

# **NOTICE OF MEETING**

**Washington County Fair Board  
Washington County Fair Complex  
873 NE 34<sup>th</sup> Avenue  
Hillsboro, OR 97124  
Cloverleaf Building  
Wednesday, January 5, 2010  
4:30 p.m.**

The Washington County Fair Board will hold its regular monthly meeting on Wednesday, January 5th, 2011 at 4:30 p.m. at the Washington County Fair Complex Cloverleaf Building, located at 873 NE 34<sup>th</sup> Ave, Hillsboro OR 97124.

Meetings are recorded.

Agenda & Meeting Procedures are attached

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In compliance with the Americans with Disabilities Act (ADA), this material, in alternate formats, or special accommodations for the meeting, will be made available by calling (503) 648-1416 at least 48 hours prior to this meeting.

# FAIR BOARD MEETING PROCEDURES

## Washington County Fair Board of Directors 873 NE 34<sup>th</sup> Avenue, Hillsboro, OR 97124

### Fair Board

Don McCoun, President  
Betty Atteberry, Vice President  
Andy Duyck, Board Member

Dan Logan, Board Member  
Matt Pihl, Board Member

Bill Ganger, Board Member  
Scott Nelson, Board Member

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The Washington County Fair Board is comprised of seven members appointed by the Board of County Commissioners. Each Fair Complex Board member is appointed for a three-year term.

The primary function of the Fair Board is to oversee the planning, preparation and production of the annual County Fair.

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All meetings are recorded.

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### Current Meeting Schedule

Unless otherwise noted, Fair Board Meetings are held the first Wednesday of every month at 4:30 p.m. at the Washington County Fair Complex, 873 N.E. 34th Avenue, Hillsboro, Oregon 97124.

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### Regular Business Meetings

Regular business meetings are the time during which the Fair Board will consider the items published in their Board Agenda at the times noted above.

Generally, Board Meetings are scheduled to last no longer than two hours. At the discretion of the Board Chair, agenda items may be deferred to a later date if more discussion or consideration is required.

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### Quorum

To take formal action on any agenda item, at least four (4) Board members must be present. Once a quorum is established, at least a majority of these members present must vote in the affirmative to move an action or motion. The Board can still conduct business and discuss agenda items without a quorum present. However, no formal action can take place until a quorum of the Board is in attendance.

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## **Once the Regular Business Meeting Begins**

The Fair Board's formal meetings typically include the following elements:

1. **Call to Order:** At the start of the Board meeting, the Chair (or Vice Chair) of the Board will call the meeting to order. All matters noticed and listed on the agenda, in any category, may be considered for action in any order at the discretion of the Board Chair. Items not so noticed may be discussed at the discretion of the Board Chair, but cannot be considered for action.
2. **Oral Communications 1:** This is the time when members of the audience may step forward to address the Board. This opportunity is time-limited to two (2) minutes per individual. The maximum time for this Oral Communications period is ten (10) minutes. Another (longer) oral communication opportunity is available at the end of the agenda for those who need longer than two minutes. Speakers may select only one oral communications opportunity. Those providing written testimony are requested to provide 10 copies.
3. **Consent Agenda:** The items on the Consent Agenda are considered routine and will all be adopted in one motion unless a Board member requests, before the vote on the motion, to have the item considered separately. If any item is removed from the Consent Agenda, the Chair will indicate when it will be discussed in the regular agenda.
4. **Regular Agenda Items:** Unless otherwise noted, regular agenda items will follow in the order listed on the agenda.
5. **Oral Communications 2:** As noted above, this is the second opportunity for the public to address to Board if more than two (2) minutes is needed. This opportunity is time-limited to five (5) minutes per individual. The maximum opportunity for this Oral Communications period is thirty (30) minutes.
6. **Adjournment:** At the conclusion of the items on the Board's agenda, the Board Chair will formally conclude the Board's regular business

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## **Meeting Protocol**

The Fair Board welcomes public attendance and participation at its meetings. Anyone wishing to speak on an agenda or non-agenda item at a regular business meeting should feel free to do so. In doing so, the Board asks that the following guidelines be observed:

1. Please follow sign-in procedures located on the table by the entrance to the meeting room.
2. When your name is announced, please be seated at the table in front and state your full name, address and organization represented, if any, for the record.
3. Groups or organizations wishing to make a presentation are asked to designate one spokesperson in the interest of time and to avoid repetition.

4. When more than one citizen is heard on any matter, please avoid repetition in your comments. Careful attention to the previous speaker's remarks will be helpful in this regard.

# **Washington County Fair Board Meeting Agenda**

Washington County Fair Complex  
Cloverleaf Building  
Wednesday, January 5, 2011  
4:30 p.m. to 6:00 p.m.  
873 NE 34<sup>th</sup> Avenue, Hillsboro, OR 97124

## **Fair Board**

Don McCoun, President  
Betty Atteberry, Vice-President  
Scott Nelson, Board Member

Bill Ganger, Board Member  
Dan Logan, Board Member

Matt Pihl, Board Member  
Andy Duyck, Board Member

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### **A. Call to Order**

### **B. Consent Agenda – Action Required**

The items on the Consent Agenda are considered routine and will all be adopted in one motion unless a Board member or person in the audience requests, before the vote on the motion, to have the item considered separately. If any item is removed from the Consent Agenda, the President will indicate when it will be discussed in the regular agenda. Consent Agenda items are:

1. December 2010 Fair Board Minutes
2. Other, if any – None

### **C. Oral Communications I**

This is the time when members of the audience may step forward to address the Board. This opportunity is time-limited to two (2) minutes per individual. The maximum time for this Oral Communications period is ten (10) minutes. Another (longer) oral communication opportunity is available at the end of the agenda for those who need longer than two minutes. Speakers may select only one oral communications opportunity. Those providing written testimony are requested to provide 10 copies.

