

M I N U T E S
Washington County Fair Board

Minutes of a regular meeting of the Washington County Fair Board held June 3, 1981, in the Fairgrounds office beginning at 7:40 p.m.

ATTENDANCE	<u>Fair Board</u>	<u>Director & Staff</u>	<u>Guests</u>
	Jerry Boyer	Adeline Hesse	Jim Cochell, Oregon Skate
	Charles Colegrove	Valerie Bentley	Ken Brown, KUIK
	Jerry Pflug		
	Mike Swan		

BICYCLE MOTOCROSS Jim Cochell of Oregon Skate would like to build a bicycle motocross track in the southeast corner of the fairgrounds near the City ballpark. Mr. Cochell gave the Board a handout explaining the American Bicycle Association. The track would be ABA sanctioned. Racers would pay an entry fee and receive points for racing. All participants are required to join ABA which includes insurance coverage. Cochell explained that Oregon Skate has recently expanded to BMX bicycles.

The Board reviewed a letter from Russ Sterenberg, Director of the Hillsboro Parks & Recreation Department. The Hillsboro Park Commission had no objections to motocross events in the suggested area, but the Commission did express concern about parking, access to site, liability and reactions of nearby property owners. The Commission feels that bicycle motocross is a worthwhile activity for youth but thinks a more suitable site can be found either at the fairgrounds or somewhere else in the Hillsboro area.

Boyer pointed out the only problem with the proposed site may be access. The only noise would be spectator noise--the actual racing will not be noisy. Boyer suggested meeting with Sterenberg to better define the Park Commission's concerns.

Cochell is looking for a suitable area for the minimum amount of rent. He has access to equipment to build the track. Kids would have access to the track all the time. Use would not be limited to races. Insurance is available through the ABA--24 hour \$1 million liability with a \$250 deductible. Cochell expects to have two ABA sanctioned races per month and by next summer three races per month.

The Board is not bound by the Park Commission's concerns, but they do want to work with the Commission as a joint community responsibility. The Board will make a decision on the bicycle track after they have met with the Park Commission.

Cochell would rather build the track at Shute Park, but Sterenberg thought it wasn't a good location because there is very little vacant land left in the city. Swan asked if the track would be a money making project. Cochell replied the bike track would be a fun thing and something to keep kids off the street. Cochell will be selling bike parts and the local bike shops will be selling bikes. Cochell has never had a problem with alcohol abuse by kids or parents. The parents seem to back the sport.

Hesse will set up a meeting with Sterenberg and a couple of Park Commission members. The Board thanked Cochell for attending the meeting.

Director Hesse noted Yvonne Sherlock, Assistant County Counsel, could not attend the meeting because she wasn't feeling well. Hesse will ask Ms. Sherlock to attend the next special Board meeting - date to be set later in the meeting.

FAIR
ADVERTISING Ken Brown, Sales Manager for KUIK radio, presented a proposal for advertising during the 1981 fair. The package total is \$1,500. The Fair Board has budgeted only \$400 for advertising with KUIK.

The package includes live broadcast from the fairgrounds each day from 10 a.m. to 2 p.m., two-way radio communication with both exhibitors and attendees, trip for two to Hawaii, and 75-60 second commercials. The time frame for the commercial would be determined by the Fair Board. Brown pointed out that additional 314 adult admissions would compensate for the \$1,100 over budget.

Chairman Boyer stated the Fair Board is looking for the greatest amount of coverage for the least money. Since KUIK is not included on the current rating chart; what would be the advantage of using KUIK compared to a higher rated station in Portland. Mr. Brown said one would pay between \$100-\$110 per commercial and would be reaching people in Eugene, Medford, and Olympia; while KUIK would reach the primary area of Washington County. The Fair Board would reach between 5,000-10,000 people through KUIK.

The Fair Board realizes the need to support a Washington County station, but they also need to get the maximum benefit from the advertising dollar. Brown feels the key to success in radio is frequency.

Hesse and Erwert met with McCoun and Brown earlier in the day. Hesse requested a proposal costing \$400, but McCoun wanted to present the \$1,100 package to the Fair Board.

The Board felt they would need to review the 1981 advertising budget further before making a decision on KUIK's proposal. Board would like to get the most for their advertising dollar. The Board will make a decision at a special meeting to be held June 22. The Board requested a proposal for \$400 which Hesse will have for the special meeting. Chairman Boyer thanked Mr. Brown for attending.

CONSENT
AGENDA MOTION: MOVED BY MIKE SWAN, SECONDED BY CHARLES COLEGROVE TO APPROVE THE MAY 6, 1981, MINUTES; THE BILLS AS SUBMITTED: AND THE FINANCIAL RECAP FOR APRIL 1981. MOTION CARRIED.

