

WASHINGTON COUNTY FAIR COMPLEX

Board Meeting

October 6, 2004

Floral Building
Washington County Fair Complex
873 NE 34th Avenue
Hillsboro, Oregon 97124

Regular Session – 4:30 p.m.
Executive Session – 5:30 p.m.*

* If necessary.

AGENDA

NOTICE OF MEETING

Washington County Fair Complex Board
Regular Meeting: Wednesday, October 6, 2004, at 4:30 p.m.
Executive Session: Wednesday, October 6, 2004, at 5:30 p.m.*
Floral Building
Hillsboro, Oregon 97124

A. Richard Vial, President
Kathy Christy, Vice President W. Rafe Flagg, Treasurer
Herbert Hirst, Member Kathy Schmidlkofer, Secretary

Standing Committees

Air Show & Airport Interface
Herbert Hirst, Board Member

County Fair & Rodeo Operations
Kathy Christy, Board Member
Kathy Schmidlkofer, Board Member

291 Days to the 2005 Washington County Fair & Rodeo

- A. ***Call the Regular Meeting to Order:*** All matters noticed and listed on this agenda, in any category, may be considered for action in any order at the discretion of the Board President. Items not so noticed may be discussed at the discretion of the Board President, but cannot be considered for action.
- B. ***Public Welcome – Audience Time:*** This time is provided for members of the audience to comment on any item(s) not on the regular agenda. At the discretion of the Board President, each individual's comments may be limited to two minutes. Audience members, when recognized by the Board President, may also comment at the time agenda topics are being discussed by the Board. It is requested that those addressing the Board state their full name, address and organization represented.
- C. ***Consent Agenda:*** All Consent Agenda items shall be approved without discussion and with one motion except those items removed from the Consent Agenda by a Board member or a member of the public attending the meeting so requesting. If a matter is removed, it shall then be considered, discussed and voted on individually, after the Consent Agenda has been approved.
- 1. Financial Statements
 - A. Budget Overview – July and August 2004 (If available)
 - B. Balance Sheet – July and August 2004
 - C. Other, if any
 - A. Fair Board Minutes – September 2004
 - B. Facility Use Schedule – October 2004
 - C. Other, if any

D. Special Reports

1. Rodeo Committee Report – Cody Feinauer, Rodeo Committee Chair
2. 4-H Report – John Baggott, OSU Extension Service
3. Fair Boosters Report – Bill Duerden, Booster President
4. Air Show & Airport Interface Committee – Herb Hirst
5. County Fair & Rodeo Operations Committee – Kathy Christy/Kathy Schmidlkofer
6. Treasure's Report – W. Rafe Flagg
7. Operations Report – Don G. Hillman, Executive Director
8. Other, if any

E. Old Business

1. Redevelopment Update, if any
2. Expansion of Board Membership – Update
3. Plans Review Committee – Continue Discussion
4. Other, if any

F. New Business

1. 2005 Rodeo - Discussion
2. Discussion on New Ideas on Exhibiting of Certain Livestock
3. Appoint Additional Members to Visioning Committee
4. 2004 Frite Lites - Update
5. Other, if any

H. Announcements

1. Calendar of Events
2. Other, if any

I. Correspondence

1. Letters and Cards, if any
2. Other, if any

J. Board Oral Communications

K. Other Matters of Information

1. Rodeo July 2004 Committee Minutes
2. Rodeo September 2004 Committee Minutes
3. Booster September 2004 Meeting Minutes (if available)
4. Non-Paid Usage Calendar
5. Newspaper Articles, if any
6. Website Activity
7. Other, if any

L. Adjourn

*Executive Session pursuant to ORS 192.610-192.690 to discuss Real Estate matters and/or Personnel issues immediately following the regular Fair Complex Board meeting, if deemed necessary.

CONSENT ITEMS

County of Washington

Washington County Fair Complex
873 NE 34th Avenue
Hillsboro, Oregon 97124
Phone: (503) 648-1416
Fax: (503) 648-7208
donh@faircomplex.com
www.faircomplex.com

FAX MEMORANDUM

Date: September 30, 2004

To: Washington County Fair Complex Board
Washington County Fair Complex

From: Don G. Hillman, Executive Director
Washington County Fair Complex

Re: July and Augusts 2004 Financial Statements

Find attached the July and August 2004 Balance Sheets. They were produced by the Washington County Finance Department's WIZARD program.

The Finance Department is currently developing a template for the Budget Overview that will compare month-to-month and year-to-year financial data. The Board Treasurer and staff has requested that the template reflect budgeted revenue categories such as admissions, parking fee, sponsorships, etc., which has required the Finance Department to re-write reports for our purpose.

As to fair related revenues, the information provided at the September Board Meeting continues to reflect the most accurate estimate of revenues generated during the 2004 Washington County Fair & Rodeo. Expenses related to the County Fair & Rodeo are continuing to be paid and it is estimated that overall expenses will be in line with budget estimates.

Washington County Fair Complex
Balance Sheet
July 31, 2004

ASSETS

Current Assets

Cash

Fairplex..Petty cash..	\$ 17,750
Fairplex..General Cash Account..	186,563
Fairplex..CCB-General Account..	(11,493)
Fairplex..CCB-Money Market Account..	67,686
Fairplex..CCB-ATM Account..	9,685
Total Cash	<u>\$ 270,191</u>

Accounts Receivable

Fairplex..Accounts receivable - Sub..	\$ 54,103
Total Receivable	<u>\$ 54,103</u>

Total Current Assets

\$ 324,294

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Fairplex..Accounts Payable..	\$ (186,589)
Fairplex..Accounts payable- other..	(3,613)
Fairplex..Deposits payable-subsidia..	(1,200)
Total Payables	<u>\$ (191,402)</u>

Other Current Liabilities

Fairplex..Deferred revenue -unearne..	\$ 6,320
Fairplex..Deferred revenue -unearne.Grounds/General.	1,500
Fairplex..Deferred revenue -unearne.Deferred Advertising Inco.	-
Fairplex..Deferred revenue -unearne.Deferred Airshow Income.	(1,800)
Fairplex..Deferred revenue -unearne.Deferred Commercial Exhib.	(1,150)
Fairplex..Deferred revenue -unearne.Deferred Concession Reven.	(6,100)
Fairplex..Deferred revenue -unearne.Deferred Sponsorship Inco.	800
Fairplex..Deferred revenue -unearne.Deferred Facilities Renta.	(16,928)
Total Deferred Revenues	<u>\$ (17,358)</u>

Total Liabilities

\$ (208,760)

Equity

Fairplex..Fund Balance..	\$ (397,999)
Net Income/Loss for the Period	282,465
Net Equity	<u>\$ (115,535)</u>

Total Liabilities and Equity

\$ (324,294)

Washington County Fair Complex
Balance Sheet
August 31, 2004

ASSETS

Current Assets

Cash

Fairplex..Petty cash..	\$ 200
Fairplex..General Cash Account..	339,349
Fairplex..CCB-General Account..	(33,137)
Fairplex..CCB-Money Market Account..	55,686
Fairplex..CCB-ATM Account..	9,685
Total Cash	<u>\$ 371,782</u>

Accounts Receivable

Fairplex..Accounts receivable - Sub..	\$ 13,545
Total Receivable	<u>\$ 13,545</u>

Total Current Assets

\$ 385,327

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Fairplex..Accounts Payable..	\$ (49,750)
Fairplex..Accounts payable- other..	-
Fairplex..Deposits payable-subsidia..	(1,200)
Total Payables	<u>\$ (50,950)</u>

Other Current Liabilities

Fairplex..Deferred revenue -unearne..	\$ 5,744
Fairplex..Deferred revenue -unearne.Main Exhibit Hall.	-
Fairplex..Deferred revenue -unearne.Grounds/General.	2,095
Fairplex..Deferred revenue -unearne.Deferred Advertising Inco.	-
Fairplex..Deferred revenue -unearne.Deferred Airshow Income.	-
Fairplex..Deferred revenue -unearne.Deferred Commercial Exhib.	(1,150)
Fairplex..Deferred revenue -unearne.Deferred Concession Reven.	(6,000)
Fairplex..Deferred revenue -unearne.Deferred Sponsorship Inco.	800
Fairplex..Deferred revenue -unearne.Deferred Facilities Renta.	(16,598)
Total Deferred Revenues	<u>\$ (15,109)</u>

Total Liabilities

\$ (66,058)

Equity

Fairplex..Fund Balance..	\$ (115,535)
Net Income/Loss for the Period	(203,734)
Net Equity	<u>\$ (319,269)</u>

Total Liabilities and Equity

\$ (385,327)

**Minutes
Washington County Fair Board
Wednesday, September 1, 2004**

Convened: 4:30 pm

FAIR BOARD:

President Rich Vial
Vice President Kathy Christy
Treasurer W. Rafe Flagg
Secretary Kathy Schmidlkofer
Board Member Herb Hirst

STAFF:

Don Hillman, Executive Director
Lisa DuPre, Marketing/Events Director
Leah Perkins, Fair Coordinator

GUESTS:

John Baggott, OSU Extension Service
Ed Kristovich, Booster Vice President
Bill Duerden, Booster President
Cody Feinauer, Rodeo Committee Chair
Sheila Day, Ex-Fair Complex Board Member
Richard Girard, Member of the Public
Tami Stewart, Landscape Project Coordinator

PRESS:

None

President Vial called the meeting to order at 4:30 p.m., welcomed everyone and called for additions to the Agenda or if a member of the audience requested to address the Board. No additions or changes were requested. Opened public time, after no members of the public came forward, closed public time.

1. Consent Agenda

President Vial asked the Board and the public if any items were requested to be removed from the Consent Agenda. President Vial asked for the financials to be removed.

Motion by Board Member Hirst to approve Consent Agenda. Second by Board Member Christy. Motion carried 5-0.

2. Special Reports

A. **Rodeo Report** – Cody Feinauer, Rodeo Committee Chair requested information from the staff as to which sponsors have paid and voiced concerns about attendance numbers in that they appeared low.

President Vial voice concerns about Rodeo Committee members with nametags bringing in many people to the public seating area. Chair Feinauer responded that committee members with nametags were to have been working, since they all had assigned jobs.

President Vial also commented that admission revenue was under \$40,000. Chair Feinauer reported that the Rodeo Committee had spent approximately \$90,000 to produce the Rodeo.

President Vial inquired as to our admission prices and how they compared to other P.R.C.A. Rodeos. Chair Feinauer noted that the cheapest seat at St. Paul is \$16.00, Pendleton is \$22.00, Clackamas is \$13.00 and Portland Rose Garden is \$18.00.

President Vial asked if other rodeos also loose money. Chair Feinauer indicated that he believes that they do, but we wouldn't if people were not sneaking in.

Chair Feinauer reported that the Rodeo Committee believed that the rodeo was not advertised well enough and that the free fair was advertised more than the rodeo and the advertising should have been better. Board Member Christy asked if the Rodeo Committee distributed posters. Chair Feinauer reported that they did.

Board Member Schmidlkofer asked about the State Fair Bull Bash. Chair Feinauer stated he did not know about it.

Board Member Hirst mentioned that staff needs to have more advertising purchased for just the rodeo in order to increase attendance.

Board Member Flagg and Executive Director Hillman disagreed noting that the problem is bigger than just advertising. Executive Director Hillman stated that the cost of producing the rodeo is too high. President Vial agreed that if the rodeo costs \$100,000 to produce, it should bring in a minimum of \$125,000 of revenue.

President Vial asked Chair Feinauer if the Fair Complex would have spent more on advertising and showcased the rodeo more, would it have resulted in higher attendance. Chair Feinauer responded in the affirmative.

Board Member Schmidlkofer asked how much was spent on advertising, and if the advertising was the same for the Truck Pull and Demo Derby since people seemed to know about those arena events.

Chair Feinauer stated that he was dubious about the attendance figures for the Rodeo and does not believe that they are accurate.

President Vial indicated that the cost of the rodeo has to be cut back and asked Chair Feinauer to work with staff and come back to the Board with ways the rodeo could be promoted better.

B. 4-H Report – John Baggott, OSU Extension Service, reported that fair went smoothly. President Vial asked about the Tech Day Camp. Mr. Baggott reported that 20 kids took part; that it was held in the afternoon only and was part of a School Day Camp program; that the kids learned about Lego Robotics and music software; that it was funded by a grant from HP; that Intel supplied computers; and that Comcast provided the Internet connection. Every morning, there was Cyber Teens/Cyber Seniors, which was a program where teens were teaching seniors how to use the Internet and e-mail.