### **D. Reports**

1. Financial Report
2. 4-H Report, if any
3. Other, if any

### **E. Old Business**

1. Strategic Plan & Work Session
2. 2011 Fair Update
3. Policy Updates
4. Other, if any

### **F. New Business**

1. Election of Officers
2. Other, if any

### **G. Other Matters of Information**

1. County Administrative Office Update
2. Other, if any

### **H. Oral Communications II**

As noted above, this is the second opportunity for the public to address to Board if more than two (2) minutes is needed. This opportunity is time-limited to five (5) minutes per individual. The maximum opportunity for this Oral Communications period is thirty (30) minutes.

### **I. Adjourn**

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**Minutes**  
**Washington County Fair Complex Board**  
**Wednesday, December 8, 2010**

**Convened:** 4:30 pm

**FAIR COMPLEX BOARD:**

President Don McCoun  
Vice President Betty Atteberry  
Board Member Dan Logan  
Board Member Andy Duyck - Absent  
Board Member Bill Ganger  
Board Member Matt Pihl  
Board Member Scott Nelson - Absent

**STAFF:**

Leah Perkins-Hagele, Fair Complex Manager  
Rod Rice, Deputy County Administrator

**A) Call to Order**

- 1) President McCoun called the meeting to order at 4:36 p.m. and welcomed guests. McCoun introduced the Fair Board and staff and noted that Board Member Logan is on his way and Board Members Nelson & Duyck are excused.

**B) Consent Agenda**

- 1) **Board Member Atteberry moved to approve the Consent Agenda. 2<sup>nd</sup> by Board Member Ganger. Motion carried 4-0.**

**C) Oral Communications 1** - President McCoun opened Oral Communications. Hearing none, closed.

**D) Reports**

- 1) **4-H Report** – None
- 2) **Financial Report** – Fair Manager Perkins-Hagele gave an update on the financial position of the Fair. Board Member Pihl noted that the personnel costs budgets to actual cells were not calculating correct.

**Motion by Board Member Pihl to accept the financial report as corrected. 2<sup>nd</sup> by Board Member Atteberry. Motion Carried 4-0.**

- 3) **Other, if any** - None

**E) Old Business**

- 1) **Strategic Plan** – Board Member Atteberry explained to the board that she, board member Nelson and staff met and came up with the draft strategic plan. Atteberry went over the goals and actions. Fair Manager Perkins-Hagele explained that the goals needed to be prioritized and given a deadline and come up with a plan for benchmarks and success review. Perkins-Hagele also noted that this document is required by the MOU. (Board Member Logan joined meeting in progress). Board Member Pihl stated that this is a good template, it's not burdensome. Pihl then asked what the course will be. Board Member Logan suggested a work session. Pihl agreed. Perkins-Hagele stated that she would get it scheduled. Logan asked for a facilitator. Deputy County Administrator Rice agreed that the draft plan is solid work and suggested that Annette Evans, the facilitator from the FAC meeting, may be available.
- 2) **Policy Updates** – Deputy County Administrator Rice requested that the board consider 6 policies.
  - a) **Policy 103 - Motion by Board Member Atteberry to rescind old policy 103 and adopt new policy 103. 2<sup>nd</sup> by Board Member Logan. Motion carried 5-0.**

- b) **Policy 106 – Motion by Board Member Ganger to rescind old policy 106 and adopt new policy 106. 2<sup>nd</sup> by Board Member Atteberry. Motion carried 5-0.**
- c) **Policy 205 – Motion by Board Member Logan to amend policy 205 including rescission of recitals. 2<sup>nd</sup> by Board Member Pihl. Motion Carried 5-0.**
- d) **Policy 206 – Motion by Board Member Atteberry to rescind old policy 206 and adopt new policy 206. 2<sup>nd</sup> by Board Member Pihl. Motion Carried 5-0.**
- e) **Policy 207 – Motion by Board Member Logan to rescind current policy 207 and adopt policy 207 as presented. 2<sup>nd</sup> by Board Member Atteberry. Motion Carried 5-0.**
- f) **Policy 208 – Motion by Board Member Atteberry to rescind old policy 208 and adopt new policy 208. 2<sup>nd</sup> by Board Member Pihl. Motion Carried 5-0.**

Rice told the board that in two weeks he would send an e-mail with four (4) additional policies for the board to consider in January. Board Member Logan requested a policy on creating policies.

