

AGENDA
Washington County Fair Board
Regular Meeting
4:30 p.m., Wednesday, January 6, 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. November 1987 Balance Sheet (not included in agenda)
B. Financial Recap (enclosure, pages 5 - 10)
- *5. December 2, 1987 Fair Board Minutes (enclosure, pages 11 - 12)
- *6. A. December 1987 Off-Season Calendar (enclosures, page 13)
B. January 1988 Activities Calendar (enclosure, page 14)
- * 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
8. Maintenance Report:
9. Old Business:
 - A. Air Show
 - B. Improvement committees (Multi-Purpose Pavilion Committee minutes, enclosure, page 15)
 - C. Dairy-Beef dates
 - D. Dairy Women's Booth
 - E. Report OFA Convention
 - F. Carnival, 1988 Fair
 - G. Theme
10. New Business:
 - A. Western Fairs Convention
 - B. Entertainment 1988 Fair
 - C. P. I. Dairy Show

11. Non-Agenda Items:

- A.
- B.

12. Announcements:

- A. Next regular board meeting, Wednesday, February 10, 1988, 4:30 p.m. (Cal at Western Fairs Convention on February 3).
- B. Executive Session regarding Fairgrounds Real Estate, immediately following regular Board meeting at approximately 6 p.m.

Washington County Fair Board
Minutes

Minutes of the January 6, 1988 meeting reconvened on January 15, 1988, beginning at Noon.

ATTENDANCE

Fair Board
Jeanne Leeson
Lloyd Baron
John Thomas
John Meek
Rocky Williams

Staff
Cal Wade
Sue Oxendine

Guests
Dan Olson
Mike Tharp
Lucille Warren, Argus
Melissa Steinager, Oregonian

Called to order by Leeson to consider land sale and premium book. Immediately went into Executive Session.

Regular meeting back in session at 1:00 p.m.

LAND SALE

Dan Olson worded a motion for the Board.

MOTION: THE FAIR BOARD WILL AGREE TO RECOMMEND TO THE BOARD OF COUNTY COMMISSIONERS THE SALE OF THE LAND BASED ON THE TERMS OF THE JANUARY 14, 1988 LETTER AS MODIFIED IN A LETTER DRAFTED BY MIKE THARP. THE TERMS BEING: \$12,000 WILL NOT BE APPLIED TOWARDS THE PURCHASE PRICE AND OTHER CLARIFICATIONS AS STATED IN EXECUTIVE SESSION. IF QUADRANT APPROVES OF THE COUNTEROFFER THE STAFF IS DIRECTED BY THE FAIR BOARD TO PLACE THE OFFER BEFORE THE BOARD OF COUNTY COMMISSIONERS. SHOULD QUADRANT REJECT THE OFFER OR HAS SIGNIFICANT MODIFICATIONS AND FURTHER DISCUSSION IS NEEDED, THE BOARD WILL RECONVENE JANUARY 20, AT 9 A.M.

MOTION: MOVED BY JOHN MEEK, SECONDED BY LLOYD BARON TO ACCEPT MOTION AS WORDED BY DAN OLSON. PASSED UNANIMOUSLY.

PREMIUM BOOK

Wade addressed the need to cut costs of distributing the premium books. Last year the books were inserted in the papers. Advertising to offset the costs of printing and inserting was difficult to sell because advertisers felt there was limited readership. Wade also brought up the possibility of printing an entertainment book for distribution at the fair. Oxendine reported a cost comparison: To print and insert 40,000 premium books and print 20,000 entertainment books, the cost would be \$11,529. To print and mail 5,000 premium books and print 20,000 entertainment books the cost would be \$5,327.

MOTION: MOVED BY JOHN THOMAS, SECONDED BY LLOYD BARON TO AUTHORIZE PREMIUM BOOK MAILING. PASSED UNANIMOUSLY.

CAMPING

) Williams brought up the issue of campers staying on the Fairgrounds for extended lengths of time.

MOTION: MOVED BY JOHN MEEK, SECONDED BY ROCKY WILLIAMS TO LIMIT CAMPING STAYS TO 14 DAYS WITH THE EXECUTIVE DIRECTOR HAVING THE OPTION TO EXTEND 14 MORE DAYS. STAYS BEYOND THAT LIMIT WOULD NEED BOARD APPROVAL. PASSED UNANIMOUSLY.

AIR SHOW

Wade reported the estimated number of cars that can be parked is 4000 per day. He spoke with Ed Dougherty about entertainment. Wade will continue to pursue the options.

The Board recessed at 1:25 p.m. until January 20, 1988 at 9:00 a.m.

The January 6, 1988 Fair Board meeting and continuations were adjourned Friday, January 22, 1988

Respectfully submitted,

Sue Oxendine
Secretary

Washington County Fair Board
MINUTES

Minutes of a regular meeting of the Washington County Fair Board held Wednesday, January 6, 1988 beginning at 4:30 p.m.