Board Member Schmidlkofer asked how 4-H reported results to *The Argus* and specifically why everyone was not listed. Mr. Baggott responded that this was the first year that 4-H had been included in the post-fair publication and that not everyone could get in due to space issues.

C. Boosters Report – Bill Duerden, Booster President, reported that the Volunteer Appreciation Dinner would be held September 28th. They are still waiting on a treasurer report to see how they did for fair. Mr. Duerden also noted that kids from the Key Club were hocking food in the stands and it worked well and that on Sunday, a record 20 cases of water were sold.

D. Operations Report – President Vial requested that this report be done in conjunction with New Business Item #1, The 2004 County Fair & Rodeo recap.

E. Airshow & Airport Report – Board Member Hirst reported that the Airshow was very successful and is preparing to distribute the money to the respective charities. The Airshow Committee is looking at the same weekend for next year. President Vial directed Board Member Hirst to meet with Opus and the Airport manager with regards to re-development efforts.

F. Fair Operation Report – Board Member Christy reported that a notice for a meeting with all nine committee members was being sent.

Motion by Board Member Flagg to appoint all nine individuals that applied to the Fair Visioning Committee. Second by Board Member Schmidlkofer. Motion carried 5-0.

President Vial discussed that the committee must come to the Board with ideas for financial success, ideas that benefit the fair, etc.

Board Member Flagg would like to see a charter of expectations and minutes of the information generated. President Vial requested that a mission statement be drafted and that roles for the committee members be made clear. President Vial encouraged the committee to look at the Open Class Division as a whole.

G. Treasurer Report – Board Treasurer Flagg reported that work is continuing on a template similar to what the Board has seen in the past and that each County department has similar problems with financial reporting.

Motion by Board Member Hirst to accept financial report. Second by Board Member Flagg. Motion carried 5-0.

H. Other, If any - None

3. Old Business

A. Redevelopment Update – Still working with County Council on wording for the L.O.I.

B. Expansion of Board Membership – Executive Director Hillman reported that the County is still working on getting more applicants for the two open board positions.

C. Plans Review Committee – Defer to next meeting with Board Members being asked to submit names.

D. Draft Policy – Utilization of Fair Complex Facilities

Motion by Board Member Christy to adopt Utilization of Fair Complex Facilities Policy Resolution 304 as reflected in the amended draft. Second by Board Member Flagg. Motion carried 5-0.

E. Draft Policy – Purchasing Procedures

Motion by Board Member Hirst to adopt Purchasing Procedures Policy Resolution 303 as reflected in the amended draft. Second by Board Member Flagg. Motion carried 5-0.

F. Other - None

4. **New Business**

A. **2004 County Fair & Rodeo Recap** – Executive Director Hillman referred the Board to page 34 through 36 of the Board packet and encouraged that the Board take a serious look at all ticketed events. Discussion ensued regarding having professional promoters for all ticketed events, and if the free concept should be continued.

B. **2005/2006 County Fair & Rodeo Dates, and 2005 4-H Horse Show Dates** - Executive Director Hillman referred to page 40 for a memorandum regarding setting dates for fair and 4-H Horse Fair. President Vial noted that the fair dates were consistent with Policy Resolution 201.

Motion by Board Member Hirst to approve dates for the 2005 and 2006 County Fair and the 2005 4-H Horse Fair as stated in the memorandum dated August 18, 2004. Second by Board Member Flagg. Motion carried 5-0.

C. **Board Retreat Date** – Discussion was held regarding the need to hold a Board retreat. It was decided to have the Board Retreat coincide with the December Board Meeting.

D. **December Board Meeting Date** – Discussion was held regarding the December Board meeting date and inclusion of a Board Retreat on the same date.

Motion by Board Member Flagg to approve moving the December 1, 2004 meeting to December 8, 2004, and to include a Board Retreat beginning at 11:30 a.m. with the public meeting commencing at 3:00 p.m. Second by Board Member Christy. Motion carried 5-0.

E. **Grandstands Status** – Executive Director Hillman referred to page 46 of the Board packet. Discussion ensued.

Motion by Board Member Hirst to direct staff to proceed immediately on the removal of the grandstands and bring back information by the next meeting. Second by Board Member Christy. Motion carried 5-0.

F. **City of Hillsboro Sports Field Lease Renewal** – Executive Director Hillman referred to page 48 of the Board packet. Board Member Hirst discussed a minimum of a two-year lease to get through development with President Vial suggesting a season-to-season lease.

Motion by Board Member Flagg requesting that staff write a letter to the City of Hillsboro regarding a 2005 lease proposal. Second by Board Member Hirst. Motion carried 5-0.

G. 4-H Lease Agreement – Discussion was held regarding facilities use by 4-H. John Baggott, OSU Extension Service, stated that it is not possible to schedule meetings at Capital Center in that they have limited space and time.

Board Member Flagg noted that in the future the Board should have a discussion about units of time available for 4-H.

Motion by Board Member Hirst to approve 2004-2005 contract as prepared by staff for O.S.U. 4-H Program. Second by Board Member Flagg. Motion carried 5-0.

H. Fair Time Landscape Project Discussion – Tami Stewart, Project Coordinator - President Vial called on Tami Stewart to give a presentation on “The Best of Washington County; a Garden, Art and Wine Experience” display during the recent fair. Ms Stewart handed out a written report and timeline of how this project was accomplished in six weeks. She also passed out copies of the newspaper coverage of the project. Ms Stewart reported that staff had contacted her due to her involvement in the Hardy Plant Society that holds shows at the Fair Complex. Once contacted by the staff, she immediately started making phone calls and got a tremendous response from designers and Washington County business donating items such as plant material, rock, bark dust, tractors, art, etc.

The whole area came together in just under a week and all the people and businesses that were involved this year are interested in returning next year and people that did not participate this year are calling to find out how they can be involved next year.

President Vial asked that the Board authorize a superintendent stipend for Ms Stewart for 2004; recognize that this area will have a superintendent in 2005; and have staff work with Ms Stewart to develop a plan for 2005 to be more elaborate and possibly include a competition.

Motion by Board Member Flagg to authorize a superintendent stipend for 2004 to Tami Stewart and acknowledge a superintendent for the garden area for 2005. Second by Board Member Schmidlkofer. Motion carried 5-0.

I. Other, if any – Board Member Christy requested that staff write a letter thanking the Draft Horse participants for helping with the Citizen Recognition program.

5. **Announcements** – None other than what was in the packet
6. **Correspondence** - None other than what was in the packet
7. **Board Oral Communications** - None other than what was in the packet

8. Other Matters of Information -

- A. Rodeo July 2004 Committee Minutes (if available)**
- B. Boosters July 2004 Meeting Minutes (if available)**
- C. Youth Livestock Auction Results**
- D. Non-Paid Usage Calendar**
- E. Newspaper Articles, if any**
- F. Website Activity**
- G. Other, if Any**

With no further business before the Board, President Vial adjourned the meeting at 7:30 pm.

Don G. Hillman
Recording Secretary

Rich Vial
Board President



WASHINGTON COUNTY

OREGON

Fair Complex

FACILITY SCHEDULE—OCTOBER, 2004

(**Events highlighted in *Italics* are no-charge events)

Friday, October 01, 2004

Main Exhibit Hall Gem & Mineral Show

Saturday, October 02, 2004

Main Exhibit Hall Gem & Mineral Show

Sunday, October 03, 2004

Main Exhibit Hall Gem & Mineral Show

****Floral Building** **4-H Rabbit Club**

Monday, October 04, 2004

****Cloverleaf** **4-H Guide Dogs**

Tuesday, October 05, 2004

****Floral Building** **Rodeo Committee Meeting**

****Cloverleaf** **4-H Guide Dogs**

Wednesday, October 06, 2004

Cloverleaf Bldg. Martial Arts Class

****Floral Bldg.** **Fair Board Meeting**

Main Exhibit Hall Dog Training

Saturday, October 09, 2004

Main Exhibit Hall Glass Show

Cloverleaf Bldg. Reception

Sunday, October 10, 2004

Quadrant Property Rally Cross Event

Main Exhibit Hall Glass Show

Wednesday, October 13, 2004

Cloverleaf Bldg. Martial Arts Class

Main Exhibit Hall Dog Training

Thursday, October 14, 2004

Entire Grounds Bi-Mart Frite Lites Sneak Preview

Friday, October 15, 2004

Entire Grounds Bi-Mart Frite Lites

Saturday, October 16, 2004

Entire Grounds Bi-Mart Frite Lites

Main Exhibit Hall Oregon Orchid Show

Sunday, October 17, 2004

Entire Grounds Bi-Mart Frite Lites

Main Exhibit Hall Oregon Orchid Show

****Floral Building** **4-H Rabbit Club**

Monday, October 18, 2004

Entire Grounds Bi-Mart Frite Lites

Tuesday, October 19, 2004

Friendship Plaza

Smoke School

Entire Grounds Bi-Mart Frite Lites

Wednesday, October 20, 2004

Entire Grounds Bi-Mart Frite Lites

Main Exhibit Hall Dog Training

Thursday, October 21, 2004

Entire Grounds Bi-Mart Frite Lites

Friday, October 22, 2004

Entire Grounds Bi-Mart Frite Lites

Saturday, October 23, 2004

Main Exhibit-North Doll House Miniature Show

Entire Grounds Bi-Mart Frite Lites

Sunday, October 24, 2004

Main Exhibit-North Doll House Miniature Show

Entire Grounds Bi-Mart Frite Lites

Monday, October 25, 2004

Entire Grounds Bi-Mart Frite Lites

Tuesday, October 26, 2004

Entire Grounds Bi-Mart Frite Lites

Wednesday, October 27, 2004

Entire Grounds Bi-Mart Frite Lites

Main Exhibit Hall Dog Training

Thursday, October 28, 2004

Entire Grounds Bi-Mart Frite Lites

Friday, October 29, 2004

Entire Grounds Bi-Mart Frite Lites

Saturday, October 30, 2004
Entire Grounds Bi-Mart Frite Lites

Sunday, October 31, 2004
Entire Grounds Bi-Mart Frite Lites

SPECIAL REPORTS

County of Washington

Washington County Fair Complex
873 NE 34th Avenue
Hillsboro, Oregon 97124
Phone: (503) 648-1416
Fax: (503) 648-7208
donh@faircomplex.com
www.faircomplex.com

FAX MEMORANDUM

Date: September 30, 2004

To: Washington County Fair Complex Board
Washington County Fair Complex

From: Don G. Hillman, Executive Director
Washington County Fair Complex

Re: Fair Visioning Committee Meeting

The Fair Visioning Committee met for the first time on Tuesday, September 21, 2004. Board Members Christy and Schmidtkofer presided over the meeting. The following is a 'brief' recap.

Four of the ten-member committee were in attendance. Staff followed up with most of those that did not attend and prior commitments were the reason most often cited for their absence.

Members of the Committee were asked to introduce themselves and mention those fairs they attended this summer. All had attended the Washington County Fair, most had attended the Oregon State Fair, some had attended the Clackamas County Fair, and one had attended the Columbia County Fair.

Each committee member had a number of positive comments regarding this year's fair. When asked as to their suggestions to improve the fair, most mentioned their preference to having a printed premium book verses a web-based version; changing entry deadlines; having assistance to transport exhibits from the parking lot to the Main Exhibit Hall on entry day; and getting more individuals interested in exhibiting.

There was also discussion on showcasing Washington County's wineries; having more activities that cater to school-age kids and families (kid's fire fighter challenge); getting more school-age kids to exhibit; showcasing last year's winner; selling logo T-shirts; having more old-fashioned activities (watermelon seed spitting); and bringing back a petting farm.

We have scheduled two more meeting on October 7 and 21 with the goal of having a report to the Board at their December Board Meeting.

Board members Christy and Schmidlkofer can provide more detail and insight at the October Board Meeting.

Attached is the packet sent to the committee members in advance of the first meeting.

Attachment



WASHINGTON COUNTY OREGON Fair Complex

September 3, 2004

Visioning Committee Applicant;

Congratulations!

At the September 1, 2004, regular meeting of the Washington County Fair Complex Board, you and eight other Washington County residents were approved to become members of the Washington County Fair & Rodeo Visioning Committee. The purpose of the committee is to provide input to the Washington County Fair Complex Board on how to bring creative, fresh ideas and progressive change to the annual Washington County Fair & Rodeo, and to make the fair better and attract more visitors.

The Fair Visioning Committee is Co-Chaired by Board Vice-President Kathy Christy and Board Secretary Kathy Schmidlkofer.