- 3) **2011 Fair Updates** – Fair Manager Perkins-Hagele gave an update on a few things for the 2011 Fair. Perkins-Hagele requested the board provide direction on Thursday night’s arena entertainment. The options are the Knights of the Realm event or to search out another type of motorsports event or something else like a horse event. Pihl said he thought the Knight event was a good idea, as well as President McCoun and Vice-President Atteberry. Perkins-Hagele also reported that she is attempting to secure a dog style event for the plaza since it had been a few years since the very popular dock dog’s event. Lastly, Perkins-Hagele reported that she will be meeting with an independent contractor to possibly do grant writing for the Fair.

- 4) **Other, if any** – None

**F) New Business**

- 1) **Other, if any** – None

**G) Other Matter of Information**

- 1) President McCoun commented on the great article from the Executive Director of the Western Fairs Association, it was like reading about Oregon. McCoun also noted that Don Johnson, a long time Oregon Timber Man died. He had been on the Fair Board, Rodeo Board and supporter of 4-H & FFA.
- 2) County Administrative Update – Deputy County Administrator Rice reminded board members of the December 14<sup>th</sup> dedication of Veterans Way. Rice reported that the negotiations on the land swap are still underway and that the area north and west of the Main Exhibit Hall will have work done soon for greater flexibility for staging of events and the new carnival.
- 3) Board Member Ganger stated that it is imperative that this meeting always be the first Wednesday of the month and never be moved to another date. If board members can’t make it, they miss the meeting. If staff is not available someone else needs to sit in. If the meeting has to be moved, it should just be cancelled and that a policy needs to be created for this. Board Member Pihl stated he is not sure if a policy is needed, but there needs to be a compelling reason to change a meeting date. Board Member Logan stated that if it had already been published it cannot be changed and it should not be discretionary. President McCoun noted that it seldom happens.
- 4) Fair Manager Perkins-Hagele reported that the Oregon Fairs Association meeting is forthcoming and requested the board provide information on what days they plan to attend.
- 5) Board Member Logan asked if the board packets are on-line. Perkins-Hagele reported yes. Logan asked when the review with the Board of County Commissioners was happening. Deputy County Administrator Rice reported that it is up-coming, likely to be February.

**H) Oral Communications 2–**

- 1) **Tom Black, Booster Vice President.** Mr. Black asked if the business plan and the strategic plan are the same thing. Black stated that they need to know what is available for funding. Black noted that the OFA convention is upcoming as well as new officers in January. Black reported that at last years OFA convention the Fair Manager and the President made all the decision on acts. Black stated that he needs to know who is authorized to make decisions and what others will be authorized to make decisions on

acts. Black stated that last year a homegrown pony-ride was passed over for another pony-ride and home grown acts should be chosen. Black reported that he will be attending the OFA convention, but he does not have a say on acts. Black also stated that he would like to see a farm rodeo and a country dance; it would provide a country flavor to the Fair. Black also stated that an exhibit on the history of the Fair should be done. Black stated that the board needs to get people involved and develop a bridge back to the community.

**I) Adjourn**

- 1) With no further business before the Board, President McCoun adjourned the meeting at 6:07 p.m.

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**Leah Perkins-Hagele**  
**Recording Secretary**

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**Don McCoun**  
**Board President**



**County of Washington**

**Washington County Fair Complex  
873 NE 34<sup>th</sup> Avenue  
Hillsboro, Oregon 97124  
Phone: (503) 648-1416  
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www.faircomplex.com**

## **FAX MEMORANDUM**

**Date:** January 3, 2010

**To:** Washington County Fair Board

**From:** Leah E. Perkins-Hagele, Fair Complex Manager

**Re:** Financial Report

Attached are the Year-To-Date Financials for Fiscal Year 10/11 for the Fair Program.



**Washington County**

**Monthly Financial Report**

Washington County

Fund=200 (Fairplex), Program=981010 (Annual County Fair)

