

M I N U T E S

Washington County Fair Board

Minutes of a regular meeting of the Washington County Fair Board held July 7, 1982, in the Fairgrounds office beginning at 5:05 p.m.

ATTENDANCE

Fair Board

Charles Colegrove
Homer Speer
Margaret Sprecher
Mike Swan
John Love

Staff

Adeline Hesse
Valerie Bentley

Guests

Stan Rickard, Architect
Bob Moore, Moore Information, Inc.
Rennia Meek, Special Events
Coordinator
Pete Cox, Coca-Cola Company

Pete Cox from Coca-Cola is coming to propose a joint advertising campaign with Fred Meyer and the fair. It would consist of \$5,000 worth of advertising and a \$1 off adult admission coupon. The Board agreed Thursday would be the only open day for a coupon.

CONSENT
AGENDA

MOTION: MOVED BY MIKE SWAN, SECONDED BY HOMER SPEER TO APPROVE THE BILLS AS SUBMITTED, THE MAY 1982 FINANCIAL STATEMENT, AND THE JUNE 2 & 28, 1982, BOARD MINUTES. MOTION CARRIED. (Bills listed on page 2.)

REPLANT
LAWN

The grass area that was dug up for the storm sewer right-of-way last September has not been satisfactorily replanted. The construction company has been contacted twice by the City. A water truck comes around two or three times a week but still grass has not grown back. The Board agreed the construction company should place sawdust on the area to help control dust during the fair, and they should replant in the fall.

CLOVERLEAF
COMMUNITY
BUILDING

Stan Rickard reported that construction of the Cloverleaf Community Building is behind about three weeks. The quality of construction is fine, but Rickard is having to watch the plans real carefully as the builders are not doing so. Many times there is no foreman on duty; the construction sign was put up late, was poor quality, and was not the colors selected. Rickard let Suomi know he expected better attention to detail and more push on the project.

Hesse pointed out that Suomi does not understand the significance of completion for the fair. Plans have been made to house 4-H and FFA exhibits in the building for the fair. Hesse will write Rickard a letter stating the Board's desire for substantial completion before the fair. Suomi has assured Rickard the building will be usable for the fair. Rickard feels it is important to keep pressure on Suomi for completion. The \$100 per day penalty will have to be arbitrated. Many days the construction crew has worked less than an eight-hour day. The Board wants the project finished and finished right.

SURVEY

Bob Moore of Moore Information, Inc., will soon be conducting a telephone survey of Washington County residents for another client, and he has room on the survey for a few more questions. Two hundred county residents will be contacted through random digit dialing. The sampling error is 3% to 7%. The survey could help with last minute target advertising.

A couple of questions suggested by the Board were how many are aware of the fair, and how did they find out about the fair.