STORM
SEWER The Board expressed concern that hooking into the storm sewer at no charge was not included in the easement. At a previous meeting the City of Hillsboro did agree that the fairgrounds could hook in at no cost. It is recorded in the Fair Board minutes, but it needs to be spelled out in the easement. Hesse noted the expiration date for the temporary easement was January 1983. She did not want any problems during the 1982 fair and asked that the expiration date be changed to July 1982.

MOTION: MOVED BY JERRY PFLUG, SECONDED BY MIKE SWAN TO APPROVE THE STORM SEWER EASEMENT PROVIDING A STATEMENT IS ADDED ALLOWING THE FAIRGROUNDS TO HOOK INTO THE STORM SEWER WITH NO CHARGE. CHAIRMAN BOYER TO SIGN THE EASEMENT AFTER THE ADDITION IS ADDED. MOTION CARRIED.

Bills for Approval:

June 3, 1981

2957	Oregon Fairs Assoc.	400.00	2978	Northwest Natural Gas	38.64
2958	Full Circle	23.52	2979	GTE	130.02
2959	Chapman's	14.00	2980	Finance & Adm.	4,020.60
2960	Copeland Lumber Yards	164.35	2981	PGE	219.16
2961	Hillsboro Argus	10.16	2982	Paul Alexander	3.50
2962	J. Thayer	5.97	2983	Hillsboro Argus	60.48
2963	Argus Printing	59.25	2984	Western Farmers Assn.	75.81
2964	Baker Rock Crushing	65.52	2985	Assoc. Janitor & Paper	4.95
2965	Irelands	54.69	2986	L. H. Cobb	72.00
2966	Hillsboro Auto Parts	60.23	2987	Hinds Supply Co.	15.10
2967	Pool-Gardner Lumber	25.00	2988	Times	12.00
2968	Don's Plumbing & Heat	10.10	2989	Finance & Adm.	25.63
2969	A.W. Davis Supply	64.45	2990	Mary Stewart	46.10
2970	Hillsboro Implement	34.70	2991	Joan Erwert	200.00
2971	Finance & Adm.	2,974.25	2992	Dale Scheller	50.00
2972	Tri-County Lamb Show	100.00	2993	Templex Industries	51.50
2973	Cicero Smith	16.40	2994	VOID	
2974	Sunshine Pizza	18.20	2995	Beaverton-Aloha Rentals	110.82
2975	Dancing Dragon	15.00	2996	Laurie Watts	23.56
2976	Eastern Wear-Guard	25.00	2997		
	Transfer to Gov't Pool	7,000.00	2998	Postmaster	54.00
2977	Prier Wholesale Plumb	113.28	2999	Land Speed Insurors	250.00
			3000	Petty Cash	23.89

Hesse will return the easement to the city with the Fair Board's request.

HAPPY DAYS SCHEDULE The Board reviewed the schedule of events for the Hillsboro Happy Days. The Jaycees will have a junior rodeo this year.

MOTION: MOVED BY JERRY PFLUG, SECONDED BY CHARLES COLEGROVE TO APPROVE THE JUNE 27-JULY 4, 1981, HILLSBORO HAPPY DAYS SCHEDULE OF EVENTS. MOTION CARRIED.

FFA The Board noted a letter concerning the status of the Hillsboro FFA summer program. The program will include 44 manpower days.

Mike Swan reported on the May 19 4-H/FFA meeting at the fairgrounds . The meeting pointed out the differences between the two programs and gave direction on handling specific problems that usually arise. It's important that the 4-H Superintendents and FFA Advisors work together. The meeting opened up a line of communication.

August 1, 9 a.m., is work day for the Fair. The group will be setting up pens and stalls. Painting will come a little later after stall assignments.

AUCTION John Leffel wrote the Board concerning disbursement of the 1980 Prime Livestock Auction funds. Leffel pointed out several projects completed on the fairgrounds with auction funds. He suggested the committee keep the funds instead of turning them into the Board and immediately asking for them back. He also noted auction activities will be starting soon.

The Board felt that in order to stay within the standard accounting procedures, the money should be logged in and out of the fair books.

MOTION: MOVED BY MIKE SWAN, SECONDED BY CHARLES COLEGROVE TO DEPOSIT THE PRIME LIVESTOCK AUCTIONS FUNDS AND REISSUE THEM TO THE COMMITTEE. MOTION CARRIED.

Director Hesse will write or call Leffel advising him of the Board's action.

ZONE CHANGE Jerry Boyer reported that the Hillsboro City Council rescheduled the Fairgrounds Commercial Zone decision to their next meeting June 16, because no one representing the fairgrounds attended the June 2 meeting.

MAINTENANCE SUPERVISOR Hesse introduced Cicero Smith, temporary maintenance supervisor. Formerly Mr. Smith was the head of Wolf Creek Water District. Hesse is very pleased with Mr. Smith. He is doing an excellent job with a difficult loose-end situation of the maintenance crew.