The first meeting of this Committee is scheduled for 7:00 pm, Tuesday, September 21, 2004, at the Fair Complex Offices located at 873 NE 34th Avenue, Hillsboro, OR 97124.

So that you can know a little bit about your fellow committee persons, we have included copies of their applications. We have also included a copy of the Complex's current mission statement and a couple of recent industry articles that address some of the challenges faced by fairs not only in Oregon, but throughout the United States.

On behalf of the Board and staff, we thank you for your interest in serving on this committee and hope your service will be make future Washington County Fair & Rodeo's a showcase for all Washington County resident to enjoy.

Congratulations again.

Sincerely,
WASHINGTON COUNTY FAIR COMPLEX

Don G. Hillman, CFE
Executive Director

Attachments

Washington County Fair Complex Mission Statement

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, and special gatherings.**
- **Promote a sense of community among residents of Washington County.**

Steps to Success

Axiom: Things Change!

Ten years ago, the high cost of insurance was one of the dominant issues facing fairground operations throughout the country. Today, the insurance issue has been largely dealt with and other issues have arisen - ADA, the high cost of entertainment, changing demographics and increased competition. In another ten years, these issues will be replaced by yet others that will seem pressing. Such is the changing nature of business.

And while the fair industry has been proactive in monitoring and affecting various legislative issues that impact the industry, particularly through the fine efforts of the IAFE, individual fairgrounds are facing their own local issues. Less broad than the nationally recognized issues, these local and regional issues are critical to each fair. And they are as different as each fair.

Identifying, understanding and addressing these issues are necessary for fairground operations to deal with the changing nature of their business. Opportunities for excellence really arise out of effective long-range strategic planning - planning that identifies and addresses these local issues and factors through strategies that take advantage of them.

All too often there doesn't seem to be enough time to plan for next year's fair, let alone the next five to ten years.

Strategic planning, however, is not only critical to the long term success of fairground operations but can help reduce the time put into annual planning. Without long-range strategic planning, management becomes *reactive* rather than *proactive*.

Over the years, I have found four compelling reasons for any operation to implement some sort of strategic planning. First, it provides guidance to lower level management and staff. Day-to-day decisions are better made by staff when priorities are known and clear objectives are set. This is how annual planning and preparation can be useful.

Second, it helps identify strategic issues. These issues are those that are really at the heart of a fairground operation - market share, competition, pricing, finance and physical plant.

Third, strategic planning provides guidance in deploying resources. With limited time, people and money, strategic planning is very effective in identifying where best to concentrate efforts and resources.

Last, and perhaps most important, it helps *influence* rather than *respond* to change. Fairground operations should be on the cutting edge of their business, ready to take advantage of every opportunity - capable of creating opportunities.

(continue on page 2)

Welcome to this issue of ALL'S FAIR, a newsletter to the Fairs and Expositions industries. This and future newsletters will highlight key issues and trends affecting the operation, management, marketing and development of fairground, equine and exhibition facilities in North America.

We appreciate and welcome any comments or suggestions you may have concerning the content, format and delivery of this newsletter.

Four Reasons to Do Strategic Planning

1. Strategic planning provides guidance for staff to make decisions.
2. Strategic planning identifies strategic issues.
3. Strategic planning helps to deploy limited resources.
4. Strategic planning helps influence rather than just respond to change.



Steps to Success

So what is long range strategic planning? Business consultant and renowned author Peter F. Drucker states that "...long range planning does not deal with future decisions, but with the future of present decisions."

The decisions that are made today will set the course for the future. Not just next year but for years to come. Those decisions must, therefore, be strategic in nature, based on fully understanding the issues and factors that have and will impact operations.

Strategic planning has two main components - formulation and implementation. It is obviously difficult to implement without first formulating the plan. Strategy formulation centers around three components of any long-range plan: mission statement, goals and

objectives, and strategies.

Mission Statement

Most fairground operations have a purpose, whether stated or not. Some look to enabling legislation as the defining purpose of the fair, while others have formalized their mission statement. Still others define their purpose based on what they do at any particular point in time. Some purposes have evolved by happenstance, others by chance.

Studies show that the most successful businesses have agonized over and determined their purpose rather than leave it to chance.

The mission statement should answer the question, "Who are we?" It is a long-term vision of what the organization seeks to do and the reason why it exists. It distinguishes the organization from other organizations.

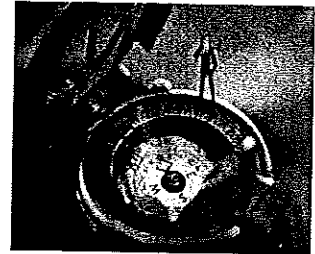
The fair industry is a complicated business. It incorporates education with entertainment, social with satisfaction, economic development with youth advocacy, agriculture in urban settings.

Three sub-questions need to be addressed in formulating a mission statement. First, what is our business? Some board members believe agricultural promotion is the business, some think entertainment, some education, some economic development. With so many differing views on what business any particular fairground operation is in, managing its future becomes very difficult. The neglect of this single question is the leading cause of organization frustration and failure.

Second, what will our business be? Answering this question forces a look ahead - beyond next year's fair. Management must seriously think about the unsatisfied wants of the patron and user of the fairgrounds.

Third, what should our business be? Exploring opportunities are critical in shaping a good mission statement.

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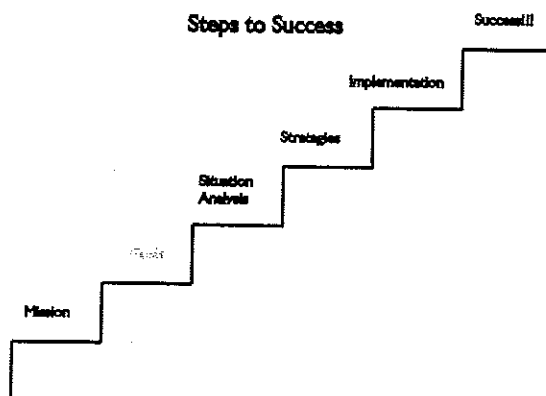


Setting the mission is the first step to success.

"...long range planning does not deal with future decisions, but with the future of present decisions..."
Peter Drucker



Once set in motion, the long-range planning process can unleash non-stop results.



Steps to Success

Goals and Objectives

The next step in formulating a long range plan is setting short and long-range goals and objectives. These objectives define specific kinds of performance and results which the operation seeks to achieve in pursuing its mission.

Objectives can be classified in four distinct categories: market, financial, organization, and physical plant. Market objectives focus on creating a viable and sustainable customer base, whether patrons, concessionaires, non-fair users — any customer. Market objectives address attendance, market share, facility usage, market segments, and products, services and activities.

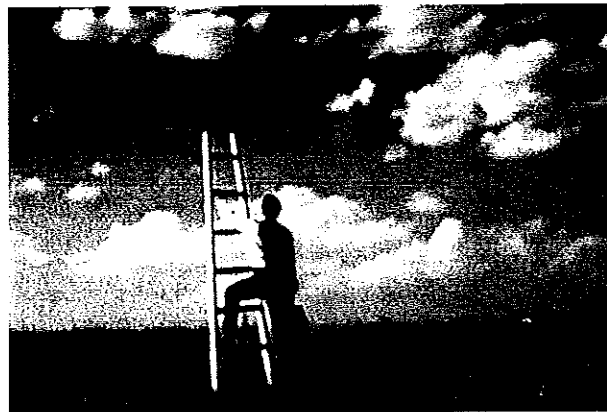
Financial objectives focus on issues concerning the financial viability of the fair, including pricing, expenses, capital investment, debt load and other financial areas.

Organization objectives focus on creating an organization structure to effectively deliver the product and services of the business. These objectives deal with public/private ownership as well as internal organizational lines and employment issues.

Physical plant objectives focus on maintenance issues, as well as expansion of the fairground's facilities and structures.

Situation Analysis

A crucial part of defining goals and objectives is clearly identifying and understanding the issues and factors that impact the fair. These issues and factors are both internal and external to the fairground operation. Internal factors affecting the future operation of fairgrounds include financial and operating trends, organization structure, facility usage, and marketing



focus and effectiveness.

External factors include changing demographics, economic trends, competition, entertainment trends, local government issues, agricultural trends, technology changes, and construction and capital financing opportunities. Most managers and board members understand the internal issues and factors

that affect their business.

The external factors generally require in-depth research and analysis. Changes in demographics (population, ages, ethnic mix and disposable incomes) and local economic trends impact market share and pricing issues.

Competition, as well as unmet market needs, influence services, activities and physical plant impacts. Entertainment trends, such as local area pricing, parking charges, and other policies may present perspectives that affect changes to improve entertainment quality, as well as revenues.

Understanding local and national government regulations and constraints is critical to determining operating policies and procedures.

Strategies

Strategies are specific ways of achieving your objectives. These are generally short term in nature and are frequently called action tasks.

For example, if an objective of a fairground operation is to increase ticket revenues by 5 percent per year, strategies to do this could include raising prices, altering the ticket mix, increase advance ticket sales, expand market area, and the like. These are the strategies that help both management and staff make the best day-to-day decisions.

Implementation

Defining an overall long-range strategic plan is one thing. Making it happen is another. Assignment of personnel responsible for implementation of specific strategies, along with specific time lines, is critical. Semi-annual and annual evaluations are needed, as well as an annual updating of the long-range plan. By doing this, management moves from strategic planning to strategic management—influencing change and insuring success!

"Strategic planning helps to influence change — not just respond to it."

The Right Stuff - What Fair Managers Need

Over the past 18 years of working with more than 100 fair and fairground operations throughout the United States, I've noticed that fair managers are constantly looking for the "right stuff" that will increase fair attendance, maximize use of the fairgrounds, and generate net revenues to reinvest in both programs and facilities.

Long overdue in the fair and fairground industry, however, is a redefining (and new understanding) of the role of the fair and fairgrounds as community assets to really comprehend what the "right stuff" is. The significant shift from an agricultural-based economy to a service-based economy in the United States has created consequences that demand attention and consideration in order for fair managers to value the "right stuff" to help them succeed.

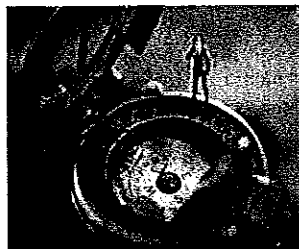
What are these consequences? First, fewer and fewer people have any direct (or even indirect) ties to agriculture. Now, that's not good or bad – it just is. As a result, agriculture is less relevant to the general public or fair patrons, particularly in areas of livestock and animal husbandry.

And while fair manager after fair manager, and fair board after fair board, acknowledge this trend, few do anything to address it.

Second, younger people are moving from rural areas to urban or non-agricultural areas. Generationally speaking, this trend is putting greater and greater distance between agriculture and the general public. It's leaving the older generation to serve on fair boards that continue to focus on agriculture.

And third, advances in technology (home entertainment, music, Internet, and communications) will force most fair and fairground operations to rethink their programming and retool facilities to stay relevant in the future.

And what does it mean to be relevant? I believe it means the fair should be the "face of the community," showcasing all industry and commerce, providing for a common gathering to celebrate community achievements, history and potential.



Setting the Right Direction is the first step to success.

Relevance means the fairground is a vital community asset that is the central place of education, entertainment and enterprise. To get to this right, fair managers need the right stuff. So what is the "right stuff?" Four things – the Right Direction, the Right Boss, the Right Staff, and the Right Knowledge.

The Right Direction

Perhaps the greatest need for fair and fairground managers is knowing which direction the operation is heading – something determined through long-range planning. Much has been made of this in recent years through IAFE, yet it is one of the areas that has largely been ignored, at worst, or misunderstood, at best.

(continue on page 2)

Welcome to our first issue of ALL'S FAIR, a periodic newsletter to the Fairs and Expositions industries. This and future newsletters will highlight key issues and trends affecting the operation, management, marketing and development of fairground, equine and exhibition facilities in North America.

We appreciate and welcome any comments or suggestions you may have concerning the content, format and delivery of this newsletter.

Economic Impact Highlights of the Minnesota State Fair

- \$147 million to \$157 million in annual impacts
- Over \$44 million paid to local residents as wages
- More than 5,500 jobs supported each year
- Over \$4.5 million of state and local taxes generated per annum

Source: Markin Consulting



The Right Stuff - What Fair Managers Need

Planning is hard or boring or both. We'd rather do something - anything. We're a do something society. But doing something for doing's sake can have disastrous results.

My experience is that fairs and fairgrounds that cast a vision, set a mission, make a plan and implement strategies to achieve its mission are far more likely to gain community support, financial health, increased attendance and net revenues than those that simply "shoot from the hip." And with more and more fairground operations applying for grants and foundation funding, long-range business plans are becoming mandatory submissions by the grantor or foundation.