<i>Account</i>	<i>JUL-10</i>	<i>AUG-10</i>	<i>SEP-10</i>	<i>OCT-10</i>	<i>NOV-10</i>	<i>DEC-10</i>	<i>JAN-11</i>	<i>FEB-11</i>	<i>MAR-11</i>	<i>APR</i>
<b>Intergovernmental revenue</b>										
43156 Dept Agriculture Lottery Funds	0.00	0.00	0.00	0.00	0.00	(36,030.72)				
<b>TOTAL</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(36,030.72)</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>
<b>Charges for sevicees</b>										
44511 Camping Fees	(3,660.00)	(30.00)	0.00	0.00	0.00	0.00				
44512 Truck Pull Revenue	(1,942.79)	(9,946.00)	0.00	0.00	0.00	0.00				
44513 Demo Derby Revenue	(10,000.00)	(24,633.63)	0.00	0.00	0.00	0.00				
44514 Commercial Booth Rentals	(78,775.00)	(3,500.00)	0.00	0.00	0.00	0.00				
44515 Parking Fees	(2,555.00)	(81,965.19)	(466.00)	0.00	565.74	0.00				
44517 Sponsorship Fees	(11,833.34)	(3,916.66)	(2,450.00)	0.00	0.00	0.00				
44518 Carnival Fees	0.00	(95,092.35)	0.00	0.00	0.00	0.00				
44522 Entry Fees	(2,562.00)	(45.00)	0.00	0.00	0.00	0.00				
44526 Monster Truck Revenue	(8,412.91)	(21,722.47)	0.00	0.00	0.00	0.00				
44527 Motorsports - Misc	(6,179.30)	(4,330.00)	0.00	0.00	0.00	0.00				
<b>TOTAL</b>	<b>(125,920.34)</b>	<b>(245,181.30)</b>	<b>(2,916.00)</b>	<b>0.00</b>	<b>565.74</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>
<b>Miscellaneous revenues</b>										
48195 Reimbursement of expenses	(1,990.00)	(646.62)	0.00	0.00	0.00	0.00				
48205 Concessions	(14,125.00)	(96,470.13)	(21,962.00)	0.00	(2,505.00)	0.00				
48225 Other miscellaneous revenue	(281.50)	(2,402.66)	(913.65)	(151.76)	0.00	0.00				
<b>Total</b>	<b>(16,396.50)</b>	<b>(99,519.41)</b>	<b>(22,875.65)</b>	<b>(151.76)</b>	<b>(2,505.00)</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>
<b>Total Revenues</b>	<b>(142,316.84)</b>	<b>(344,700.71)</b>	<b>(25,791.65)</b>	<b>(151.76)</b>	<b>(1,939.26)</b>	<b>(36,030.72)</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>
<b>Personal Services</b>										
51110 Temporary salaries	0.00	0.00	0.00	7,849.18	420.51	0.00				
51115 Overtime and other pay	0.00	0.00	0.00	2,693.24	0.00	0.00				
51125 FICA	0.00	0.00	0.00	806.51	32.17	0.00				
51130 Workers compensation	0.00	0.00	0.00	105.00	5.24	0.00				
51135 Employer paid work day tax	0.00	0.00	0.00	11.17	0.33	0.00				
51140 Pers Contribution	0.00	0.00	0.00	412.41	42.29	0.00				
51155 Life and long term disability insu	0.00	0.00	0.00	0.00	0.00	0.00				
51160 Unemployment insurance	0.00	0.00	0.00	84.60	4.25	0.00				
51165 Tri-Met tax	0.00	0.00	0.00	70.22	2.71	0.00				
51199 Misc Personal Services	0.00	0.00	0.00	0.00	0.00	0.00				
<b>TOTAL</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>12,032.33</b>	<b>507.50</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>

<i>Account</i>	<i>JUL-10</i>	<i>AUG-10</i>	<i>SEP-10</i>	<i>OCT-10</i>	<i>NOV-10</i>	<i>DEC-10</i>	<i>JAN-11</i>	<i>FEB-11</i>	<i>MAR-11</i>	<i>APR</i>
<b>Materials and Supplies</b>										
51210 Supplies- general	18,881.86	0.00	1,627.76	0.00	0.00	0.00				
51285 Services -professional services	36,212.63	48,943.77	0.00	0.00	139.75	0.00				
51295 Advertising and public notice	104,749.42	595.00	0.00	0.00	0.00	375.00				
51305 Communications-services	0.00	1,890.00	0.00	0.00	0.00	0.00				
51310 Utilities	0.00	7,595.35	0.00	0.00	0.00	0.00				
51320 Repair & maint services-general	24.70	2,147.50	0.00	0.00	0.00	0.00				
51345 Lease and rentals - equipment	7,332.00	25,863.95	779.75	65.39	0.00	0.00				
51350 Dues and membership	0.00	0.00	0.00	300.00	0.00	87.50				
51355 Training and education	0.00	0.00	0.00	0.00	0.00	0.00				
51360 Travel expense	0.00	0.00	71.50	0.00	0.00	333.10				
51365 Private mileage	0.00	0.00	0.00	0.00	0.00	70.98				
51475 Printing- Internal	1,333.70	0.00	0.00	0.00	0.00	0.00				
51550 Other materials and services	300.00	544.05	792.00	218.40	3,580.02	0.00				
<b>TOTAL</b>	<b>168,834.31</b>	<b>87,579.62</b>	<b>3,271.01</b>	<b>583.79</b>	<b>3,719.77</b>	<b>866.58</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>
<b>Other Expenditures</b>										
52005 Bank Service Charge	0.00	1,098.46	679.66	0.00	0.00	0.00				
52130 Other Special Expenditures	20,065.50	(8,211.92)	620.40	0.00	0.00	0.00				
52146 Entertainment Expenses	98,595.60	22,020.75	3,117.25	0.00	0.00	0.00				
52147 Open Class Expenses	33,872.81	(5,427.84)	0.10	0.00	(19.00)	0.00				
52148 4-H Expenses	15,156.92	4,968.66	0.00	0.00	0.00	0.00				
52149 FFA Expenses	4,825.26	3,436.68	0.00	0.00	0.00	0.00				
52150 Truck Pull Expenses	15,020.50	380.25	0.00	0.00	0.00	0.00				
52151 Demo Derby Expenses	14,473.00	1,137.00	0.00	0.00	0.00	0.00				
52152 Monster Truck Expenses	14,482.00	1,202.25	0.00	0.00	0.00	0.00				
52153 Motorsports - Misc	14,199.25	1,164.75	0.00	0.00	0.00	0.00				
<b>Total</b>	<b>230,690.84</b>	<b>21,769.04</b>	<b>4,417.41</b>	<b>0.00</b>	<b>(19.00)</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>
<b>Total Expenditures</b>	<b>399,525.15</b>	<b>109,348.66</b>	<b>7,688.42</b>	<b>12,616.12</b>	<b>4,208.27</b>	<b>866.58</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>
<b>TOTAL REVENUES</b>	<b>(142,316.84)</b>	<b>(344,700.71)</b>	<b>(25,791.65)</b>	<b>(151.76)</b>	<b>(1,939.26)</b>	<b>(36,030.72)</b>				
<b>TOTAL EXPENDITURES</b>	<b>399,525.15</b>	<b>109,348.66</b>	<b>7,688.42</b>	<b>12,616.12</b>	<b>4,208.27</b>	<b>866.58</b>				