BLEACHERS Work day for bleacher construction is Saturday, June 20, beginning at 9 a.m. Hesse urged the Board to come and help out.

COMMISSIONERS Hesse suggested the Board meet informally with the Board of County Commissioners. Pflug suggested sending the Commissioners a letter of appreciation instead of getting together. Boyer felt it would be a good idea to meet with the Commissioners and to establish a personal rapport. Sometime between July 4 and the Fair would be a good time to meet. The Fair Board is too busy during the Fair to meet with them.

The Board agreed they would like to thank the Commissioners for their support and expose them to the fairgrounds. Director Hesse will invite the Commissioners to the fairgrounds on August 5 at 4:30 or 5 p.m. for an informal barbeque and tour of the grounds. Each Fair Board member will contact a Commissioner with a personal invitation.

HOTEL/
MOTEL TAX

Hesse reported the Board of County Commissioners have approved an increase in the Washington County hotel/motel tax to 8 percent with a full 1 percent dedicated to the fairgrounds. Hesse has been working on this project for many years. The Board highly commended Hesse for her diligence. Anticipated revenue \$110,000-\$120,000 per year.

SCOTT

The Board noted Michael Scott's trailer was removed from the fairgrounds on May 14.

PREMIUM
BOOK

The 1981 Washington County Fair Premium Book will be distributed to businesses throughout the county on Thursday, June 4.

LIVESTOCK
BARN

Green Gables has located a framer to work on the livestock barn. Contracting with a private framer will enable Green Gables to build the livestock barn for \$28,000.

MOTION: MOVED BY MIKE SWAN, SECONDED BY CHARLES COLEGROVE TO ACCEPT GREEN GABLES DESIGN & RESTORATION, INC.'S BID TO CONSTRUCT A LIVESTOCK BARN BY JUNE 30 FOR \$28,000; EXCAVATION AND ASPHALT WORK TO BE DONE BY OTHERS, BID TO INCLUDE 200 AMP SERVICE WITH OUTLETS AND FLORESCENT LIGHTS. MOTION CARRIED.

Construction is due to start Thursday depending on the weather. Target date for completion of the building is June 30.

HOUSE BILL

House Bill 2382 has passed the House and Senate and is waiting for the Governor's signature. Washington County Fair's 1981 share of the \$112,000 apportionment will be raised to \$11,350 from \$3,951; an increase of almost \$8,000. The premium amount will change every year.

ADVERTISING

The Board discussed KUIK's proposal for radio advertising. Jerry Pflug feels the Board should advertise using as many carriers as possible. He feels we should try to reach a wider audience than just Washington County. Pflug also suggested television advertising. Hesse pointed out that our advertising budget isn't large enough to buy any TV time. Pflug asked Hesse to call Ted Bryant of KOIN-TV to check into TV advertising. The Fair Board may be able to get some Public Service time. Mike Swan reported his FFA kids called and got Public Service announcements about their donkey basketball game.

Hesse will invite all the local TV stations to cover the Fair's rodeo and destruction derby. Hesse does send out numerous news releases and press passes. The Board decided not to contact Faces & Places because of the lag in production time.

The Board questioned advertising in the Oregon Voters Digest. Hesse stated all Oregon fairs advertise in the Voters Digest. She thinks it's good to keep the legislators familiar with the Washington County Fair.

KYTE and KB101 have made a commitment to advertise for the fair. The Board agreed to approve the 1981 Fair Ad Campaign except for the Radio section pending a decision on KUIK's proposal. The Board does feel it would be wise to advertise with more than one station.

PREMIUM
BOOK

Total advertising sales for the 1981 Premium Book are \$5,675 while the total 1980 sales were \$4,700. According to Joan Erwert the increase is due to a doubling of sponsorships and an increase in the price of certain ad sizes. Erwert urged Board members to patronize the businesses who have advertised in the Premium Book.

The Board commended Erwert for doing an excellent job on the Premium Book.

SECURITY

Hesse reported the Hillsboro Police dog masters and their dogs have been hired for \$800 to provide security for the 1981 fair.

VACATION

Hesse stated she will be on vacation June 15, 16, & 17. (Vacation cancelled) The Board felt if Hesse takes a vacation, she should not be attending night meetings during vacation time.

RODEO
DANCE

Hesse announced tickets are available for the Washington County Rodeo Fund-raiser Dance, June 5, 8 p.m., at the Hillsboro Armory.

DESTRUCTION
DERBY

The Board will have a walk-through of Destruction Derby responsibilities at the special Fair Board meeting June 22. Hesse will ask Destruction Derby Committee Chairman Joel Lewellen to attend the meeting.