3687	Albertson's	4.07	Refreshments for garden clubs
3688	Russell Dyche	7.60	Mileage
3689	Christy's Deli	13.93	Fair Board meeting
3690	Albertsons	11.04	Fair Board meeting
3691	City of Hillsboro	450.32	Building Permit
3692	Ray Miller	108.25	Structural plan check for City
3693	Norbet Donut Shop	8.55	OFA Board meeting
3694	American Dairy Goat Assn.	22.50	Sanctioned show fee
3695	Minuteman Press	10.50	Envelopes
3696	Big John Strong Circus	50.00	Refund 1/2 cleaning deposit
3697	Void		
3698	Finance & Administration	14.93	Office expense
3699	Void		
3700	Western Business Builders	1,191.57	4-H Ribbons
3701	Stanley Rickard	331.50	Architect
3702	Cascade Business Machines	82.50	Typewriter rental
3703	Hillsboro Garbage Disposal	198.00	Garbage disposal
3704	General Telephone	140.08	Telephone
3705	Chapman's Service Store	9.35	Tire repair
3706	Hillsboro Office Supply	28.04	Office supplies
3707	Assoc. Janitor & Paper	79.90	Restroom tissue
3708	Full Circle, Inc.	274.58	Gasoline, maintenance supplies
3709	Yeager Ford Tractor	154.91	Tractor battery
3710	Marilyn Mayfield	10.17	Mileage
3711	Hillsboro Argus	3.45	Summer maintenance ad
3712	Sahnaw's Radio & TV Repair	89.90	Amplifier repair
3713	Check 'n Balance	37.50	Bookkeeper
3714	Copeland Lumber Yard	212.44	Sheriff's Bldg. supplies, etc.
3715	Don's Plumbing & Heating	13.50	Plumbing supplies
3716	Pool-Gardner Lumber	16.44	Maintenance supplies
3717	Times Publications	22.50	Summer maintenance ad
3718	Department of Agriculture	34.00	Scale licenses
3719	Finance & Administration	3,688.70	Salaries
3720	Columbia Audio Specialties	250.00	Deposit on amplifier
3721	Ann O. Hart	395.89	Ad commission
3722	Tradex	46.20	Rodeo placemats - promotion
3723	Albertsons	7.70	Sheriff's Bldg. work party
3724	Rennia Meek	100.00	Entertainment Coordinator
3725	Petty Cash	21.52	Misc. office expense
3726	Adeline Hesse	18.49	Volunteer lunches
3727	United Grocers	156.80	Destruction Derby concession
3728	Postmaster	80.00	Postage
3729	Petty Cash	25.00	Misc. office expense
	Hotel/Motel Tax Revenue	23,293.95	To government pool
3730	Nickelodeon Music Mfg.	750.00	Jingle
3731	Dorsey Paint & Equipment	10.86	Part for paint sprayer
3732	A & W Sales	199.80	Strapping machine & supplies
3733	Soroptimist Int'l	59.00	Dues
3734	Western Business Blders.	160.98	Exhibitor tags
	From Government Pool	3,000.00	
3735	Award Specialties	123.60	Open Class Supt. name tags
3736	Finance & Administration	127.33	Office expense
3737	Suomi Enterprises, Inc.	2,955.05	Progress payment
3738	SEE Design	288.00	Vinyl for decorating
3739	N.W. Natural Gas	33.02	Utilities
3740	Portland General Electric	189.58	Utilities
3741	Minuteman Press	75.20	Envelopes
3742	VOID		
3743	School Office Systems	32.50	Part deposit for CCB equipment
3744	Oregon Liquor Control	100.00	License for fair
3745	Ernest Bennet	99.30	Reimburse for truck battery

A full survey of 200 people with 30-35 questions would cost about \$2,000; with 15 questions cost would be \$1,500. Utilizing the piggyback survey with 5 questions would cost \$600. It may be possible to hook into another county survey at a later time. A survey would be a good program planning tool also. The Board thanked Mr. Moore for attending the meeting. The Board will notify Moore within a couple days of their decision.

ENTERTAINMENT

Rennia Meek, Special Events Coordinator, updated the Board on the fair's entertainment schedule. There are still a few open times and Meek is waiting for confirmations on some of the openings. Meek briefly outlined the schedule for the Board. The entertainment schedule is due to the "Times" by July 15.

Meek complimented last year's entertainment coordinator Joan Erwert for doing a marvelous job and leaving good public relations for Meek to follow-up on.

For 1983 Meek suggested a kid's coloring contest using the clown logo and an international day. The Board thanked Meek for attending the meeting.

COKE

Pete Cox, Major Accounts Manager for Coca-Cola, proposed to the Board a joint advertising campaign with Fred Meyer to include a \$1 adult admission discount coupon, a coupon for three rides for \$1.25, and \$2,500 worth of media advertising (28 seconds of 60 second radio commercials). All Washington County Fred Meyer stores would be involved. Thursday would be the only day available for the coupons. The Board is also running \$1 off adult admission for wearing a western hat; therefore, the Fred Meyer coupon would need to state "not good with any other promotion." Hesse and Cox will work out a logo for the Fred Meyer-Coke day at the fair.

Cox agreed to outline dollars for advertising, use our donut spot on the radio, and to work with out advertising consultant Candace McKinley.