**County of Washington**

**Washington County Fair Complex  
873 NE 34<sup>th</sup> Avenue  
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Phone: (503) 648-1416  
Fax: (503) 648-7208  
lperkins@faircomplex.com  
www.faircomplex.com**

## **FAX MEMORANDUM**

**Date:** January 3, 2010

**To:** Washington County Fair Board

**From:** Leah E. Perkins-Hagele, Fair Complex Manager

**Re:** Work Session for Strategic Planning

The Strategic Planning Work Session will be held on Monday January 25<sup>th</sup> from 10:30 a.m. to 1:00 p.m. in the Cloverleaf Building. Lunch will be provided and the session will be facilitated by Annette Evans. Annette was the facilitator from the joint meeting with the FAC that was held in September.

# Washington County Fair Strategic Plan (DRAFT)

**Mission Statement:** (1999) The mission of the Washington County Fair Complex is to provide excellent facilities and services in a self-supporting manner for the following purposes:

- Preserve the annual County Fair & Rodeo and its' heritage.
- Promote the “World-Class” agriculture of the county.
- Provide a welcoming environment for all volunteers.
- Commitment to life-long learning with a special emphasis on youth.
- Promote year-round facilities for consumer trade shows, public exhibitions, & special gatherings.
- Promote a sense of community among residents of Washington County.

**Purpose:**

The purpose of the Washington County Fair Board is:

1. To oversee the planning, preparation and production of the County Fair through the Fair Manager implements a variety of activities, educational opportunities, entertainment, and special events
  2. Promotes the annual County Fair to the citizens of Washington County and Oregon.
  3. Reflects the varied interests, resources, economic strengths, natural resources and growing diversity and culture of Washington County.
- 

**Strategic Goals:**

**Goal One:** Hold an annual event that reflects the Mission of the Fair Board

**Action:** Develop a new Mission Statement for the Annual County Fair

1. Reflects current values and needs of the citizens of Washington County (The current mission statement is out of date and no longer applies with the implementation of the MOU in 2009).
2. Develop a plan to integrate the Mission into the event.

**Deadline:**

**Evidenced by:**

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**Goal Two:** Have Policies that provide direction to the event

**Action:** Identify, draft and recommend policy that directs the path of the annual County Fair

1. Staff Recommendation
2. Board Recommendation

**Deadline:**

**Evidenced by:**

**Goal Three:** Involve the Community by seeking their input regarding the Fair

**Action:** Seek input from the Community

1. Website Survey
2. Fair-Time Survey
3. Public Meetings

**Deadline:**

**Evidenced by:**

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**Goal Four:** Increase Marketing and Sponsorship

**Action:** Develop and implement a three-year marketing and sponsorship plan

1. Resource development and identification
2. Identify new sponsors
3. Identify media goals & reach
4. Budget

**Deadline:**

**Evidenced by:**

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**Goal Five:** Increase attendance to 100,000 +

**Action:** Program Changes, Promotions, Advertising & Outreach

1. Promotion of new Carnival & Carnival Wristbands
2. New & better promotion of arena events & other offerings
3. Advertising and Outreach to East County as well as into Multnomah County

**Deadline:**

**Evidenced by:**

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**Goal Six:** Increase revenue

**Action:** Identify where higher revenue can be realized or new revenue streams can be implemented

1. Seek alternate funding such as grants
2. Grant Writer
3. Fee Schedules

**Deadline:**

**Evidenced by:**

**Goal Seven:** Develop local corporate business partnerships

**Action:** Identify strategies to involve local businesses

1. Corporate (Large)
2. Small Business
3. Non-Profit Organizations

**Deadline:**

**Evidenced by:**

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**Goal Eight:** Showcase the best of local agriculture

**Action:** Identify & develop ways to involve and educate

1. Local Food System – Markets, Restaurants, Sustainability, Distribution
2. Nurseries, Small Farms, Urban, Fiber, Pests, etc.
3. Innovation/Technology
4. Livestock, including backyard

**Deadline:**

**Evidenced by:**

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**Goal Nine:** Increase sustainability

**Action:** Identify how to improve/implement sustainable practices into operation of the Fair

1. Work with County Sustainability Coordinator
2. Energy Efficiency
3. Food Waste/Other Waste
4. Recycling Efforts

**Deadline:**

**Evidenced by:**

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**Goal Ten:** Increase community education

**Action:** Identify the areas that the Fair can be used as a vehicle to education the community

1. Health
2. Food & Agriculture
3. Diversity
4. Sustainability

**Deadline:**

**Evidenced by:**

**Goal Eleven:** Develop local and regional government relationships

**Action:** Gain greater community involvement and recognition through involvement with public agencies

1. Involvement/Participation at Fair
2. Seek input
3. Showcase to the Community

**Deadline:**

**Evidenced by:**

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**Goal Twelve:** Showcase cultural diversity

**Action:** Recognize and celebrate the unique diversity of the community by:

1. Program enhancements
2. Education
3. Participation

**Deadline:**

**Evidenced by:**



County of Washington

Washington County Fair Complex  
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Hillsboro, Oregon 97124  
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## FAX MEMORANDUM

**Date:** January 3, 2011

**To:** Washington County Fair Board

**From:** Leah E. Perkins-Hagele, Fair Complex Manager

**Re:** Policies

Attached are the policies that we are asking you to consider for this month.

