

AGENDA
Washington County Fair Board
Regular Meeting
4:30 p.m., Wednesday, February 10, 1988

1. Call to order.
2. Public Welcome. This time is provided for members of the audience to comment on any item(s) on the agenda. Audience members are also welcome to comment at the time the agenda topic is being discussed by the board. It is respectfully requested that those addressing the board state their full name for the record.
- *3. Bills for approval (enclosure, pages 3 - 4)
- *4. A. December 1987 Balance Sheet (enclosure, page 5)
B. Financial Recap (enclosure, pages 6 - 11)
- *5. January 6, 1988 Fair Board Minutes (enclosure, pages 12 - 18)
- *6. A. January 1988 Off-Season Calendar (enclosure, page 19)
B. February 1988 Activities Calendar (enclosure, page 20)
- * Consent Agenda: Any item may be removed for separate consideration upon request of any board member or any member of the audience.
7. Fair Organizations' Report:
 - A. Fairgrounds Booster Report
 - B. Rodeo Board Report (enclosure, pages 21 - 23)
8. Maintenance Report:
9. Old Business:
 - A. Parking (enclosure, page 24)
 - B. Air Show
 - C. Location of Celebrity Stage
 - D. Letter from Bob & Charlene Jensen (enclosure, pages 25 - 28)
 - E. Happy Days contract with Jaycees (enclosure, page 29)
 - F. Improvement Committees
 - Multi-Purpose Pavilion Committee Minutes (enclosure, pages 30 - 31)
 - Grandstand Committee Minutes (enclosure, page 32)
10. New Business:
 - A. Beer Concession
 - B. Master Plan review with Commissioners
 - C. Port of Portland regarding improvements of 28th Avenue
 - D. Special Awards Beef/Dairy (enclosure, page 33)

E. Move commercial exhibits to north end of Main Exhibit Building

11. Non-Agenda Items:

- A. Newsletter from Maggie Sprecher (enclosure, pages 34 - 35)
- B.

12. Announcements:

- A. Next regular board meeting, Wednesday, March 2, 1988
4:30 p.m.
- B.

Washington County Fair Board
Minutes

Minutes of a regular meeting of the Washington County Fair Board held February 10, 1988, beginning at 4:30 p.m.

ATTENDANCE

Fair Board
Jeanne Leeson
John Thomas
John Meek
Rocky Williams

Staff
Cal Wade
Ron McAuley
Sue Oxendine

Guests
Stan Dillon
Marla Warren
Bob Jensen
Jack Fisher
Addie Fisher

PUBLIC WELCOME

Leeson welcomed visitors and invited them to speak on agenda items of concern. Leeson asked Bob Jensen to address the Board regarding his letter sent December 11, 1987. Jensen aired some of the grievances outlined in the letter. Wade believes the problems have been worked out; he will talk to George Horner and asked Jensen for his patience to solve the issue. Wade voices his appreciation for the outstanding barn show the Jensen's put on at the Fair.

CONSENT AGENDA

Wade noted the February 10 receipt of a \$44,467 Hotel/Motel Tax check. The budget is in great shape. Leeson noted the Rodeo Queen & Court are over budget. Wade will contact Judy Brooks regarding this item.

MOTION: MOVED BY JOHN MEEK, SECONDED BY JOHN THOMAS TO APPROVE CONSENT AGENDA. MOTION CARRIED UNANIMOUSLY.

FAIR BOOSTERS REPORT

No report.

RODEO BOARD

Williams called the Board's attention to a letter from the PCRA. The secretary will be from the rodeo association. Also 2% of the total added rodeo and cowboy money will be coming back to the Rodeo Board because of Pacific Coast Rodeo Association sanction.

Stock contractor will be Sombrero; rodeo announcer will be Wayne White.

Stan Dillon reported the Coronation Dance, held in the Main Exhibit Building, was a success. \$1600 was made on the dance.

