.00
 2289 - Mrs. John Wolf - 25.00
 2290 - Premium Account (Rabbit Special) - 25.00
 2291 - 4-H Chuck Wagon (Refund) - 50.00
 2292 - Mary Maskal - 29.48
 2293 - Floyd J. Kusek - 55.00
 2294 - Jerri Doctor - 3.09
 2295 - Jerri Doctor - 500.00
 2296 - Dreller Fuel Company - 25.00
 2297 - Robert M. Reuter - 129.45
 2298 - Washington County Sheriffs Reserve Co. 'C' - 1,316.25

Payroll since July Board Meeting includes:

July 10 - 255.44
 July 17 - 180.13
 July 24 - 802.09
 July 31 - 592.50

August 7 - 3,113.71
 August 11 - 160.26
 August 14 - 451.97
 August 21 - 186.12