Policy 201 Fair Dates

The first page is the existing policy

The second page is the new policy that we are asking you to consider

Policy 202 Sponsorship

The first page is the existing policy

The second page is the new policy that we are asking you to consider

Policy 203 Tobacco Advertising

The first page is the existing policy

The second page is the new policy that we are asking you to consider

Policy 303 Purchasing

The first page is the existing policy

The second page is the new policy that we are asking you to consider

**WASHINGTON COUNTY FAIR COMPLEX BOARD**

**Policy Resolution 201**

**Determination of Fair Dates Policy**

**RECITALS**

- A. WHEREAS, it is the interests of the Fair Board, County Commissioners, Fair Complex staff, exhibitors, and the public at large to establish a consistent means of determining the Fair date from year to year; and
- B. WHEREAS, it is desirous that the County Fair date be set in such a fashion that other competitive fairs, vendors, and contractors should be provided with adequate notice of the dates of the Washington County Fair;

**NOW THEREFORE, BE IT RESOLVED AS FOLLOWS:**

1. The annual Washington County Fair shall be held during the six (6) day period beginning on a Tuesday and ending on the following Sunday and including the last Friday of July.<sup>1</sup>
2. Fair dates shall remain tentative until officially set by the Fair Board at least 18 months prior to the Fair.

**Dated this 5<sup>th</sup> day of April 2000.**

**ATTEST:**

\_\_\_\_\_  
Recording Secretary

\_\_\_\_\_  
Board President

<sup>1</sup> The six (6) day period was suspended when in January 2002 it was decided by Board action to hold a four (4) day fair beginning in 2002.

**WASHINGTON COUNTY FAIR COMPLEX BOARD**

**Policy 201**

**Determination of Fair Dates Policy**

1. The annual Washington County Fair shall be held during a period set by Fair Board action at least 18 months prior to the Fair.

Approved this \_\_\_\_\_ day of \_\_\_\_\_

**ATTEST:**

\_\_\_\_\_  
Recording Secretary

\_\_\_\_\_  
Board President

## **WASHINGTON COUNTY FAIR BOARD**

### **Policy Resolution 202**

#### **Sponsorship Policy**

#### **RECITALS**

- A. WHEREAS, the Washington County Fair Board is vested with the authority from the Washington County Board of Commissioners to administer the affairs and set policy for the Washington County Fair Complex; and
- B. WHEREAS, the Washington County Fair Board recognizes that the development and solicitation of sponsorships through direct, indirect and individual negotiations is an established and integral practice of the fair and rodeo industry; that the sponsorship industry is a fluid, fast-paced form of mutual marketing and promotion that is not naturally conducive to the conventional competitive bid process; and that establishing a Sponsorship Policy will benefit the overall operations of the Fair Complex;

#### **NOW THEREFORE, BE IT RESOLVED AS FOLLOWS:**

1. It shall be the policy of the Washington County Fair & Rodeo Board that procurement of sponsorships shall, where feasible and practical, be modeled on standard fair, festival and industry practices.
2. Sponsorships are marketing and promotional arrangements between the Fair Complex and private businesses, individuals, corporations, or public or non-profit entities that exchange financial and/or other valuable consideration for the privilege of conducting promotional, advertising, educational, and/or product or service activities in association with Fair Complex programs, activities, events, grounds and/or facilities.
3. The responsibility for the procurement of sponsorships shall be managed under the direction of the Fair Complex Executive Director.
4. The Fair Complex Executive Director, or delegate, will evaluate potential sponsorships based on an objective analysis of market conditions and trends, the Fair Complex's needs and requirements, and the potential sponsor's imaging and marketing objectives.
5. The Fair Complex Executive Director may contract with sponsorship individuals or companies to solicit and secure sponsorships.
6. Washington County Fair Board members may recommend potential sponsors to the Executive Director. Any perceived or real conflict of interest between a Board Member and a potential sponsor will be disclosed in writing by the Board Member and filed with the Board President.