ATTENDANCE

Fair Board

Lloyd Baron
Jeanne Leeson
Rocky Williams
John Meek
John Thomas

Staff

Cal Wade
Ron McAuley
Sue Oxendine

Guests

Judy Brooks
Bob Jensen
Stan Dillon
Jack Fisher
Addie Fisher
Marla Warren

PUBLIC WELCOME

Baron welcomed everyone in attendance and encouraged them to speak regarding agenda items.

CONSENT AGENDA

Wade had an additional report on the income/expense projection. Income is picking up and Wade is optimistic this will continue due to Hotel/Motel Tax, the Fair, and Racing Commission. \$14,998 was received for the 1987 Merit Rating.

Leeson questioned why there were two Tromp & McKinley items for the same amount. Wade will double check. There was a brief discussion regarding the propane, with the common consensus being that the tank hasn't been in use long enough to determine how economical it is.

MOTION: MOVED BY JEANNE LEESON, SECONDED BY JOHN THOMAS TO ACCEPT CONSENT AGENDA. MOTION CARRIED UNANIMOUSLY.

BOOSTER REPORT

Wade reported that the Booster Workshop at the Oregon Fairs Convention was well attended and Dale Scheller was the principle reason for its success.

RODEO BOARD

Judy Brooks reported a new Queen and Court have been selected for the 1988 Washington County Fair & Rodeo. The 1988 Queen is Leslie Heinzl, and the Princesses are Stacy Barnhard and Jennifer Zimmerly. The Coronation Dance will be held January 30, 9 p.m. - 1 a.m. in the Main Exhibit Building.

The Rodeo Committees are established. The Rodeo Board is working on new sponsorships. The diamond ring was delivered to Dean Turner, and he expressed his appreciation to the Board. Brooks expressed the Rodeo Board's appreciation to Cal Wade for attending their meeting.

MAINTENANCE

McAuley reported December projects included installing a new pickup drive line, servicing tractors, building shelves for the office, buying and repairing office chairs and desk.

AIR SHOW

The Air Show is set for June 11 & 12, 1988. Wade reported the Hillsboro Chamber of Commerce has expressed the wish for an event at the fairgrounds that would keep the spectators from leaving immediately after the shows Saturday and Sunday.

Discussion of possible events followed. Mentioned were Budweiser Horses, Sherwood Clydesdales, Royal Canadian Mounted Police, hot air balloons, Lipizzaners, a military band, a big name entertainer, and gospel singers. Parking will be here and the charge will be \$2.00 per car with a projection of 5000 cars per day.

MOTION: MOVED BY JOHN MEEK, SECONDED BY JOHN THOMAS TO AUTHORIZE \$20,000 PROJECTED PARKING INCOME TO INVEST IN AIR SHOW EVENT.
DISCUSSION: \$20,000 FOR EVERYTHING CONNECTED WITH SHOW - SECURITY, READING PARKING LOT, PRODUCTION, ETC. ANY CORPORATE SPONSORSHIPS COULD BE IN ADDITION. MOTION CARRIED UNANIMOUSLY.

IMPROVEMENT COMMITTEES

Baron stated the Multi-Purpose Pavilion Committee held its first meeting on December 28, with 7 members in attendance. Those in attendance were: Al Coussens, Bob Herb, Homer Speer, Dale Scheller, Lloyd Baron, Rocky Williams, and Cal Wade. Wade commented there are interested people who were unable to attend. They include Ken Leahy, Laurie Martin, Bob Alexander, and Rex Hoyt. William's Grandstand Committee will meet January 13, 1988, at 4 p.m. Wade is working with Bob Ganger to organize a Livestock Pavilion Committee meeting.

DAIRY/BEEF SHOW

Wade met with Lou Baxter, Dairy Superintendent and Bob Ganger, Beef Superintendent. There will be two divisions during the Fair. Ganger estimates 240 beef entries and Baxter see an increase in the dairy entries. Ganger also is promoting an All Breed Heifer Sale for Sunday August 7, 1988. Wade stated because of the beef & dairy entry increase & heifer sale, a tent will be needed to house the cattle during the fair. Thomas suggested a pole building. Wade will pursue building versus tent costs.

DAIRY WOMEN'S BOOTH

Wade reported the cost for a permit to connect the Dairy Women's booth to the sewer is \$1100. He would like to appeal to the City. John Meek and Wade will talk to Eldon Mills. Thomas suggested the Dairy Women be asked to pay \$100 for the next eleven years if the city won't reduce the fee. Wade will report back to the Board on the outcome of meeting.

