

FAIR BOARD MINUTES
JULY 6, 1994

FAIR BOARD

John Thomas
George Otten
Ken Leahy
Linda Gray

STAFF

Cal Wade
Patti Poe
Earl Bemis
Sue Oxendine

GUESTS

Norm Landerman-Moore
Jack O'Billovich
Ken Martin

CONSENT AGENDA

The final budget line items for fiscal 93-94 came out OK. There was \$20,000 more than predicted in the cash carry forward.

MOTION: MOVED BY GEORGE OTTEN, SECONDED BY KEN LEAHY, TO ACCEPT THE CONSENT AGENDA. MOTION PASSED UNANIMOUSLY.

RODEO BOARD

Wade heard from Terry Amato who had attended the meeting. The rodeo board discussed the details of getting information and passes out to their sponsors. Work parties continue every Monday evening in the arena. VIP bleachers have been ordered.

MARKETING

During the National Square Dance Convention 2,000 RV's were parked at the Fair Complex. Poe shared a new aerial photo taken during the convention. National Guardsmen were hired as temporary employees to assist with the parking and servicing of the RV's.

Other weekend events were held during the same time. There were difficulties in parking and everyone using the same facilities for the different events. Some events charged, some were invitations only, and others were free.

Wade complimented Poe on her work of organizing the parking and coordinating with the city police and fire departments.

MAINTENANCE

Earl Bemis reported the staff was prepping for the Air Show and Fair. Two seasonal help are painting the ME Building.

Tom Cribbins, event staff, left the Fair Complex for the Oregon Convention Center. Craig Henry is helping with events until the position is filled.

Mike Wold has cut the main walkway tree roots and asphalt patched. He has been working with Luis Castenda on landscaping. Luis is also assisting with bingo set-up.

All the lighting in the arena has been refurbished by Jim Jordan and Sunset Electric. The air conditioning is being installed in the Cloverleaf. The next project for Jordan will be the new commercial area inside the main gate. An ATM machine will also be installed during fair.

Bemis reported he has been supervising the painting projects, constructing an exterior arbor for the Floral Building, and making banner brackets.

Leahy inquired about the ME roof. Bemis replied the fans have helped with the condensation problem.

BMX BIKE TRACK

Ken Martin proposed building a BMX track in the dog leg area for area youth to use. The track would be run by a non-profit organization. The track would be open only certain days for practices and races. Memberships and race fees would cover insurance, trophies, and a data base for results. Any profits would be turned back to the community for youth programs such as gang education.

Security would either be in the form of fencing or signs. Insurance is supplied by the ABA (American Bicycle Association) for races.

Martin realizes the track would be temporary. Once light rail comes out the track would have to be abandoned. Martin is hoping the City of Hillsboro would realize how much the youth use the track and would find another area to locate the track.

Martin has already found someone to do the earthmoving and shaping of the track. Christensen Electric has offered to do any electric work.

Leahy emphasized anything would be temporary. The area will be used for the rail station and parking. He agreed it would be nice for the community youth. Other fair board members agreed. Gray suggested talking with someone at Clackamas County where another track is located. Liability and vandalism should be checked out. Gray also suggested Martin talk with the City of Hillsboro about other possible locations for a permanent location.

Wade said research is being done with Douglas and Josephine Counties. After Mr. Martin left the meeting the board discussed the proposal in more depth. Poe has researched Clackamas, Josephine, and Douglas Counties. The only one reporting an increase in vandalism was Douglas. Both Clackamas and Josephine County do not find liability to be an issue nor the vandalism. Josephine collects a 15% on concessions and parking.

MOTION: MOVED BY KEN LEAHY, SECONDED BY LINDA GRAY, TO ALLOW MARTIN TO BUILD THE TRACK GIVING HIM A SIX MONTH WINDOW TO MAKE IT WORK WITHOUT A GREAT DEAL OF EXPENSE. STAFF TO WORK OUT THE DETAILS. PASSED UNANIMOUSLY.

NORM LANDERMAN-MOORE - BUSINESS DEVELOPMENT STRATEGY

Preliminary studies with staff have been nearly completed. He suggested looking at three areas: market area demographics, program development, and business and industry profiles. He has gathered data from the fair staff, City of Hillsboro, City of Portland, the state, and private industry.

Initial research shows a large amount of special events and leisure activities in the metro area which do not create significant revenues for the programs they serve but do siphon off patronage and revenues from the Fair and other major events. Landerman-Moore also stated the Washington County Fair Complex has interim and off-season programs which are generally low per-capita and per-event revenue.

Landerman-Moore sees the fair's decline in attendance and per-capita expenditure as influenced by access and parking difficulties, reduction in discretionary spending, and the current condition of the fairgrounds facilities and site amenities when compared to other public event or recreational facilities.

Further, name identification must shift to establish a "destination special events and leisure activities center" with a secondary emphasis as the "Home of the Washington County Fair." Programs and activities must be a combination of on-going leisure and recreational activities, special events and facility rentals. There also must be an attractive business environment created to attract long-term participation with private industry for funding assistance.

Finally there must be an operating or organizational structure to facilitate, administer, and maintain the changes, which may mean a non-profit corporation. Along with this a policy must be developed with local jurisdictions to protect the interests of the Washington County Fair Complex.

Marketing the facility must be accomplished through a number of actions including promo-outreach program and joint advertising with tourism industries in the local and regional market areas.

In his findings Landerman-Moore identified three separate population markets: local populations within the 1/2-hour drive zone, sub-regional populations within the one-hour drive zone, and visitor populations traveling through the region.

Three principal growth industries in the State of Oregon and particularly in the tri-county area were identified: agriculture lead by nursery and greenhouse crops, high tech industries, and recreation/leisure industries.

At this preliminary stage, the market information supports consideration of five programs: the annual fair, commercial exhibits and community events, entertainment and arts, family entertainment center, and a farmers village outlet. The combination of scheduled

activities and on-going destination type activities calls for a different name identification than "fairgrounds". A name identity is required that positions the annual fair as secondary but a part of the new identity.

He has not looked at sports for an area of growth because he is beginning to see a proliferation of facilities. An arena at the Fair Complex must be a multi purpose facility with control over the facility firmly outlined. Sports are a fickle industry in terms of patronage, teams, and facility operators.

Jack O'Billovich, representing Canadian football, stated the football would work in the arena and be profitable. He stated other interests are also in mind to make the arena work for other uses.

AIR SHOW

Dates are July 15 - 17. The pre ticket sales are ahead of last year.

MOTION: MOVED BY LINDA GRAY, SECONDED BY KEN LEAHY, TO ADJOURN. MOTION PASSED UNANIMOUSLY.