

WASHINGTON COUNTY FAIR

Minutes of a Special Meeting Held June 26, 1974

CALL TO ORDER
AND ATTENDANCE

Fair Board Chairman, Jim Springer called the special meeting to order at 8:09 at the Fair office with the following Board and Guests in attendance:

BOARD

Joe VanDyke
Joe Evers
Jim Springer
Ralph Holland
Dr. Ken McGough
Dick Jossy
Ed Ball
Addy Hesse

GUESTS

Dave Sweitzer, Lawton & Associates Advertising Firm
John Schmitz, Lawton & Associates Advertising Firm
Dan Mevis, Active 20/30 Club

UPDATE ON 1974
FAIR PROMOTION

Dave Sweitzer and John Schmitz presented an updated report on promotion for the 1974 FAIR AND DIAMOND RODEO. Sweitzer said two different approaches to the 1974 campaign will be tried to increase gate receipts. 1. Advertising and publicity geared to the city dweller living in the East end of the County (estimated at quarter million). 2. Heavy promotion of the Rodeo as it is unique to our Fair. Proposed ads, billboards and radio spots were presented to the Board. Only change to be made will be - Hillsboro Fairgrounds to Washington County Fairgrounds across from the Hillsboro Airport. Discussion was held about using a hot air balloon for impulse advertising. Cost estimated to be \$400. As the cost of the hot air balloon could not be covered in the allowed budget it will not be used for the 1974 Fair.

PEPSI DAY
ENTERTAINMENT

Fair Manager Jossy reported that at a luncheon meeting June 25 with Gorham Nichols, Pepsi-Cola Bulk Sales Manager, Pepsi will print and distribute 250,000 coupons (1/2 price gate admission, carnival rides 5 for \$1, and drawing for five weiner pigs or comparable value), tag on 400 radio spots and provide Judy Bochenski (table tennis champion who played in China) to demonstrate or play with contestants at the Fair. Pepsi Day will be Thursday, August 1, as well as youth physical fitness day which will be put on by the staff of Tualatin Hills Park and Recreation District.

FAIR ENTERTAINMENT

Allan Shearer will coordinate an evening variety show Wednesday and Thursday, July 31 and August 1. Helen Wick Walters will coordinate the amateur talent show for afternoons on Wednesday and Thursday.

BUDGET REQUEST
APPROVED - \$38,229

According to Fred Leutwyler, Washington County Director of Finance and Administration, the Fair Board's request for \$33,229 (Capital Improvements) and \$5,000 for maintenance has been approved and adopted by the Board of County Commissioners.

NEGOTIATIONS WITH THE CITY OF HILLSBORO The Fair Board will ask the City of Hillsboro for a firm commitment on drainage by fall of 1974. Jossy will meet with the Park & Recreation Board soon as we have the drainage funds available.

LONG-RANGE PLAN Best avenue of hiring a long range planner was discussed. Jossy asked for suggestions on the procedure that should be followed. It is desirable to have a planning firm hired or at least choices narrowed down before the 1974 Fair and rodeo. Jossy will visit with City Managers of Hillsboro and Beaverton about several firms who have indicated an interest in the job.

ACTIVE 20/30 CLUB REQUESTS Dan Mevis representing the Active 20/30 Club asked if the Board would approve subletting the sale of Rodeo program to a youth group. Financial arrangement suggested by Mevis was as follows: 1,000 programs to be printed and sold at 75¢ each would produce and income of \$750.00. If all program could be sold \$320.00 total profit could be realized. Split would be \$50.00 for Active 20/30, \$50.00 for Fair Board and \$220.00 for the Youth Group. It is doubtful that all programs can be sold.

MOTION. MOVED BY DR. MCGOUGH, SECONDED BY JOE EVERS TO ALLOW ACTIVE 20/30 CLUB TO ENTER AN AGREEMENT WITH A YOUTH GROUP TO SELL RODEO PROGRAM WITH THE UNDERSTANDING THAT THE GROUP IS AWARE OF HOW PROFITS WILL BE DIVIDED. M.C.

GROUND'S REPORT Ed Ball said that we are still waiting for posts to repair the corral. Ball asked if the horse stalls would be repaired by the Fair crew or 4-H Horse Groups. Manager Jossy will visit with Jerry Boyer of the 4-H Advisory Board.

APPROVAL OF MINUTES MOTION. MOVED BY JOE EVERS, SECONDED BY DR. KEN MCGOUGH TO APPROVE THE MINUTES AS PRINTED. M.C.

ACKNOWLEDGEMENT OF LETTER FROM IAHA The International Arabian Horse Association acknowledged receipt of the letter written regarding Bob Martin and Expo fund problems. Martin will be given an opportunity to reply with a detailed explanation in writing. After this the Ethics Practices Review Board will determine whether or not a hearing should be held.

4TH OF JULY PARADE Joe VanDyke told the Board that he had received a financial offer for the use of his horses that he could not turn down and therefore would not represent the Fair & Diamond Rodeo in the Happy Days 4th of July Parade in Hillsboro. The Fair will not have an entry in the parade.

JULY 10, 1974, BOARD MEETING The next regular meeting of the Fair Board will be held July 10 at 8:00 p.m. at the Fair office.

ADJOURNMENT Jim Springer adjourned the meeting at 11:40 p.m.

Respectfully submitted,

Adeline Hesse

Adeline Hesse, Office Manager
Washington County Fair

Washington County Fair Board
Agenda

June 26, 1974
8:00 p.m.

1. Guests
 - A. 8:10 - Lawton & Associates, update on promotion
2. Fair Plans
3. Long-Range Plan
4. Grounds Report (Ed Ball)