MOTION: MOVED BY MARGARET SPRECHER, SECONDED BY JOHN LOVE TO ADOPT A FRED MEYER-COKE DAY FOR THURSDAY DURING THE FAIR. MOTION CARRIED.

The Fair Board insisted that Hesse review ads before they are published.

HOTEL/
MOTEL TAX

Hesse has talked with County Counsel John Junkin concerning a charge made by Marge Post to the County Fair portion of the Tax for a chamber brochure. Junkin does not think Mrs. Post can access that charge to the fairgrounds. A follow-up letter will be forthcoming. The City of Beaverton is also checking into the charges.

INSURANCE

The Board reviewed a letter from the Leonard Adams Company thanking Hesse for advising them of several new activities on the fairgrounds. The company strongly suggests the Board obtain release forms for motocross and rodeo events where minors are participating and to advise the company when the grounds are used for receptions and other small private parties.

CHAMBER OF
COMMERCE

Jerry Boyer and Bob Herb attended the meeting to request use of the fairgrounds to run a destruction derby in order to raise funds for the Hillsboro Chamber of Commerce. Boyer having served on the Fair Board is aware of the destruction derby's revenue potential. The Chamber would like to hold their derby on September 11 or 18, and it would be advertised as a benefit for the Chamber.

Boyer is aware of the impact of running three derbies in one year. The Chamber requests rental of necessary facilities and permission to ask the Destruction Derby Committee to help run the event. The Chamber will provide all manpower needed beyond the derby committee.

The Fair Board is concerned about the weather variable in September, the risk involved for the Chamber, and the over use of volunteers including the Derby Committee, ambulance, fire department, and security. Boyer assured the Board that the derby would be a one time shot to help the Chamber correct a shortfall in their budget. Boyer stated the Chamber would be pleased to earn \$2,000 on the event.

Staging a destruction derby is complex, but Boyer assured the Board they would not be involved in running the derby. Of course, the Chamber will draw on Hesse's experience and knowledge of putting together a destruction derby.

Speer pointed out the risk involved for the Fair Board. The possibility of burning out the Destruction Derby Committee and other community groups without which a derby would not be possible. There is no way the Board can tell if it will have an impact on "next year's" spectators. The board wanted it clearly understood the fairgrounds would be available on a one time only basis only. No additional requests for a destruction derby will be honored.

The Chamber will need a decision tonight or tomorrow in order to complete preparation in time for the derby. Chairman Colegrove will call Boyer tonight and let him know the Board's decision. The Board thanked Boyer and Herb for attending the meeting.

CITY OF
HILLSBORO

The Board reviewed a letter from David Lawrence, City of Hillsboro Planning Director, apologizing for their failure to send the Board a copy of the public notice for a portion of land near the fairgrounds requesting a zone change to "Fairgrounds Commercial" zone (which was granted). The Planning Department did send a notice to the Washington County Administrative Offices but not to the Fair Board. The Board found out about the zone change from the Port of Portland.

MAINTENANCE

Director Hesse and Swan met with Maintenance Supervisor Russ Dyche to urge him to set goals and better organize the outdoor work schedule. Both felt the meeting was positive. The Board reviewed a list from Dyche of the major projects to be completed before the fair.

M.E. BLDG.
ROOF

Hesse and County Counsel Junkin are still awaiting response from Duyck's attorney Daniel McCabe.

MEETINGS

The Board decided to meet at 10 a.m. in the Sheriff's Building each day of the fair. There will be a sign-in board in the office to let staff know when each member is on the grounds. The Sheriff's Building will be used for Board members and their families and V.I.P's attending the fair. Bentley will assemble a complete set of fairgrounds keys for each Board member.

The purpose of the Board meetings each day is to deal with any problem situations and to outline the day's activities. On Wednesday of the fair the Board will need to help with the destruction derby starting about 1:30 p.m. The Board usually meets informally around 8 p.m. each evening to sign premium checks, make bank deposit, etc. A couple of Board members need to be on hand each night to turn off lights and close up the grounds. Hesse urged the Board to stay in touch with the Home Arts Superintendents.