Fair managers and staff that operate without a vision, without direction, are more prone to make decisions that solve today's problem, but do nothing to position the operation for long-term success.

The Right Boss

For fair managers, the boss is almost always the fair board. For small to mid-sized fairground operations, the board is typically a volunteer board, made up of long-term individuals with strong ties to the agriculture community. Board members are also most likely men and over the age of 55.

Based on my experience, these board members are principally concerned with the annual fair and are likely to give most of their attention and time to the fair.

As volunteers who make sure the fair is the best it can be, for this event, they are invaluable. On the other hand, because of their focus on the fair event itself, the rest of the fairgrounds operation is either largely ignored or influenced by decisions that benefit only the annual fair, rather than positioning the fairgrounds as a year-round operation and a vital community asset.

Of utmost import, fair board members should have wide and varied influences throughout the community, not just in the agricultural community. The make-up of the board should look like the community in which it's located, comprised of business, education, agriculture, tourism, banking, and technology professionals, for example. With broader community spheres of influence, it is much easier for the board to champion the vision and mission of the fair and fairgrounds.

A growing trend in the industry is having two boards. One is the fair board - concentrating its efforts on producing and staging the annual fair. This is where those working volunteers with strong agricultural ties are best used.

The other board is in charge of the year-round operations of the fairgrounds, including marketing, maintenance and day-to-day decisions. This board has broader community representation, and is principally a policy board, not a working board.

The Right Staff

Without a doubt, teamwork is critical to success. No fair manager can do everything or be everything. A successful fairground operation has the "right people in the right seats on the bus." Unfortunately, many managers are just trying to keep the wheels from coming off the bus, let alone trying to fill the bus with the right staff.

So what is the right staff? In terms of quality of staff, fairs are no different from any other business. As such, it needs individuals who view their position as more than a job. Passion and commitment are two words that come to mind.

(continue on page 3)



The Wrong Boss

"With broader community spheres of influence, it is much easier for the board to champion the vision and mission of the fair and fairgrounds."



Competent, experienced and continually educated staff are the Right Stuff.

The Right Stuff - What Fair Managers Need

Staff should also be highly skilled – not just filling a position. And they should be continually trained in the areas of customer service, marketing and communications.

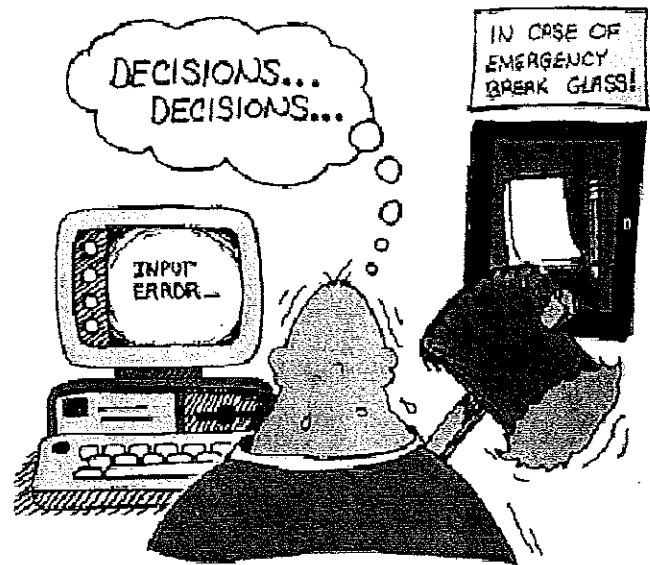
As for the quantity of staff, no position has been more lacking than the marketing position. To increase its usage, fairgrounds must be marketed. To demonstrate the fairground's benefit to the community, its contributions must be communicated. And yet, this position is typically one of the last to be filled.

Why? Most operations are either constrained by budget limits or don't believe that proactively marketing the fairgrounds can increase revenues to pay for the position. My experience is just the opposite. Not marketing the fairgrounds takes away any competitive edge it may have, creating a downward spiral of use and revenues.

The Right Knowledge

I get inquiries from fair managers all the time, asking about this or that – all of them looking for some relevant piece of information from which to make a decision. It's said that "a little knowledge is a dangerous thing." While the meaning refers to someone thinking more highly of himself than he should, for me, making a decision with too little knowledge can be very dangerous.

Fair managers need current, reliable financial, market and operating data to help make effective and timely decisions. Too often, financial reports generated by counties and states (and even non-profits) do not provide the kind of information needed by management, nor are those reports timely. To compensate for this, some fair operations have resorted to maintaining a separate set of financial records, in a usable format that can be updated internally and quickly.



Other information that fair managers need is demographic data, giving insight into population trends – growth rates, ethnicity, household sizes and incomes, and other factors.

Of utmost importance is data about competition – other exhibit facilities, horse show facilities, banquet and reception halls, RV parks and spectator facilities.

Managers need to know their competition – rates, planned expansions, programs, and marketing strategies – in order to effectively compete.

What fair managers want – market share, increased usage, financial health, community support, and effective staff teamwork – is not what they need.

What they need, to get what they want, is the Right Stuff – the Right Direction, the Right Boss, the Right Staff and the Right Knowledge.

County Fair

A fair is a time of year when there's a carnival, stock show, and a lot more. I showed my horse, Amber, and I won one hundred forty dollars in show classes. I was in speed class, reining class, English class and trail class. There used to be monster trucks at the fair but they don't come any more. There is a demolition derby every year. It's where cars crash into each other. Food is sold at the fair grounds and that is what a County Fair is.

Description of a County Fair.
Courtesy of the Wyoming
Association of Fairs.

County of Washington

Washington County Fair Complex
873 NE 34th Avenue
Hillsboro, Oregon 97124
Phone: (503) 648-1416
Fax: (503) 648-7208
donh@faircomplex.com
www.faircomplex.com

FAX MEMORANDUM

Date: September 30, 2004

To: Washington County Fair Complex Board
Washington County Fair Complex

From: Don G. Hillman, Executive Director
Washington County Fair Complex

Re: September Operations Report

Couple of on-going updates:

Frite Lites: Staff has completed most of the staging of the Frite Lite displays. Some of the light displays have been moved to different areas. This year's offerings also include a 'creepy' canoe ride in the covered Show Ring.

RV Storage: Staff has started the annual chore of installing tarps and plastic in the Beef, Dairy and Horse Barns to accommodate RV and Boat storage.

Grandstand Removal – Staff is continuing to receive bids on the removal of the Grandstands through Tuesday, October 5, 2004. Information regarding those bids should be available at the October 6th Board Meeting.

OLD BUSINESS

County of Washington

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Hillsboro, Oregon 97124
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Fax: (503) 648-7208
donh@faircomplex.com
www.faircomplex.com

FAX MEMORANDUM

Date: September 30, 2004

To: Board Members
Washington County Fair Board

From: Don G. Hillman, Executive Director
Washington County Fair Complex

Re: Letter of Intent

The Washington County Board of Commissioners approved the Letter of Intent at their September 28, 2004, meeting.

A copy of the agenda item and the Letter of Intent is included in your packet.

AGENDA

WASHINGTON COUNTY BOARD OF COMMISSIONERS

Agenda Category: Fair Board

Agenda Title: APPROVE LETTER OF INTENT BETWEEN WASHINGTON COUNTY, THE FAIR BOARD, AND OPUS NORTHWEST LLC PERTAINING TO THE FAIRGROUNDS REDEVELOPMENT PROJECT

Presented by: Rich Vial, Fair Board Chair and Don Hillman, Fair Executive Director

SUMMARY (Attach Supporting Documents if Necessary)

On March 16, 2004, your Board approved the Fair Board's recommendation that Opus Northwest LLC (Opus) be selected as the developer for the Fairgrounds Redevelopment Project and authorized the Fair Board to negotiate a Letter Of Intent (LOI) with their representatives. The purpose of the LOI is to outline the parties' roles, expectations, responsibilities, goals, objectives and deliverables with regards to the preparation of a preliminary master plan, final master plan and the negotiation of a definitive development agreement. Over the past several months, the parties have exchanged various drafts and proposed language to be included in the LOI. On September 14, 2004, your Board met in executive session to consider the terms of the proposed LOI and expressed concerns regarding the ability of the County and the Fair Board to retain possession of the deliverables in the event the LOI was terminated. Opus has agreed to the additional language requested by the County that is now included in section 5.5 of the final version of the LOI before you today. A copy of the proposed LOI is included in your packets.

DEPARTMENT'S REQUESTED ACTION:

Approved and execute the Letter of Intent between Washington County, the Washington County Fair Board and Opus Northwest LLC and authorize the Fair Board to commence negotiations with Opus Northwest towards a definitive development agreement.

COUNTY ADMINISTRATOR'S RECOMMENDATION:

I concur with the requested action.

Agenda Item No. _____
Date: 9/28/04

LETTER OF INTENT
For the Redevelopment of Washington County Property and
The Design, Financing and Construction of New Modern Public Exposition Facilities

RECITALS

This Letter of Intent ("LOI") is between Opus Northwest, L.L.C., a Delaware limited liability company, hereafter referred to as "Opus", Washington County, a political subdivision of the State of Oregon, and the Washington County Fair Board hereafter collectively referred to as the "County".

The purpose of this LOI regards the phased redevelopment of property owned by the County and the design, financing and construction of modern public exposition facilities consistent with Washington County Request for Proposal No. 23075P, which by its reference is integral to this LOI. A map depicting the County property and additional properties under separate ownership referred to in this LOI is attached hereto as Exhibit A. The LOI is intended to outline the roles, expectations, responsibilities, goals, objectives and deliverables with regards to the preparation of a master plan and negotiation of a definitive development agreement ("Definitive Agreement").

This LOI is not intended to determine terms or conditions with regards to the sale and/or lease of County property. However, it is the intent of both parties that those terms and conditions regarding the sale and/or leasing of County property will be determined in the next twenty four months consistent with the preparation of a master plan and negotiation of a Definitive Agreement.

BACKGROUND

Washington County owns approximately 100 acres of land and improvements located at 873 NE 34th Avenue, Hillsboro. The Washington County Fair Board manages the property, a portion of which is the home of the Washington County Fair & Rodeo. The site consists of various buildings and structures of varying age and condition, open spaces, improved and non-improved

parking areas, and provides space throughout the year for public gathering, trade shows, and exhibitions.

The development of new public facilities at the site to meet the growing needs of Washington County has been contemplated for a number of years. In November 2002, Washington County, in association with the Washington County Fair Board, unsuccessfully sought voter approval for a \$40 million General Obligation Bond for the purpose of constructing public facilities on this site to support exhibition, consumer show, community event, fair, rodeo and entertainment activities. Other prior attempts to secure funding to improve existing or develop new facilities have been unsuccessful as well.

Given the past lack of success, in securing funding for facility improvements at the site, the Washington County Fair Board, in conjunction with the Washington County Board of County Commissioners, issued Request for Proposals ("RFP") No. 23075P to secure a qualified firm to develop, design, finance and build modern public facilities, in exchange for a grant of an interest in or development rights on parts or all of the site.

As of the closing date of the RFP, two qualified proposals had been received – one from OPUS Northwest LLC and one from SCM LLC.

In November 2003, the Washington County Fair Board appointed a nine-member Evaluation and Selection Committee ("Committee") to review each proposal, receive oral presentations from each proposer and make a finding as to which proposal received the highest combined score according to Committee requests for criteria found in the RFP.

The Committee met with the two proposers on two separate occasions. The Committee requested additional information from each proposer after each of the two meetings. A representative from the Washington County Counsel's Office was present at each Committee meeting and reviewed additional information from the two proposers. During the week of February 10, 2004, Committee members individually evaluated and scored each proposal using the criteria provided in the RFP.

Upon completing its tasks, the Committee reported to the Washington County Fair Board on March 3, 2004, that the OPUS Northwest LLC ("Opus") proposal received the highest combined score. The Washington County Fair Board accepted the Committee's report, confirmed the Committee's recommendation of OPUS and moved to forward that recommendation to the Washington County Board of County Commissioners.

On March 16, 2004, the Washington County Board of County Commissioners accepted the Washington County Fair Board's recommendation of Opus, and authorized the Washington County Fair Board and staff, in addition to County staff, to work with Opus to draft an initial LOI on the Fair Complex Site redevelopment project.