7. Sponsorship arrangements shall be committed to writing and signed by all parties to the agreement.
8. The Executive Director, or delegate, will use the following criteria in determining whether a potential sponsorship opportunity is appropriate for the Fair Complex -
  - a. The total cash to be received by the Fair Complex;
  - b. The total in-kind support to be received by the Fair Complex;
  - c. The sponsor's ability to perform during the term of the agreement;
  - d. Whether the sponsor's marketing objectives and corporate imagery contributes to the Fair Complex's mission and long-term vision. Potential sponsor's products and services must be congruent with family values, diversity and other values identified by the Executive Director to contribute to the quality of life for all Washington County residents and Oregonians in general; and
  - e. Any other consideration, qualifications or market influences deemed valuable and appropriate by the Fair Complex Executive Director.
9. The Executive Director, or delegate, will monitor agreements to ensure that the Fair Complex and the sponsor fulfill their contractual obligations within the designated time frame, including payments from either party.
10. The Executive Director shall report during regular Board meetings before executing sponsorship agreements secured for the Fair Complex.
11. This policy shall apply to activities and programs during the annual County Fair and Rodeo only and is not intended to prohibit sponsor not meeting the criteria under this policy, from participating in other events or programs held at the Fair Complex.

**Adopted this 6<sup>th</sup> day of February 2002.**

**ATTEST:**

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Recording Secretary

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Board President

# WASHINGTON COUNTY FAIR BOARD

## Policy 202

### Sponsorship Policy

1. It shall be the policy of the Washington County Fair Board that procurement of sponsorships shall, where feasible and practical, be modeled on standard fair, festival and industry practices.
2. Sponsorships are marketing and promotional arrangements between the Fair Board and private businesses, individuals, corporations, or public or non-profit entities that exchange financial and/or other valuable consideration for the privilege of conducting promotional, advertising, educational, and/or product or service activities in association with County Fair programs, activities and events.
3. The responsibility for the procurement of sponsorships shall be managed under the direction of the Washington County Fair Manager and/or his/her designee.
4. The Fair Manager and/or his/her designee will evaluate potential sponsorships based on an objective analysis of market conditions and trends, the County Fair's needs and requirements, and the potential sponsor's imaging and marketing objectives.
5. The Fair Manager may contract with sponsorship individuals or companies to solicit and secure sponsorships.
6. Fair Board members may recommend potential sponsors to the Fair Manager. Any perceived or real conflict of interest between a Board Member and a potential sponsor will be disclosed in writing by the Board Member and filed with the Board President.
7. Sponsorship arrangements shall be committed to writing and signed by all parties to the agreement.
8. The Fair Manager and/or his/her designee will use the following criteria in determining whether a potential sponsorship opportunity is appropriate for the County Fair -
  - a. The total cash to be received by the County Fair;
  - b. The total in-kind support to be received by the County Fair;
  - c. The sponsor's ability to perform during the term of the agreement;

- d. Whether the sponsor's marketing objectives and corporate imagery contributes to the County Fair's mission and long-term vision. Potential sponsor's products and services must be congruent with family values, diversity and other values identified by the Fair Manager and/or his/her designee to contribute to the quality of life for all Washington County residents and Oregonians in general; and
  - e. Any other consideration, qualifications or market influences deemed valuable and appropriate by the Fair Manager and/or his/her designee.
9. The Fair Manager and/or his/her designee will monitor agreements to ensure that the Fair Board and the sponsor fulfill their contractual obligations within the designated time frame, including payments from either party.
10. The Fair Manager and/or his/her designee shall report during regular Board meetings before executing sponsorship agreements secured for the County Fair.

**Adopted this \_\_\_\_\_ day of \_\_\_\_\_**

**ATTEST:**

\_\_\_\_\_  
Recording Secretary

\_\_\_\_\_  
Board President

**WASHINGTON COUNTY FAIR BOARD**

**Policy Resolution 203**

**Tobacco Advertising and Sponsorship Policy**

**RECITALS**

- A. WHEREAS, the Washington County Fair Board is vested with the authority from the Washington County Board of Commissioners to administer the affairs and set policy for the Washington County Fair Complex; and
- B. WHEREAS, the Washington County Fair Board recognizes that it is in the public's interest to establish a tobacco advertising and sponsorship policy;

**NOW THEREFORE, BE IT RESOLVED AS FOLLOWS:**

- 1. It shall be the policy of the Washington County Fair & Rodeo Board that no tobacco product advertising shall be allowed in any Fair Complex facility during a Fair Complex sponsored event such as the annual County Fair, except advertising contained in a program, leaflet, newspaper, magazine, or other written material lawfully sold, brought, or distributed within a Fair Complex facility during said event.
- 2. Furthermore, it is the policy of the Washington County Fair & Rodeo not to directly solicit or accept any tobacco related sponsorships, including monies or other collateral material, during a Fair Complex sponsored event such as the annual County Fair.
- 3. This policy shall not apply to activities and programs not sponsored by the Fair Complex such as those events held before or after the annual County Fair.

**Adopted this 6th day of February 2002.**

**ATTEST:**

\_\_\_\_\_  
Recording Secretary

\_\_\_\_\_  
Board President



**WASHINGTON COUNTY FAIR BOARD**

**Policy 203**

**Tobacco Advertising and Sponsorship Policy**

1. It shall be the policy of the Washington County Fair Board that no tobacco product advertising shall be allowed in any Fair Complex facility during the County Fair, except advertising contained in a program, leaflet, newspaper, magazine, or other written material lawfully sold, brought, or distributed within a Fair Complex facility during the County Fair.
2. Furthermore, it is the policy of the Washington County Fair Board not to directly solicit or accept any tobacco related sponsorships, including monies or other collateral material, during the County Fair.