AIR SHOW

Wade reported he arrived at the 4000 car figure from a review of the Master Plan specifications and city parking regulations. He has been attending weekly Air Show meetings. Wade would like to consider an alternative to entertainment after the Air Show. He suggested opening the fairgrounds at 9-10 a.m. and providing breakfast and lunch booths, special RV parking spots, and some form of entertainment, perhaps the All American Boys Choir. Other possibilities include a gun show, novelty items sold by food booths, hot air balloons, National Guard static display. Concessions, gun show, and entertainment would be rented on a percentage basis. Leeson and Meek voiced approval and stated this approach should be tried this year so the Board will have a better perspective on the Air Show in 1989. A discussion followed with security, shuttle service, lining the parking lot, and entertainment the issues. Wade was authorized to go ahead with the idea.

CELEBRITY STAGE

Wade asked the board to consider alternative locations for the stage. There are 3 options: Leave it where it is, reverse it, or try to place it behind the Floral Building. Because of the new landscaping the last is no longer a viable option. The Board members discussed the problems with power transformers. Wade will research the costs of reversing the stage.

HAPPY DAYS CONTRACT

Jaycees have accepted the conditions in the contract sent to them. The Rainy Day clause will have to be further defined.

GRANDSTAND COMMITTEE

Williams reported the committee has met twice. New members on the committee are Mark DeMent, Russ Sterenberg, and a 4-H member as yet not named. The next meeting will be February 17, 1988. The committee will discuss what type of grandstand and arena covering is most advantageous. Williams remarked that some individuals in the community have heard rumors of a soccer field replacing the dirt arena. Nothing concrete has been decided by the committee and he is trying to dispel the rumors. Meek suggested someone from the Hillsboro School Committee be contacted to serve on the committee. He will contact Guy Gleason.

LIVESTOCK PAVILION COMMITTEE

Wade reported the committee has met once. Lloyd Baron & Bob Ganger have devised a worksheet to determine size and utilization of the proposed facility. Bart Eberwein of Western Wood Structures has been invited, along with a major Tacoma architect, to address all 3 committees on Multi-Purpose buildings. The meeting will take place February 26, 1988 at noon in the Cloverleaf Building. Board members are urged to attend.

Wade also reported the Multi-Purpose Pavilion Committee has met twice; another meeting has been scheduled for late February.

ADVERTISING

Two agency proposals have been submitted to Wade. Two more are coming. Wade feels an agency is the way to go because of the professionalism, efficiency and knowledge of an agency. Wade believes the effect will be of having an additional staff person who is a marketing professional. Wade is leaning towards Adams, McKinny & Johnson. He is impressed with the enthusiasm, dedication, and professionalism displayed by Mary Lou Kernes, the Account Representative of the agency. Meek asked Wade to check with Dan Olson about filing an exemption to bid if Wade is going to choose Adams, McKinny & Johnson.

MOTION: MOVED BY JOHN MEEK, SECONDED BY JOHN THOMAS THAT WADE BE DIRECTED TO CONTRACT WITH MARKETING OR ADVERTISING AGENCIES FOR THE FAIR BOARD. HE IS TO WORK OUT THE LEGALITIES WITH COUNTY COUNSEL. MOTION CARRIED 3-1. WILLIAMS CAST THE DISSENTING VOTE.

A discussion followed with Meek stating the fair is gaining statewide recognition. This should be reflected in the Fair's advertising. Also extra work for the office staff is being created with the new committees; a new person may be needed for the marketing. Wade reiterated his earlier statement that an agency is equal to another staff person and a better way to go. Williams expressed his concern that the account representative may not be able to obtain sponsors and he has had personal and negative experiences with agencies. Leeson, Thoms, and Meek voiced their support for Wade's idea; he has done the necessary research and should be given a chance to prove the success of an agency for this year's fair.