This LOI or subsequent amendments will address roles, expectations, responsibilities, goals, objectives and deliverables with the regard to preparation of the Preliminary Master Plan, Public Process Plan and other project components. The Board of County Commissioners noted that once the LOI is finalized, the process will include visioning sessions and public hearings,

consideration of redevelopment options, preliminary site master planning, and work with the County, City of Hillsboro and other agencies as appropriate. Opus will provide the County with its Preliminary Master Plan within 120 days of the effective date of this LOI. Within 24 months of the effective date of this LOI, Opus and the County will negotiate the terms and conditions of the Definitive Agreement.

ROLES AND RESPONSIBILITIES

During the Due Diligence Period, Opus shall serve as the exclusive developer to complete the Preliminary Master Plan that provides for the phased redevelopment of County property, hereafter referred to as the Fair Complex Site, and the design, financing and construction of new modern public exposition facilities. In no event shall the Preliminary Master Plan exclude the ability to produce an annual County Fair & Rodeo. After negotiation of a Definitive Agreement, if such is negotiated, Opus' rights to serve as exclusive developer shall be in accordance with the terms of such Definitive Agreement.

As an overall part of the phased redevelopment of Fair Complex Site, the County contemplates acquiring rights to use certain property located to the east of the Fair Complex Site from the Port of Portland and Tri-Met (the "Acquisition Property") and engaging in a phased development plan that will allow Washington County to continue to operate the Fair Complex Site throughout the development and construction process that will ultimately result in the design, financing and construction of modern public exposition facilities on the Fair Complex Site.

Funding - Funding for the design and construction of the new modern public exposition facilities will be financed, in part, from the sale and/or long term ground lease of portions of the Fair Complex Site to Opus which will use such portions of the Fair Complex Site for the development of a complementary retail and entertainment development, and compatible commercial developments, and, in part, from the sale of municipal revenue bonds or other appropriate financial instruments. County and Opus intend that the total amount of proceeds received by the County from Opus for any sales or leases of Fair Complex Site property will be in an amount sufficient to pay for all design and construction costs associated with County's new modern public exposition facilities. In addition, any debt incurred by the County through the issuance of revenue bonds or other appropriate financial instruments in conjunction with the project would be primarily funded through the leasing or sale of portions of the Fair Complex Site to Opus and that the proceeds received by County from such leases or sales must be in an amount sufficient to enable County to administer and completely retire any such debt. Based on the information currently known to Opus, Opus intends to complete the following tasks:

1. Due Diligence Period and Acquisition Property. From the date on which the LOI is executed by the County and Opus (the "Execution Date") until the earlier of (a) the date on which Opus elects to terminate the LOI or (b) two years following the Execution Date ("Due Diligence Period"), Opus intends to undertake certain due diligence and pre-development activities ("Pre-Development Activities"), as follows:

- 1.1 Agreement Regarding Acquisition of Port of Portland Property. During the Due Diligence Period, Opus will use commercially reasonable efforts to enter into an agreement which permits the County to use the portion of the Acquisition Property that is

currently owned by the Port of Portland on such terms and conditions as Opus and the County determine are necessary for the redevelopment of the Fair Complex Site. The County shall use commercially reasonable efforts to cooperate with Opus in its negotiations to acquire the portion of the Acquisition Property currently owned by the Port of Portland. "Commercially reasonable efforts" shall not be construed to include the requirement that the County financially participate in any use fee or acquisition fee required by the Port of Portland except as necessarily required by the structure of any such transaction.

1.2 Agreement Regarding Acquisition of Tri-Met Property. During the Due Diligence Period, Opus will use commercially reasonable efforts to enter into an agreement which permits the County to use the portion of the Acquisition Property that is currently owned by Tri-Met on such terms and conditions as Opus and the County determine are necessary for the redevelopment of the Fair Complex Site. The County shall use commercially reasonable efforts to cooperate with Opus in its negotiations to acquire the portion of the Acquisition Property currently owned by Tri-Met. "Commercially reasonable efforts" shall not be construed to include the requirement that the County financially participate in any use fee or acquisition fee required by Tri-Met except as necessarily required by the structure of any such transaction.

1.3 Development Agreement and Master Plan. During the Due Diligence Period, Opus and its consultants, including LRS Architects (the "Architect"), will work with the County to create a master plan (the "Master Plan") for the Fair Complex Site and the Acquisition Property that supports Opus' development of the Fair Complex Site and the Acquisition Property (the "Project") consistent with the County's financial and operational goals, while recognizing market conditions. The Master Plan will contemplate the phased development of the Fair Complex Site and the Acquisition Property. Within sixty (60) days following agreement between the County and Opus as to the conceptual design upon which the Master Plan will be based, County will provide Opus with a detailed projection of net operating revenues that the County can reasonably expect to receive from the operation of the modern public exposition facilities.

1.4 Zoning Changes and Land Use Approvals. During the Due Diligence Period, and in conjunction with the County, Opus will use commercially reasonable efforts to identify such changes to the current zoning of the Fair Complex Site and the Acquisition Property as Opus, in consultation with the County, deems appropriate to obtain land use approvals and building permits pertaining to the Fair Complex Site and the Acquisition Property to accommodate the development of the Fair Complex Site and the Acquisition Property consistent with the Master Plan.

1.5 Subdivision of Fair Complex Site. During the Due Diligence Period, Opus will use commercially reasonable efforts to prepare a subdivision plan to subdivide the Fair Complex Site as Opus determines appropriate in its business judgment to maximize the value of the Fair Complex Site for development consistent with the Master Plan.

1.6 FAA Approval. During the Due Diligence Period, Opus will use commercially reasonable efforts to obtain approval from the Federal Aviation Administration for the right to hold related activities on a portion of the Acquisition Property that is now under use restrictions due to it being within the flight path for the Hillsboro airport.

1.7 General Due Diligence

(a) Title and Survey. During the Due Diligence Period, Opus will obtain a preliminary title report and a survey of the Fair Complex Site and the Acquisition Property.

(b) Environmental Study. During the Due Diligence Period, Opus will obtain such environmental site assessments of the Fair Complex Site and the Acquisition Property as Opus deems appropriate in its business judgment.

(c) Soils. During the Due Diligence Period, Opus will obtain such soils studies of the Fair Complex Site and the Acquisition Property as Opus deems appropriate in its business judgment.

Opus will undertake the Due Diligence and Pre-Development Activities, and produce the Master Plan at Opus's sole cost and expense. Opus will contract with and direct its Architect and other consultants required to complete the Pre-Development Activities and produce the Master Plan. During the Due Diligence Period, Opus will retain the right to terminate the LOI if Opus determines that the Project is not economically feasible for any reason whatsoever.

2. Development Activities. Following the Due Diligence Period, the Architect will undertake the design of the Project in accordance with the Master Plan, and Opus will commence the drafting of such documents as are appropriate to implement the Master Plan, pursue all remaining governmental approvals required for the Project, and begin implementing the phased execution of the Master Plan.

3. Closing. Within twelve months after the expiration of the Due Diligence Period, Opus and the County will mutually agree as to the phased components of the Preliminary Master Plan and Master Plan. Based upon this agreement as to the phased components, Opus will either purchase portions of the Fair Complex Site and/or Acquisition Property and/or Opus and the County will enter into a ground lease of portions of the Fair Complex Site and/or Acquisition Property.

4. Performance of Plan and Pre-Development Activities. Opus agrees to pursue the Pre-Development Activities with all reasonable diligence. Opus will pay all costs and expenses associated with the performance of the Pre-Development Activities. Opus will be entitled to access to the Fair Complex Site, and to all books, documents, and records related to the Fair Complex Site which are in the County's possession or control, for the purpose of undertaking the Pre-Development Activities and preparing the Master Plan, including without limitation any investigation or test necessary or appropriate. The County will provide such cooperation in connection with the Pre-Development Activities and the Master Plan as Opus may reasonably request from time to time, subject to reimbursement by Opus for reasonable out-of-pocket expenses incurred by the County in providing such cooperation. The County acknowledges that such cooperation may include the execution of applications for land use and other governmental approvals with respect to the Fair Complex Site. Opus agrees to provide the County with monthly progress reports summarizing Pre-Development Activity tasks that have been

accomplished in the preceding month and those tasks that are anticipated to be accomplished during the following month.

5. Binding Provisions. The provisions in this Section 5 are legally binding and enforceable agreements of Opus and the County:

5.1 Exclusive Dealing. For a period of twenty four (24) months from the effective date of this LOI, or until an earlier date on which either Opus or the County gives written notice to the other that negotiations toward a Definitive Agreement are terminated (the "Termination Date"), the County will not, directly or indirectly, through any representative or otherwise, solicit or entertain offers from, negotiate with, or in any manner encourage, discuss, accept, or consider any proposal of any other person or entity relating to any direct or indirect acquisition, sale, lease or other transfer of any interest in the Fair Complex Site, in whole or in part. Opus acknowledges, however, that the County may, from time to time, be contacted by other developers respecting the Fair Complex Site. In the event of any contact, the County agrees to advise any such other developers that County has executed this LOI with Opus and the County is unable to discuss anything concerning these negotiations, entertain any offer or proposal, or negotiate with any other developer until this LOI or its successor Definitive Agreement expires or is terminated. The parties agree to negotiate in good faith with each other with respect to the terms and conditions of the Definitive Agreement and any subsequent LOI, as necessary. All such contacts with the County shall be reported to Opus in a timely fashion.

5.2 Inspection and Access. After the Execution Date, Opus and its representatives shall be entitled, after reasonable notice to the County and at reasonable times, to go upon the Fair Complex Site for the purpose of making or conducting any inspection, investigation, test or survey reasonably related to the potential development of the Fair Complex Site, provided only that: (a) all such activity shall be without expense to the County; (b) Opus shall not unreasonably interfere with the current operation of or use of the Site by the Fair Board; and (c) Opus shall only authorize experienced and trained people to go upon the Site for the purposes set forth above. Opus shall protect, defend and hold harmless the County, the Fair Board, their officers, employees and agents from any loss, liability or damage to persons or Site related to Opus' activities on the Site, except remediation of any environmental condition discovered by Opus that was not the result of any activities of Opus' or its representatives. If Opus terminates this LOI or a Definitive Agreement is not negotiated, Opus shall fully compensate the County for reasonable costs incurred for any physical damage to the Site, or lien or encumbrance or charge thereon attributable to Opus' activities with respect thereto. The County shall cooperate in all reasonable respects with Opus' efforts to inspect, investigate and test the Site during the Due Diligence Period.

5.3 Cooperation. The County agrees to respond to any request for approval, execution of applications, assistance or information within thirty (30) days of request therefor by Opus.

5.4 Costs. Except as otherwise provided herein, each of Opus, on the one hand, and the County, on the other hand, will be responsible for and bear all of its own costs and expenses in connection with the transaction proposed in this letter of intent.

5.5 Assignment of Deliverables. In the event of termination of the LOI other than for the County's default, or in the event of the expiration of the LOI or any extensions of the LOI, Opus will assign and transfer to the County, without warranty, copies of any and all reports, analyses, governmental permits and approvals, plans and specifications (including any Preliminary Master Plan and Master Plan), and other work product obtained or developed by Opus as a result of the Pre-Development Activities.

5.6 Termination. During the two (2) year period after the Execution Date, only Opus shall have the right to terminate this LOI, which Opus may do in Opus' sole discretion. Thereafter, either Opus or the County may terminate negotiations with respect to the LOI, by written notice to the other party given unilaterally, for any reason or no reason, with or without cause, at any time; *provided, however*, that the termination of this LOI will not affect any party's liability for a breach of any provision of this LOI occurring prior to the termination.

5.7 Confidentiality.

5.7.1 Opus agrees that it will not, at any time, directly or indirectly, reveal, communicate, or use any Confidential Information (as defined below) for any purpose other than evaluating Opus' potential development of the Fair Complex Site, or disseminate or disclose any Confidential Information to any third party or organization without the prior written consent of the County. Opus may disclose the Confidential Information to Opus' employees, agents, advisors (i.e. Opus' attorneys, accountants or other consultants) ("Advisors") and lenders who have a specific need to know of the Confidential Information being disclosed; *provided, however*, that Opus shall be responsible for notifying such employees, agents, Advisors, and lenders who are given access to the Confidential Information that such information may constitute Confidential Information, and that the employees, agents, Advisors and lenders shall have the same obligations as Opus not to disclose the Confidential Information. Opus hereby assumes all liability for any breach of the provisions of this section by any of its employees, agents, Advisors or lenders. Opus will exercise the same degree of care in safeguarding the Confidential Information against loss, theft, or other inadvertent disclosure that it exercises with respect to its own, similar Confidential Information, but no less than a reasonable degree of care under the circumstances. Opus may disclose Confidential Information to the extent it is required to be disclosed by Opus pursuant to judicial order or other compulsion of law; *provided, however*, Opus will give the County immediate written notice sufficient to allow the County to seek a protective order or other appropriate remedy to prevent any disclosure.