OFA CONVENTION

Leeson, Baron, and Wade attended the Oregon Fairs Convention December 6, 7, & 8, 1987. Leeson felt the convention was an inspiration and she learned a great deal. Baron remarked on the good workshops especially Dale Scheller's. Wade participated in both Hood River and Washington County's workshops. He discussed the Merit Rating with other fair managers who would also like to see some changes in the Merit Rating. Wade is the alternate Area Director and will attend the January 12 meeting in Roseburg.

CARNIVAL

Wade reported Ron Burback will do the Fair Carnival at the same price structure as 1987. The carnival will open on Fair's Opening Day.

MOTION: MOVED BY JEANNE LEESON, SECONDED BY JOHN MEEK TO HAVE BURBACK'S FUNTASTIC CARNIVAL. MOTION CARRIED UNANIMOUSLY.

THEME

MOTION: MOVED BY LLOYD BARON, SECONDED BY JEANNE LEESON TO USE "PIGS AND POSIES AT THE WASHINGTON COUNTY FAIR" AS THE 1988 FAIR THEME. MOTION CARRIED UNANIMOUSLY.

WESTERN FAIRS CONVENTION

The Western Fairs Convention will be held January 29 - February 7, 1988 in Anaheim, California.

MOTION: MOVED BY ROCKY WILLIAMS, SECONDED BY JOHN THOMAS TO SEND WADE TO CONVENTION. MOTION CARRIED UNANIMOUSLY.

At 6:00 p.m. the regular meeting was recessed for 10 minutes, and the Board went into Executive Session.

At 6:40 p.m. Baron resumed the regular meeting.

ENTERTAINMENT

Wade reported he has been working with Ed Dougherty and has a meeting with him January 14 to discuss the possibility of getting together with Benton County, Longview, and the Downtown Salem Merchants to bring in big name entertainers. Dougherty recommends a "Big Name" entertainer to open. He also believes if we are committed to big name entertainers we need to have more than one. Wade requested a larger entertainment budget. He is confident Coors or other sponsors will help with costs.

MOTION: MOVED BY JEANNE LEESON, SECONDED BY JOHN THOMAS TO AUTHORIZE \$70,000 FOR ENTERTAINMENT. OPTION FOR WADE TO ASK FOR ADDITIONAL MONIES IF NEEDED. MOTION CARRIED UNANIMOUSLY.

JAYCEES CONTRACT

Wade reported the Jaycees will cut Happy Days from six days to five days and are requesting the 1987 fee of \$9,565 to remain the same for 1988. In addition, over the next four years the Jaycees will adjust the fee according to the Cost of Living index, they request a Rainy Day Clause, and would make themselves available for special Fairgrounds projects.

MOTION: MOVED BY JEANNE LEESON, SECONDED BY JOHN THOMAS THAT WADE OKAY JAYCEES OFFER WITH THE FOLLOWING STIPULATIONS:

1. COST OF LIVING HAVE 3% MINIMUM AND 8% MAXIMUM
 2. MAN-POWER PENALTY CLAUSE - JAYCEES AGREE TO DO SPECIFIED PROJECT AND IF THEY DON'T CARRY THROUGH THEY WILL HAVE TO PAY THE COSTS OF HIRING THE LABOR.
 3. CLARIFY THE HAPPY DAYS DATES TO VERIFY 1 LESS DAY
 4. PARKING WILL REMAIN OPEN-ENDED THIS YEAR, NEXT YEAR RE-NEGOTIATED.
- MOTION CARRIED UNANIMOUSLY.

PREMIUM BOOK

Williams addressed a concern that the premium book is to be mailed rather than inserted in papers. Wade explained that costs seem to favor mailing but due to erroneous information the discussion will have to be put off until the next meeting.

ADVERTISING

The Board discussed the fair advertising and budget. Tri-Met, road signs, TV & Radio were mentioned. Wade stated that \$25,000 is the total advertising budget and perhaps an agency should be hired. Leeson and Williams expressed reservations about agencies. Wade asked for an advertising figure for the budget. Research will be done to reach a realistic figure. Williams will contact TV Stations for costs.

CAL WADE

Wade's Second Year Anniversary is Feb 18. A review is needed. Evaluation sheets will be sent to Board members in next month's agenda packet. The review will be scheduled for a March Executive Session.

ELECTION OF OFFICERS

NOMINATED AND MOVED BY JOHN MEEK, SECONDED BY JOHN THOMAS TO ELECT JEANNE LEESON AS CHAIRMAN. MOTION CARRIED UNANIMOUSLY. NOMINATION GRACIOUSLY ACCEPTED BY JEANNE LEESON.

NOMINATED AND MOVED BY ROCKY WILLIAMS, SECONDED BY JOHN THOMAS TO ELECT LLOYD BARON AS VICE-CHAIRMAN. MOTION CARRIED UNANIMOUSLY.

The meeting was recessed at 8:10 p.m. The Board will reconvene January 15, 1988 at noon.

Respectfully submitted,

Sue Oxendine
Secretary