- ZONE** The Board of County Commissioners are looking into the legal ramifications of leasing a portion of the fairgrounds; therefore, zone change progress has slowed up a bit. The Board reviewed county correspondence dated April 4, 1978, concerning ownership of the county fairgrounds. In the correspondence County Administrator Dan Potter states the County does own the property.
- PREMIUM BOOK** Hesse reported the new tab style premium book has been well received by the community. The "Times" is still considering a special fair tab to come out a week before the fair.
- ADVERTISING** The advertising for the fair is coming along very well. Candace McKinley is doing a wonderful job.
- COMMERCIAL SPACE** Hesse reported the commercial exhibit space is sold out, but a few booths may be added to lower traffic areas.
- DECORATIONS** Fair Board and staff members will be working Sunday afternoon, August 8, to put up grounds decorations for the fair.
- DESTRUCTION DERBY** The Board reviewed a financial recap of the July 4 destruction derby. Hesse thanked Love for donating strawberries for the shortcake and thanked all Board members and their families for helping run a successful event.
- MOTION: MOVED BY MIKE SWAN, SECONDED BY HOMER SPEER TO POST SIGNS ON THE FAIRGROUNDS AND NEAR THE GRANDSTAND STATING "NO GLASS CONTAINERS OR ALCOHOLIC BEVERAGES ALLOWED INSIDE FAIRGROUNDS." MOTION CARRIED.
- SECURITY** The City of Hillsboro Police Department will provide security for the 1982 fair at the same price as 1981.
- VOLUNTEER AWARDS** The local newspapers did run articles concerning nominations for the Volunteer Appreciation Awards. To date Hesse has received three business nominations and two adult nominations.
- CAMPING AREA** Hesse reported 21 steel posts have been installed by Ken Leahy and Fred Boyles to serve as barriers for the county fair exhibitor camping area.
- LONG-RANGE UPDATE** The Board reviewed the strategies Hesse added to the Board's objective for long-range planning of fairgrounds growth and activities.
- BUILDING DEDICATION** The Board reviewed an invitation list for the Cloverleaf Community Building dedication to be held opening day of the fair, August 10, at 6 p.m. Because opening day of fair is so hectic, the Board decided not to have a reception following the dedication.
- DETOUR** The City of Hillsboro paved the rock detour on the fairgrounds utilized for construction of the 28th and 25th street extension. The detour is paved 25' wide with three speed bumps 4' wide.
- NEWSPAPER CLIPPINGS** The Board noted an article printed in the "Argus" June 24, 1982, about Chairman Colegrove's involvement on the Fair Board. The Board also noted newspaper article stating the Hillsboro Chamber's intention to hold a destruction derby.
- SURVEY** MOTION: MOVED BY MIKE SWAN, SECONDED BY MARGARET SPRECHER TO DECLINE PARTICIPATION IN A COUNTY SURVEY WITH MOORE INFORMATION, INC. MOTION CARRIED.

The Board agreed that fall may be a better time to participate in a survey.

CHAMBER OF
COMMERCE

The Board discussed at length the positives and negatives of allowing the Chamber of Commerce to utilize the fairgrounds for a destruction derby. The Board's main concern is having the Chamber utilize the same group of people as the Fair Board does to run the event; will these volunteers get "burned out?"

MOTION: MOVED BY MARGARET SPRECHER, SECONDED BY HOMER SPEER TO APPROVE THE HILLSBORO CHAMBER OF COMMERCE'S REQUEST TO RUN A DESTRUCTION DERBY ON SEPTEMBER 11 ON A ONE TIME BASIS ONLY WITH THE CHAMBER FOLLOWING GUIDELINES USED BY THE FAIR BOARD. MOTION CARRIED.

Hesse suggested a \$250 cleaning deposit, \$450 rental of grounds and concession stand, Chamber to pay garbage, and a deposit for use of P.A. equipment.

Meeting adjourned at 8:55 p.m.

Respectfully submitted,

Valerie Bentley