5.7.2 All Confidential Information obtained from the County will remain the exclusive property of the County, and Opus will have no right by license or otherwise to use the Confidential Information except as expressly provided herein.

- 5.7.3 Upon request by the County, at any time, Opus shall immediately return to the County all documents, records, notebooks or other tangible material embodying Confidential Information (in any form, including without limitation, all summaries, copies and excerpts of Confidential Information) in its possession, whether prepared by it or others, and deliver to County any and all Confidential Information in whatever form that may be in Opus' possession or under Opus' control.
- 5.7.4 As used herein, the term "Confidential Information" means: (a) all financial information of the County; (b) all information, whether or not in written form, and whether or not designated as confidential, which relates to the Washington County Fair Board, customers, practices, services, finances, or legal actions or proceedings, including settlement terms and potential settlement terms relating thereto, other information, knowledge or data concerning the operations of the Washington County Fair Board; and (c) all information related to the Fair Complex Site.
- 5.7.5 Confidential Information does not include: (a) information which, at the time of disclosure is in the public domain; (b) information which, after disclosure, is published or otherwise becomes part of the public domain through no fault of Opus, but only after and to the extent that it is published or otherwise becomes part of the public domain; (c) information which prior to disclosure, Opus can show as already in Opus' possession and that was not acquired, directly or indirectly, from a third party which Opus knew or had reason to know was under a continuing obligation of confidence to the County; and (d) information which Opus can show was received from a third party who did not require that Opus hold it in confidence, and who did not acquire it, directly or indirectly, from the County under a continuing obligation of confidence.
- 5.8 Option to Extend LOI. Prior to the expiration of this LOI, Opus shall have the option to extend the terms this LOI for up to four (4) additional periods of One Hundred and Eighty (180) days each. Opus's right to exercise each Option To Extend shall be conditioned upon Opus, prior to the expiration of the initial term of this LOI or any extension thereof, providing County with written notice of its election to exercise its option and payment to the County of the sum of Fifty Thousand Dollars (\$50,000.00) for each extension requested.
- 5.9 Legal Effect. The provisions of Section 1 through 4, inclusive, do not constitute and will not give rise to any legally binding obligation on the part of either party to this LOI, but the provisions of Section 5 do give rise to legally binding obligations on the part of Opus and the County.

THE FOREGOING IS HEREBY AGREED TO AND ACCEPTED:

Date: _____, 2004

WASHINGTON COUNTY, a political subdivision
of the State of Oregon

By: _____
Title: _____

WASHINGTON COUNTY FAIR BOARD

By: _____

Title: _____

OPUS Northwest, L.L.C.

By: _____
Title: _____

County of Washington

Washington County Fair Complex
873 NE 34th Avenue
Hillsboro, Oregon 97124
Phone: (503) 648-1416
Fax: (503) 648-7208
donh@faircomplex.com
www.faircomplex.com

FAX MEMORANDUM

Date: September 30, 2004

To: Board Members
Washington County Fair Board

From: Don G. Hillman, Executive Director
Washington County Fair Complex

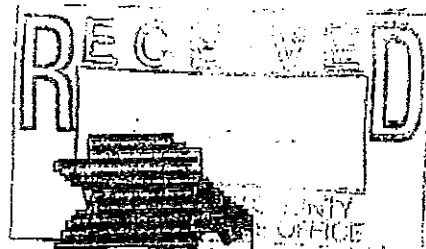
Re: Prospective Board Applicants

Find attached the two more applications received to date for the additional Board seats approved by the Washington County Board of Commissioners.



WASHINGTON COUNTY

155 N. First Ave. Suite 300, Hillsboro OR 97124-3072
phone: (503) 846-8681 fax: (503) 846-4545



Rich - FYI
9/15/04

Application Form

Commissioner Appointed Boards, Committees and Commissions

Thank you for applying to serve on a Washington County appointed board, committee or commission. Please take a moment to provide the Board of Commissioners with the following information.

Name: RICHARD GIBARD

Home or Mailing Address: 4795 NW SALISHAN DR
City: PORTLAND State: OR Zip: 97229
Day Phone: (503) 846-7639 Evening Phone: (503) 629-9180
Fax: — Email: RICH-LANDON@WORLDNET.ATT.NET

1. Please list in order of preference the boards, committees and commissions on which you would like to serve:

1. FAIR BOARD 2. — 3. —

2. Are you a resident of Washington County? ☒ Yes ☐ No
3. Are you employed in Washington County? ☒ Yes ☐ No
4. County Commissioner District you reside in (see map above or call (503) 846-8681):
☐ 1 ☒ 2 ☐ 3 ☐ 4

5. Please list the Washington County boards, committees or commissions on which you are currently serving or have previously served (including the dates of your terms).

NONE

6. What days & times are you available for meetings?

MOST TIMES, CURRENT 4:30PM MEETING TIME IS WORKABLE

7. What are your reasons for wanting to serve on an appointed board, committee or commission?

WHILE I LIVE IN A URBAN AREA, I GROW UP IN EASTERN OREGON AND HAVE BEEN INVOLVED WITH THE GRAINER FOR MANY YEARS, I FEEL I HAVE BEEN A GOOD SUPPORTER OF THE AG COMMUNITY. I WOULD LIKE TO HELP BRING THE URBAN AND RURAL COMMUNITIES OF WASHINGTON COUNTY TOGETHER TO DEVELOP A FAIR THAT ALL WILL ENJOY AND SUPPORT. ALSO, I WOULD LIKE TO WORK TO HELP PRESERVE THE RURAL LIFE STYLE THIS FAIR REPRESENTS,

8. What education, work experiences, volunteer experiences or other experiences would you bring to your service on a county board or committee?

My EDUCATIONAL BACKGROUND IS IN CIVIL ENGINEERING, WITH NEARLY 35 YEARS IN DESIGNING, BUILDING AND MAINTAINING PUBLIC WORKS FACILITIES, INCLUDING BUILDINGS AND PARK FACILITIES. I HAVE BEEN ON A NUMBER OF VOLUNTEER BOARD AND COMMITTEES OVER THE YEARS, INCLUDING YOUTH SPORTS AND SQUARE DANCING ORGANIZATIONS. I HAVE BEEN THE MASTER OF THE ALPHA GRANGE FOR THE PAST 9 YEARS.

9. Please describe your understanding of the major concerns and issues facing the board, committee or commission on which you wish to serve.

WITH DECLINING REVENUES OVER RECENT YEARS, AGING FACILITIES, AND DEFERRED MAINTENANCE, THE FAIR NEEDS TO FIND A NEW DIRECTION TO REGENERATE IN THE FAIR AND PRESERVE ITS HERITAGE. IN ADDITION, THE FAIR SITE IS ONE WITH GREAT POTENTIAL. THE FAIR BOARD NEEDS TO ADDRESS THE ISSUES OF HOW BEST TO USE THE SITE TO MAINTAIN THE FAIR AND FUTURE NEEDS OF THE COUNTY.

10. Please list any potential conflicts of interest between your public and private service that might result from your appointment to any of the boards, committees or commissions you listed in question 1.

NONE

11. Please list the name, address and telephone number of two people who we may contact as references:

1. DAVE SCHAMP, CORNELIUS WORK (503) 846-7610
2. MIKE DUYCK, 3760 NW 183RD, PORTLAND, (503) 645-2414

12. How did you hear about this board or commission?

FROM ATTENDING THE FAIR BOARD MEETINGS

My signature affirms that all information is true to the best of my knowledge and that I understand that any misstatement of fact or misrepresentation of credentials may result in this application being disqualified from further consideration or, subsequent to my appointment to a board/committee/commission, may result in my dismissal. Information you provide on this application may become part of the public record.

Signature [Signature] Date: 9/10/2004

To ensure your application is considered, be sure to:

- 1) fill out the application completely and sign it
- 2) Enclose a resume (or other summary of relevant professional and volunteer experience)
- 3) mail, fax or email your application by the application deadline to:

County Administrative Office, Room 300
155 North First Avenue
Hillsboro, Oregon 97124

FAX: 503-846-4545 Email (attach your resume!): cao@co.washington.or.us

Continue your answers on additional sheets of paper if necessary. The application process for positions on certain boards and committees may require an interview or other screening process. Applicants to the Aging & Veterans' Services Advisory Council are asked to complete a Supplementary Application. For a supplemental application, additional information, or help with this application please call (503) 846-8681.

RECEIVED



WASHINGTON COUNTY

155 N. First Ave. Suite 300,
Hillsboro OR 97124-3072

phone: (503) 846-8681 fax: (503) 846-4545



Application Form

Commissioner Appointed Boards, Committees and Commissions

Thank you for applying to serve on a Washington County appointed board, committee or commission. Please take a moment to provide the Board of Commissioners with the following information.

Name: Robin Marsh

Home or Mailing Address: 38045 NW VERBOORT ROAD

City: CORNELIUS State: OR Zip: 97113

Day Phone: 503-998-0659 Evening Phone: 503-998-0659

Fax: N/A Email: Lacey983@yahoo.com

1. Please list in order of preference the boards, committees and commissions on which you would like to serve:

1. Washington County Fair Board 2. _____ 3. _____

2. Are you a resident of Washington County? X Yes ☐ No

3. Are you employed in Washington County? X Yes ☐ No

4. County Commissioner District you reside in (see map above or call (503) 846-8681):

☐ 1 ☐ 2 ☐ 3 X 4

5. Please list the Washington County boards, committees or commissions on which you are currently serving or have previously served (including the dates of your terms).

None

6. What days & times are you available for meetings?

Monday through Friday after 4:00PM

7. What are your reasons for wanting to serve on an appointed board, committee or commission?

To improve the community around me.

8. What education, work experiences, volunteer experiences or life experiences would you bring to your service on a county board or committee?

Organizational skills, punctuality, and a timely manor of getting things done.
Knowledge of 4-H and FFA activities.

9. Please describe your understanding of the major concerns and issues facing the board, committee or commission, on which you wish to serve.

To make the Washington County Fair profitable
Help bring in a new source of revenue

10. Please list any potential conflicts of interest between your public and private service that might result from your appointment to any of the boards, committees or commissions you listed in question 1.

None that I know of at this time.

11. Please list the name, address and telephone number of two people who we may contact as references:

1. Debbie Duyck, 2330 NW Cornelius Schefflin Rd Cornelius, OR 97113 503-359-4739
2. Ralph Duyck, 9530 NW Roy Rd Forest Grove, OR 97116 503-357-6590

12. How did you hear about this board or commission?

Through a Fair Board member

My signature affirms that all information is true to the best of my knowledge and that I understand that any misstatement of fact or misrepresentation of credentials may result in this application being disqualified from further consideration or, subsequent to my appointment to a board/committee/commission, may result in my dismissal. Information you provide on this application may become part of the public record.

Signature: 

Date: 9-17-04

To ensure your application is considered, be sure to:

- 1) fill out the application completely and sign it
- 2) Enclose a resume (or other summary of relevant professional and volunteer experience)
- 3) mail, fax or email your application by the application deadline to:

155 North First Avenue
Hillsboro, Oregon 97124

FAX: 503-846-4545 Email (attach your resume!): cao@co.washington.or.us

County Administrative Office, Room 300

Continue your answers on additional sheets of paper if necessary. The application process for positions on certain boards and committees may require an interview or other screening process. Applicants to the **Aging & Veterans' Services Advisory Council** are asked to complete a Supplementary Application. For a supplemental application, additional information, or help with this application please call (503) 846-8681.