NEXT
MEETING

The next regular meeting of the Fair Board will be Wednesday, July 8, at 4:30 p.m. at the Fairgrounds office. The Board will have a special meeting on Monday, June 22, at 4:30 p.m. at the Fairgrounds office.

Meeting adjourned at 9:15 p.m.

Respectfully submitted,

Valerie J. Bentley

A G E N D A

WASHINGTON COUNTY FAIR BOARD
Regular Meeting Wednesday, June 3, 1981
Fairgrounds Office 7:30 p.m.

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 prior to the Board's discussion and decision. It is respectfully requested that those addressing the Board state their name for the record.

7:30 p.m. - Jim Cochell, Oregon Skate
Correspondence from City of Hillsboro enclosed

8 p.m. - Yvonne Sherlock, Assistant County Council
Enclosure
- *3. Minutes from May 6, 1981, meeting for approval (enclosed)
- *4. Bills for approval (enclosed)
- *5. Financial Recap for April 1981 (enclosed)

* Consent Agenda: Any item may be removed for separate consideration upon request by any member of the Board or anyone from the audience.
- MOTION: MOVE THAT ALL CONSENT AGENDA ITEMS BE APPROVED.
6. Board Action. Storm sewer easement from City of Hillsboro (enclosed). Need Board approval and Chairman's signature.
7. Board Action. Schedule of events for Hillsboro Happy Days (enclosed).
8. Correspondence:
 - A. Letter on the status of the Hillsboro FFA summer program.
 - B. Report from Swan and Colegrove on 4-H/FFA meeting held May 19, 1981. (Enclosures)
 - C. Letter from John Leffel discussing disbursement of auction sale funds.
9. On May 26 the Hillsboro Planning Commission at a public hearing moved to forward to the Hillsboro City Council a recommendation to create a Fairgrounds Commercial Zone. The Commission recommended conditional use for commercial offices and retail stores. The City Council meeting will be held Tuesday, June 2. (Enclosure)
10. Report on maintenance staff. Introduce Mr. Smith, temporary Maintenance Supervisor.
11. Work party on bleacher construction to be announced.

12. Would the Fair Board like to meet with the Board of Commissioners for a general update session? When? Possible topics: Comprehensive plan change, dedication of funds from leasing 8.5 acres of fairgrounds property, hotel/motel tax, a thank you to the Commissioners, etc. The Fair Board can never do enough public relations work with the Commissioners.
13. Informational:
- A. Hotel/motel tax of 1 percent will be dedicated to the Fairgrounds as soon as the Board of Commissioners sign the Resolution & Order. Income anticipated \$110,000 to \$120,000. Must go to the vote of the people in November 1982.
 - B. Scott's trailer was removed from the Fairgrounds on May 14.
 - C. Premium Book distribution is scheduled for Thursday, June 4.
 - D. Green Gables was unable to reduce cost of proposed livestock barn to the amount the Fair Board requested. The main problem is staying within the law by paying union wages, presenting a bid bond and performance bond. I am working with Green Gables to recruit a private bidder.
 - E. House Bill 2382 has passed the House and Senate and is on the Governor's desk waiting for his signature. Washington County Fair's 1981 share of the \$112,000 apportionment will be raised to \$11,350 from \$3,951.
 - F. Fair advertisement program schedule enclosed.
 - G. Ad sales for premium book final report enclosed.
 - H. Hillsboro Police dog masters and their dogs have been hired to provide security for the 1981 fair.
 - I. Hesse is tentatively planning a three day vacation June 15, 16 & 17.
 - J. Tickets are available for the Washington County Rodeo Fundraiser Dance, June 5, 8 p.m., at the Hillsboro Armory, enclosed.

14. Final commitments for July 4 Destruction Derby from DeLashmutt and Colegrove families.

Pit Gate, 11 a.m.

- 1. Jerry Pflug
- 2. Jay Bentley

Ticket Sellers, 1-5 p.m.

- 1. Addy Hesse
- 2. Sandy Boyer

Ticket Takers, 1-5 p.m.

- 1. Russ Dyche
- 2.
- 3.

Announcer

- 1. Jerry Boyer

Concession

Laurie Watts, Coordinator
and runner

Cashier

- 1. Janet Holland

Concession

- 1. Valerie Bentley
- 2. Heidi Hesse
- 3. Holly Hesse
- 4. Al Joseph
- 5. Mrs. Lewellen
- 6. Elizabeth Pflug
- 7.
- 8.
- 9.
- 10.

Potluck for Crew

- 1. Addy Hesse
- 2. Valerie Bentley

Arena Work

- 1. Ralph Holland
- 2. Bill Hesse

15. Next Fair Board meeting is Wednesday, July 8, beginning at 4:30 p.m.

** If you are unable to attend or will be late, please call 648-1416.