BEER CONCESSION

Tap 'N Go will be the concessionaire for 1988. The price of \$55 a keg is the same as last year. Wade remarked that their contract will state payment is due to the fair within 7 days.

Williams reported Rainer and Blitz will contact him for rodeo concession.

MOTION: MOVED BY ROCKY WILLIAMS, SECONDED BY JOHN THOMAS TO GO WITH TAP 'N GO FOR 1988 FAIR. MOTION CARRIED UNANIMOUSLY.

Wade added that the beer concession will be set up at the entrance to the rodeo arena with umbrella tables set in the area and a portable food booth. Williams asked the beer concession be moved away from the rodeo entrance so as not to interfere with rodeo's beer sponsor.

MASTER PLAN

Wade stated that according to Ordinance 288 the Master Plan has to be reviewed on or before April 1, 1989. Wade believes the plan should be reviewed earlier due to the pending land sale and to gain the support of the commissioners prior to initiating bond hearings. Meek estimated November 1989 would be the earliest date to go for bonds. The commissioners would tie the Grandstand, Livestock & Multi-Purpose Pavilion Committees together to build a potential base for a bond sale. Wade will work towards a review date.

PORT OF PORTLAND

Wade reported the Port of Portland had approached him about a possible joint venture between the fairgrounds and the Hillsboro Airport to establish a left turn at 28th Avenue. \$300,000 is the estimated cost. Wade told the Port of Portland authorities this would be too costly. Fair Board concurs.

SPECIAL AWARDS - BEEF/DAIRY

Wade stated the giving of a special Fair Board \$50 award for Best Hereford Female was becoming an issue with other beef breeders and dairymen. He asked the Board's opinion of the award and asked for some way to make an equitable award system. Lou Baxter, Dairy Superintendent, has suggested a Herdsmanship Award. Bob Ganger, Beef Superintendent, has suggested a \$50 Supreme Best of Four Head award for both shows.

MOTION: MOVED BY ROCKY WILLIAMS, SECONDED BY JOHN MEEK FOR FAIR BOARD TO DIRECT WADE TO MAKE AN EQUITABLE BEEF AWARD AND ADD IN ALL OTHER LIVESTOCK.

Thomas voiced his disapproval for a Herdsmanship Award as too political & dishonest.

THOMAS AMMENDED THE MOTION TO MAKE THE AWARD A \$50 SUPREME CHAMPION BEST OF BREED FOR ALL BREEDS.

AMENDMENT CARRIED UNANIMOUSLY. MAIN MOTION CARRIED UNANIMOUSLY.

COMMERCIAL EXHIBITS

Wade reported the commercial exhibit applications are way down from last year. One probable reason is the location of the commercial exhibits in the middle and North End of the Main Exhibit Building.

Wade recommends changing commercial exhibits to middle and South End. The Board authorized Wade to change the Main Exhibit Building exhibits to 1986 configuration.

WESTERN FAIRS CONVENTION

Wade reported the convention was interesting with good entertainment and seminars. He signed a contract for racing pigs from Missouri

Fair entertainment offers have been submitted.

Potential entertainment line up:

Tuesday - Rita Coolidge
Wednesday - Tommy Overstreet
Thursday - Johnny Limbo & the Lugnuts
Friday - Emmy Lou Harris
Saturday - still negotiating
Sunday - Christy Lane

LIVESTOCK TENT

Wade reported the cost of a 50 x 100 pole barn is \$10,500. Tent costs are still to be researched.

BUDGET

Wade stated the budget is due the 19th. He was not notified by the county of a January 4 budget meeting and did not receive the budget packet until Monday, February 9.

Meek suggested Wade submit the budget and the board will refine it at a later date.

Leeson reminded Board members of the 8:30, February 16 meeting of the Board of Commissioners.

Next Fair Board meeting will be March 2, at 4:30 p.m.

Meeting adjourned at 7:10 p.m.

Respectfully submitted,

Sue Oxendine
Secretary