To: Washington County Board of Commissioners

My name is Robin Marsh. I respectfully request that I be considered for the Washington County Fair Board. I was born, raised, and worked on my family's dairy Marsh Homestead, Inc. I am currently employed with Xerox Corporation, in which I am contracted to a business in Washington County. I am involved with the 4-H at our County Fair and State Fair, along with exhibiting my own dairy cows. The community and industry activities I am involved with are as follows:

1) Community:

- A) Member of the Visitation Catholic Church
- B) Worked various jobs at the annual Verboort Sausage Dinner for 16 years

2) FFA:

- A) Member of the State and National Alumni Association
- B) Member of the Hillsboro FFA Alumni
- C) Served on numerous committees
- D) 2000 American Degree recipient
- E) 1995-1998 Glencoe FFA Chapter Vice-President
- F) 1994-2001 Glencoe/Hillsboro FFA Member, showing my cows at the County and State Fairs

3) 4-H:

- A) 2004 Oregon State Fair 4-H Dairy Cattle Superintendent Co-Chair
- B) 2004 Master Showmanship Committee Member
- C) Washington County 4-H Dairy Cattle Superintendent for 3 years
- D) Co-Leader of the Kids 'N' Kalves 4-H Dairy Club for 3 years
- E) 4-H member for 9 years, exhibiting dairy cattle with Kids 'N' Kalves, Showing at County and State Fair

4) Dairy Women:

- A) Member of the Washington County Dairy Women
- B) Member of the Oregon State Dairy Women
- C) Worked in the County's ice cream booth at specialty shows
- D) Chaperoned the County Dairy Princess at different activities
- E) Work on many County and State Princess' floats at different parades for 7 years
- F) 1997 Washington County Dairy Princess

5) Farm:

- A) Vice-President of Marsh Homestead, Inc.
- B) Relief milker and farm laborer
- C) Exhibiting my own and the farm's registered Guernseys and Holsteins in the Washington County Fair Open Class show for the past 18 years
- D) Exhibiting my own and the farm's registered Guernseys at the Oregon State Fair Open Class Show for 14 years
- E) My family and I received the Washington County Livestock Association's Livestock Family of the Year Award in 1994 and the Hillsboro Chamber of Commerce's Agriculture Achievement Award in 1997
- F) Helped our farm in receiving two 3rd place and one 2nd place Oregon Dairy Farmers Association Milk Quality State Awards

6) Breed Activities:

- A) Member of the State and National Guernsey and Holstein Associations
- B) 1996 and 1997 Team member on the Pacific Northwest Guernsey Youth Quiz Bowl Team at National's in Maryland and Wisconsin

NEW BUSINESS

County of Washington

Washington County Fair Complex
873 NE 34th Avenue
Hillsboro, Oregon 97124
Phone: (503) 648-1416
Fax: (503) 648-7208
donh@faircomplex.com
www.faircomplex.com

FAX MEMORANDUM

Date: September 30, 2004

To: Washington County Fair Complex Board
Washington County Fair Complex

From: Don G. Hillman, Executive Director
Washington County Fair Complex

Re: Staff Recommendations – 2005 Rodeo

Staff recognizes and acknowledges the many contributions of the Rodeo Committee over the years. Their tireless efforts speak volumes as to the quality of the rodeo program. However, a rodeo program that does not meet its revenue projects has a lasting financial effect on the organization and economic reality requires a different strategy if a rodeo program is to continue as a part of the annual arena events held during the County Fair.

That said, on September 23, 2004, staff sent a memo regarding arena events (attached). Due to the financial impact on the organization from recent rodeos, and in order to minimize the downside of this impact in the future, staff requests permission from the Board to (1) issue a Request for Proposals (RFP) for a promoter-produced rodeo, and (2) investigate the practicality and feasibility of producing a non-PRCA rodeo. A discussion of each request follows.

- 1. Request for Proposals** – Consistent with minimizing its financial exposure, staff requests permission to issue a RFP soliciting proposals from experienced, qualified rodeo promoters to produce a rodeo during the 2005 County Fair, with options for up to two one-year extensions, at the Fair Complex sole discretion.

The RFP would require the proposers to provide options for a multi-performance rodeo that can accommodate other arena events and compliments the County Fair's current four-day format. Proposal could include optional rodeo-related events such as a bull riding only event and could include PRCA sanctioned or non-PRCA sanctioned events.

The RFP would include a scoring matrix that recognizes those promoters with related experience; a record of successful related events; proposals that contain financial rewards for both the Fair Complex and promoter; and proposals that recognize and address the Fair Complex's desires and ability to generate sponsorship and concession revenues associated with all arena events.

The RFP would also detail move-in and move-out requirements, and describe areas and equipment available for the production of the rodeo

2. **Non-PRCA Rodeo** – Recognizing the history of rodeo programming at the County Fair; that the sponsor revenues that played a significant role in converting to a "PRCA" rodeo years ago no longer exists or can be reasonably expected to exist in the near future; and that as a practical matter, most attendees at the rodeo are not in attendance only because of the PRCA sanction, staff request permission to investigate the practicality and feasibility of producing a non-PRCA rodeo with an experienced, qualified contractor for the 2005 County Fair.

Staff will approach known and experienced contractors that serve other northwest fairs and rodeos that have a successful history of producing non-PRCA rodeos and request information as to estimated costs, and availability of stock, personnel and participants.

To permit additional non-rodeo arena events and build a more concentrated rodeo audiences, staff will provide options to the Fair Complex Board for producing rodeo-related events on a Saturday-only basis. This could include a 1:00 and 7:00 pm rodeo performances, or a 1:00 pm bull riding-only event and a 7:00 pm rodeo performance.

Staff will limit the cost of the rodeo or rodeo-related events to \$27,500, including any direct costs such as bleacher rentals, etc. This assumes that a Saturday only, two performances rodeo event will attract an estimated 1,750 individuals per performance with an average ticket price of \$10.00. This will allow for a proposed profit of \$7,500, not including related sponsor, advertising, or concession revenues.

To move this discussion forward in a timely manner, it would be the goal of staff to have the RFP responses and information relative to producing a non-PRCA rodeo, available at the Fair Complex's December Board Meeting for their consideration.

During this period of time, it will be imperative that all information disseminated or gathered regarding the RFP or non-PRCA rodeo, be under the direct control of the Fair Complex staff, and therefore, it may be in Fair Complex's best interest to suspend the activities of the Rodeo Committee.

Attachment

County of Washington

Washington County Fair Complex
873 NE 34th Avenue
Hillsboro, Oregon 97124
Phone: (503) 648-1416
Fax: (503) 648-7208
donh@faircomplex.com
www.faircomplex.com

MEMORANDUM

Date: September 23, 2004

To: Washington County Fair Complex Board
Washington County Fair Complex

From: Don G. Hillman, Executive Director
Washington County Fair Complex



Re: Arena Events Discussion

At the September 2004 Fair Complex Board meeting, a discussion was held regarding fairtime arena events. The discussion included a brief historical perspective, their financial risks and/or rewards, and whether or not the Fair Complex may be better served if those risks and/or rewards were shifted to experienced promoters. The purpose of this memo is to provide additional information regarding this matter and offer some suggestions as to a possible board policy. An agenda item will likely appear on the October 2004 Board agenda regarding this matter.

Background: Programming during the annual County Fair has included certain arena events. The arena is 190 feet wide by 305 feet long. Excluding the participant bleachers, and with the addition of one set of rental bleachers, the maximum seating capacity of the arena is approximately 2200-2400. Replacement of the wooden grandstands may increase seating capacity to 2500-2700. Seating capacity is based upon an 18-inch seating area per guest.

Over the last number of years, arena events have included a truck pull, demolition derby and PRCA rodeo. Until 2004, the cost to attend the truck pull and demotion derby was free with fair admission (\$7.00 adult and \$4.00 children/seniors) and the cost to attend the rodeo was an additional \$4.00 for bleacher seating and \$7.00 for covered grandstand seating. The aforementioned pricing points were adopted based upon the cost to produce the various arena events with the truck pull and demolition derby costing approximately \$10,000 each (promoter cost plus rental bleachers, etc.) and a three-performance rodeo costing approximately \$100,000.

With the adoption of the "Free County Fair" admission policy in 2004, pricing points for the Truck Pull, Demolition Derby and Rodeo were \$7.00, \$7.00 and \$12-15.00, respectively. Ticket sales for the 2004 Truck Pull, Demolition Derby and Rodeo were approximately \$10,200, \$15,400, and \$37,300, respectively. Sponsor revenues for the 2004 Truck Pull, Demolition Derby and Rodeo was approximately \$1,500, \$-0- and \$31,100, respectively.

Board Policy Implications: The Washington County Board of Commissioners has vested with the Fair Complex Board, the authority to administer the affairs and set policy for activities and events held at the Fair Complex, including activities and events held during the County Fair.

All monies received by the Fair Complex are considered public funds. The Fair Complex Board is the steward of those public funds and their annual appropriation must be consistent with tenants of sound fiscal policy, and in the best interest of the County and its residents.

Recently, there has been an effort by the Fair Complex Board and staff to require the annual County Fair to become more fiscally sound and less reliant on transient occupancy taxes.

Arena Events Policy Considerations: With the change in overall admission policy and the varying cost and attendance history associated with arena events, it is important that the Fair Complex Board review and set its arena events policy so that such policy is consistent with tenants of sound fiscal policy and its stewardship responsibility to the County and its residents.

The following suggestions are intended to assist the Fair Complex Board in developing a policy on arena events.

1. Arena events should appeal to a wide-range of County residents and where appropriate and practical, change daily so as to accommodate a variety of different types of events.
2. Where appropriate and practical, and to minimize the Fair Complex's financial risk, arena events should be contracted to experienced promoters, selected through a process (RFP) consistent with Fair Complex contracting procedures, with the majority of direct revenues and costs associated with the event, accruing to the promoter.
3. If the Fair Complex produces arena events, estimated ticket revenues should equal at least 120% of its overall direct production costs. Generally, sponsorship monies should not be used to subsidize the cost of the event.
4. Production areas associated with each arena event must be only used the day of the event and must be vacated immediately thereafter.
5. Unless applicable to and benefiting all arena events, event-specific sponsorship banners and advertising, must be removed after each arena event.
6. Fair Complex RV or camping fees and rules shall apply to RV and camping sites associated with arena events.
7. The sale and consumption of alcoholic beverages is to occur in designated areas only and dispensed by licensed, insured vendors authorized by the Fair Complex. The Fair Complex shall maintain a zero-tolerance policy regarding the consumption of alcoholic beverages by participant, volunteers, contractors, and employees.

Cc: Cody Feinauer, Rodeo Committee Chair
Bill Duerden, Booster President

County of Washington

Washington County Fair Complex
873 NE 34th Avenue
Hillsboro, Oregon 97124
Phone: (503) 648-1416
Fax: (503) 648-7208
donh@faircomplex.com
www.faircomplex.com

MEMORANDUM

Date: September 30, 2004

To: Washington County Fair Complex Board
Washington County Fair Complex

From: Don G. Hillman, Executive Director
Washington County Fair Complex

Re: Exhibiting of Livestock

The fair industry has been changing how it displays large livestock animals such as dairy and beef cattle. Traditionally, dairy and beef cattle are displayed where the animals face away from the public with their heads tied to a railing.

Some fairs and livestock shows are attempting to turn the animals so that it is faces towards the public.

Staff is requesting some discussion at the board level with having a portion of some animals, perhaps one isle of dairy animals and one isle of beef cattle, displayed facing towards the public.

County of Washington

Washington County Fair Complex
873 NE 34th Avenue
Hillsboro, Oregon 97124
Phone: (503) 648-1416
Fax: (503) 648-7208
donh@faircomplex.com
www.faircomplex.com

FAX MEMORANDUM

Date: September 30, 2004

To: Washington County Fair Complex Board
Washington County Fair Complex

From: Don G. Hillman, Executive Director
Washington County Fair Complex

Re: Applications – Fair Visioning Committee

Find attached five more applications for the Fair Visioning Committee. If appointed, the committee would consist of 14 individuals.

The Board may want to consider managing the size of the Committee as well as the areas of representation of the individual Committee members.

Application for Fair Visioning Committee

The Washington County Fair Board is looking to create a committee of individuals who would like to participate in providing input to the Washington County Fair Board on how to bring creative, fresh ideas and progressive change to the annual Washington County Fair & Rodeo to make the fair better and attract more visitors.

This committee will hold it's first meeting during the 2004 Washington County Fair & Rodeo and meet several times throughout the year. Members of the Washington County Fair Board will choose the committee members. Please fill out the application below and return to:

The Washington County Fair Board
Fair Visioning Committee
873 NE 34th Ave
Hillsboro, OR 97124

Received 9/2/04
DM

Name Donald J. Logan
Address 20250 N.W. Dixie Mt. Rd North Plains OR 97133
Phone Number 503 647 2497
E-Mail 503 647 5197

Do you have a particular area of interest of the fair (i.e. Dairy Cattle, Draft Horses, Food Concessions, Arts & Crafts, Floral, Rodeo, etc.)?

General Preservation of our Fair and History

Please describe below why you would like to serve on this committee

As a life long Farmer in Wash Co. I believe I can contribute to the welfare of our community
Donald J. Logan

Application for Fair Visioning Committee

Received
9/16/04

The Washington County Fair Board is looking to create a committee of individuals who would like to participate in providing input to the Washington County Fair Board on how to bring creative, fresh ideas and progressive change to the annual Washington County Fair & Rodeo to make the fair better and attract more visitors.