**Adopted this \_\_\_\_\_ day of \_\_\_\_\_**

**ATTEST:**

\_\_\_\_\_  
Recording Secretary

\_\_\_\_\_  
Board President

## **WASHINGTON COUNTY FAIR COMPLEX BOARD**

### **Policy Resolution 303**

#### **Purchasing Policy**

#### **RECITALS**

- A. WHEREAS, the Washington County Fair Complex Board has the exclusive authority to manage the grounds and all other property owned, leased, used or controlled by the County devoted to the use of the Washington County Fair Complex;
- B. WHEREAS, the Washington County Fair Complex Board is entrusted and charged with the entire business management and financial, and other affairs of the Washington County Fair Complex;
- C. WHEREAS, the Washington County Fair Complex Board is vested with the authority from the Washington County Board of Commissioners to administer the affairs and set policy for the Washington County Fair Complex; and
- D. WHEREAS, it is in the public's best interest that the Washington County Fair Complex Board establish guidelines for the purchasing goods and service,

#### **NOW THEREFORE, BE IT RESOLVED AS FOLLOWS:**

As a public agency and division of Washington County, the Washington County Fair Complex is required to establish and follow formal purchasing rules, which are based on the Oregon Revised Statutes (ORS), and the State Attorney General's Model Public Contract Rules. The primary purpose of public procurement policy is to ensure that all publicly funded acquisitions are obtained through an open and competitive process; and that honest and ethical procedures are consistently followed.

To ensure consistency with purchasing procedures and policies in effect for Washington County, the Washington County Fair Complex shall adopt and follow purchasing procedures and policies adopted by and in effect for Washington County.

Modifications and changes in purchasing procedures and policies adopted by Washington County and approved by the Washington County Board of Commissioners shall, where applicable, be adopted by and followed by the Washington County Fair Complex.

The Washington County Fair Complex Board shall be the approving authority for purchases noted in the Washington County purchasing procedures that require Board of Commissioner approval.

The following code of standards and conduct shall apply to all Washington County Fair Complex employees, authorized volunteers, committee chairs and board members whose responsibilities include control over the amount, nature, terms and conditions, and vendor

selection. Said control shall include, but is not limited to, involvement in the budget process; solicitation of quotations, bids or proposals; preparation of contracts; authorization for payment of public funds other than routine payroll; and related activities including fiduciary control or expenditure of public funds.

Washington County Fair Complex employees, authorized volunteers, committee chairs and board members shall comply with the following standards:

1. Washington County Fair Complex employees, authorized volunteers, committee chairs and board members shall comply with all public contracting statutes, rules and regulations set forth by the Federal government, State of Oregon and Washington County Fair Complex Board.
2. Washington County Fair Complex employees, authorized volunteers, committee chairs and board members shall make every effort, consistent with statutes, rules and good business practice to obtain the best maximum value for each expenditure of public funds.
3. Washington County Fair Complex employees, authorized volunteers, committee chairs and board members shall make every reasonable effort to afford all individuals and firms seeking Fair Complex business the right to compete for that business on equal terms with other individuals and firms.
4. Washington County Fair Complex employees, authorized volunteers, committee chairs and board members, while awarding Fair Complex contracts, shall not discriminate on the basis of race, gender, color, religion, national origin, age, disability, sexual orientation or marital status.
5. Any board member or member of their immediate family who has a material or substantial financial interest, direct or indirect, in any contemplated business transaction with the Fair Complex, shall abstain from participating in the decision making process, including voting on said transaction.
6. No employee, authorized volunteer, committee chair or a member of their immediate family shall have a material or substantial financial interest, direct or indirect, in any business transaction with the Fair Complex. Said employee, authorized volunteer, committee chair or a member of their immediate family shall be permitted to compete for Fair Complex business on an equal basis with other individuals and firms, provided the employee, authorized volunteer, or committee chair is not directly or indirectly involved in the decision making process for that transaction.
7. No Washington County Fair Complex employees, authorized volunteers, committee chairs and board members shall accept a gift, gratuity, favor, loan or other item of monetary value in any form, directly or indirectly, from individuals or firms currently doing business with the Fair Complex or attempting to do business with the Fair Complex. Items of nominal intrinsic value or items of advertising produced for general distribution shall be excepted.

8. Washington County Fair Complex employees, authorized volunteers, committee chairs and board members shall not use any information or data gained through public employment or their volunteer, committee, or board member status, for private or personal gain.
9. Washington County Fair Complex employees, authorized volunteers, committee chairs and board members shall not use public property or public time for private or personal gain.
10. Washington County Fair Complex employees, authorized volunteers, committee chairs and board members shall not use their public office or position in any attempt to influence individuals or firms for private or personal gain.

The authority to insure compliance with this policy is vested with the Fair Complex Executive Director and his/her delegate.

**Dated this 1<sup>st</sup> day of September 2004.**

**ATTEST:**

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Recording Secretary

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Board President

**WASHINGTON COUNTY FAIR COMPLEX BOARD**

**Policy 303**

**Purchasing Policy**

The Washington County Fair Board shall adhere to Washington County Purchasing Rules.

**Approved this** \_\_\_\_\_ **day of** \_\_\_\_\_

**ATTEST:**

\_\_\_\_\_  
Recording Secretary

\_\_\_\_\_  
Board President