This committee will hold it's first meeting during the 2004 Washington County Fair & Rodeo and meet several times throughout the year. Members of the Washington County Fair Board will choose the committee members. Please fill out the application below and return to:

The Washington County Fair Board
Fair Visioning Committee
873 NE 34th Ave
Hillsboro, OR 97124

Name Judy Marsh

Address 4675 NW Cornelius Schefflin Road Cornelius, OR 97113

Phone Number 503-357-9152

E-Mail marshdairy@aol.com

Do you have a particular area of interest of the fair (i.e. Dairy Cattle, Draft Horses, Food Concessions, Arts & Crafts, Floral, Rodeo, etc.)?

4-H Dairy Cattle, FFA Dairy Cattle, Open Class Dairy Cattle, Washington
County Dairy Women Ice Cream Booth

Please describe below why you would like to serve on this committee

As a long time resident of Washington County (51 years), a past 4-Her and currently a 4-H leader. I would like to serve on this board to help preserve the fair for Agriculture and fair goers, but yet find a way to make it profitable.

Application for Fair Visioning Committee

Received
9/28

The Washington County Fair Board is looking to create a committee of individuals who would like to participate in providing input to the Washington County Fair Board on how to bring creative, fresh ideas and progressive change to the annual Washington County Fair & Rodeo to make the fair better and attract more visitors.

This committee will hold it's first meeting during the 2004 Washington County Fair & Rodeo and meet several times throughout the year. Members of the Washington County Fair Board will choose the committee members. Please fill out the application below and return to:

The Washington County Fair Board
Fair Visioning Committee
873 NE 34th Ave
Hillsboro, OR 97124

Name Katherine R. Ruttrill
Address 1411 E 17 910 SW Seifert Rd Sherwood, OR 97140
Phone Number 503-780-6159 cell #
E-Mail kate111@juno.com

Do you have a particular area of interest of the fair (i.e. Dairy Cattle, Draft Horses, Food Concessions, Arts & Crafts, Floral, Rodeo, etc.)? cattle art - craft floral

Please describe below why you would like to serve on this committee

a real interest in preserving the fair with community agricultural emphasis.

Application for Fair Visioning Committee

The Washington County Fair Board is looking to create a committee of individuals who would like to participate in providing input to the Washington County Fair Board on how to bring creative, fresh ideas and progressive change to the annual Washington County Fair & Rodeo to make the fair better and attract more visitors.

This committee will hold it's first meeting during the 2004 Washington County Fair & Rodeo and meet several times throughout the year. Members of the Washington County Fair Board will choose the committee members. Please fill out the application below and return to:

The Washington County Fair Board
Fair Visioning Committee
873 NE 34th Ave
Hillsboro, OR 97124

Name

Landra Girard

Address

4795 NW Dalishan Dr, Portland, OR 97229

Phone Number

503-629-9180

E-Mail

Rich-landra@att.net

Do you have a particular area of interest of the fair (i.e. Dairy Cattle, Draft Horses, Food Concessions, Arts & Crafts, Floral, Rodeo, etc.)?

Floral - Rodeo - Grange

Please describe below why you would like to serve on this committee

The "Fair" has always been an important part of my life. I was raised on a purebred Hereford cattle ranch in Eastern Oregon. Along with being raised on the ranch I was active in 4-H (livestock, sewing and cooking).

I believe that the "Fair" teaches a young person how to get along in life. That life isn't always fair but that we can always learn from it.

I am active gardener today as an adult. I have always enjoyed going to rodeos in the past and still do today. My father was a "Pick-up" man for the small rodeos in Eastern Oregon. I love the stock and competition that go along with the rodeo.

Because of my rural back ground I feel that I have a very good understanding of what the "Fair" is and should be. With my experiences in farm life; 4-H and rodeo I feel that I have many years of experience to contribute to Washington County Fair.

The Fair Grounds can and should be a place that people can come together for meetings, competition; entertainment and just a family picnic. I think that all of this can be accomplished at Washington County if everyone involved keeps an open mind.

We need to remember the reason the Fair became an event in the lives of the people and keep building a Bigger and Better Washington County Fair.

Application for Fair Visioning Committee

The Washington County Fair Board is looking to create a committee of individuals who would like to participate in providing input to the Washington County Fair Board on how to bring creative, fresh ideas and progressive change to the annual Washington County Fair & Rodeo to make the fair better and attract more visitors.

This committee will hold it's first meeting during the 2004 Washington County Fair & Rodeo and meet several times throughout the year. Members of the Washington County Fair Board will choose the committee members. Please fill out the application below and return to:

The Washington County Fair Board
Fair Visioning Committee
873 NE 34th Ave
Hillsboro, OR 97124

Name RICHARD GIRARD

Address 4795 NW SALISHAN DR., PORTLAND, 97229

Phone Number 503-629-9180

E-Mail rich-landm@a++net

Do you have a particular area of interest of the fair (i.e. Dairy Cattle, Draft Horses, Food Concessions, Arts & Crafts, Floral, Rodeo, etc.)?

CONCESSIONS, ENTERTAINMENT, RODEO, WINE GROWERS, AND
GRAPES

Please describe below why you would like to serve on this committee

TO HELP BRING URBAN AND RURAL GROUPS TOGETHER
TO IMPROVE AND BUILD THE FAIR

County of Washington

Washington County Fair Complex
873 NE 34th Avenue
Hillsboro, Oregon 97124
Phone: (503) 648-1416
Fax: (503) 648-7208
lisad@faircomplex.com
www.faircomplex.com

MEMORANDUM

Date: September 30, 2004

To: Washington County Fair Complex Board
Washington County Fair Complex

From: Lisa DuPre', Marketing/Events Director
Washington County Fair Complex

Re: 2004 Edition of Bi-Mart Frite Lites

Preparations are in full-swing for the 2004 edition of Bi-Mart Frite Lites, presented by Columbia Community Bank. The interactive event, featuring animated light displays depicting the Halloween and Fall Season, in addition to activities for youngsters, is maintaining its dedicated focus to be a family-friendly alternative to the usual scary Halloween activities that are often too much for children under the age of 12. The comments made to staff last year by the parents attending confirmed the event is on the right track, as we continuously heard parents saying "Thank You" for providing something like this for their youngsters to go to at night, with them adding they hoped we would continue with it in the future.

The 2004 edition of Bi-Mart Frite Lites brings with it a number of additions and changes. This year the event will run 17 consecutive nights, from October 15 through October 31. Last year, the event also operated 17 nights, but we opened in the beginning of October for the weekends only, and stayed open every night for the week leading into Halloween. We found attendance picked up much more once we got to the middle of October, indicating the early opening may have been too early for people to be ready to start to celebrate Halloween. The consolidation of consecutive nights also enables us to have a more concentrated focus with our media advertising. Our operating hours will be 7 PM to 10 PM Friday and Saturday, and 7 PM to 9 PM Sunday through Thursday.

This year we are adding the "Creepy Canoe" ride from Funtastic Shows, Inc. in the large Covered Show Ring. A smaller version of this water ride was at the County Fair this year, but the canoe ride being brought to Frite Lites will be made up of all of the canoe rides from all of the Funtastic Shows carnival units. As a result, it will be a large water pathway, and the youngsters will go under lit arches, and glowing cartoon inflatable figures will be put up throughout the path of the canoe ride. This will be for kids under 4 feet tall and there won't be any charge for the ride.

Also new this year is the "Groovy Ghoulies Castle" being presented and produced by K103 FM and the Clear Channel Radio Group. This will be under a 40 x 40 tent, which will be divided into

4 different "rooms" where the youngsters can go in and visit with 4 different "Groovy Ghoulies" for a photo opportunity, etc. The Clear Channel Radio Group produces "Dr. Saito's Screamland" at Oaks Amusement Park, which is a very scary Halloween attraction not recommended for anyone under the age of 12. Their Creative Director approached us about the opportunity to work together, as they have wanted to offer something family-oriented as an alternative to Screamland that could be promoted by K103. The result is a cross-promotion effort between the two events. They will be passing out a coupon good for one free youth admission to Frite Lites for everyone going to Screamland, and on our end, we will pass out a coupon offer for Screamland from our ticket booth for those adults who might like to attend it, and also for the families who have teenagers who aren't interested in Frite Lites. K103 will be the primary station promoting Frite Lites, but spots will also air on KEX and additional promotional announcements will air on all of the stations in the Clear Channel Radio Group.

KPTV and KPDX will be working with us on the TV advertising for Frite Lites. UPN-49 (KPDX) is launching a Halloween campaign called "Shocktober" with Frite Lites being highlighted as their pick for the "Family-Friendly" Halloween event for the Portland-Metro area.

Another addition this year will be the Free Pumpkin Night promotions being sponsored by Bally Total Fitness. Last year, in an effort to get rid of all of the pumpkins we had for decorations, we gave all of them away on one Friday night at Frite Lites, with no advance promotion, and it was a surprise for those who attended. It was such an overwhelming hit with the families, and triggered so many parents to ask, "Who is sponsoring this?" that we knew we needed to implement this in a bigger way this year and to find a sponsor. The result will be four nights of free pumpkins for the kids, while the supplies last, on Friday and Saturday, October 15th and 16th, and Friday and Saturday, October 22nd and 23rd. Bally Total Fitness is hosting a free Harvest Festival for kids on October 27th at their fitness center in Beaverton, so we will also publicize that for them through October 23rd by handing out a flyer to everyone at the gate, and in return they will be passing out a flyer at the Harvest Festival promoting our Trick-or-Treating at Frite Lites on Halloween Night.

Our benefiting charity this year will be the Children's Cancer Association with 10% of every ticket sold going to this non-profit that supports families with children fighting cancer. You can find out more about the great work they do at www.childrenscancerassociation.com

The popular "Black Hole Slide" and "Straw Mountain" will return this year under the Auction Ring, and will be sponsored by the Hillsboro Marriott Hotels. We have also secured Hillsboro Garbage and Ron Jons, Inc. as new sponsors for the event, joining Bi-Mart, Columbia Community Bank, Tuality Healthcare, the Hillsboro Argus, Sign Pro, and Bally Total Fitness.

The Creepy Café will be back, as will the Fair Boosters operating the Washington County Dairy Women's booth. Area Bi-Mart stores will once again be selling the Bi-Mart Family Frite Pass, which is a season pass that gets in two adults and two children for all 17 nights for a one-time price of \$18.00.

ANNOUNCEMENTS

Calendar of Events
October 2004 - January 2005

Date	Event	Location
October		
5	Rodeo Committee Meeting	Floral Building (7:00 PM)
5	Rodeo Associate Member Meeting	Floral Building (7:30 PM)
6	Board Meeting	Floral Building (4:30 PM)
6	Booster Meeting	Board Room (7:00 PM)
15 - 31	Frite Lites	Interior Grounds at Dusk
November		
2	Rodeo Committee Meeting	Floral Building (7:00 PM)
2	Rodeo Associate Member Meeting	Floral Building (7:30 PM)
3	Board Meeting	Floral Building (4:30 PM)
3	Booster Meeting	Board Room (7:00 PM)
25	Holiday	Office Closed
Nov 29 - Dec 2	IAFE Convention	Las Vegas, NV
December		
Nov 29 - Dec 2	IAFE Convention	Las Vegas, NV
Nov 31 - Dec 3	PRCA National Convention	Las Vegas, NV
7	Rodeo Committee Meeting	Floral Building (7:00 PM)
7	Rodeo Associate Member Meeting	Floral Building (7:30 PM)
8	Board Retreat and Meeting	Floral Building (11:30 AM)
25	Holiday	Office Closed
January		
1	Holiday	Office Closed
5	Rodeo Committee Meeting	Floral Building (7:00 PM)
5	Rodeo Associate Member Meeting	Floral Building (7:30 PM)
6	Board Meeting	Floral Building (4:30 PM)
6	Booster Meeting	Board Room (7:00 PM)
7 - 9	Oregon Fairs Association Convention	Jantzen Beach, Portland
16-19	Western Fairs Association Convention	Reno, Nevada

CORRESPONDENCE

C → Don Hillman

Western National Team
Nancy A. Mills, Coach
11310 SW 105th Pl.
Tigard, OR 97223
503-684-6306
Cell: 503-201-6775

Washington County 4-H Horse
State Hippology Team
representing Oregon at the
National 4-H Horse Classic
85th Annual Western 4-H Roundup
January 5-9, 2005
Denver, Colorado

September 24, 2004

Oregon Fairs Association
PO Box 771
Salem, OR 97308

Attn Mr. John McCulley, Executive Secretary
503-370-7019

RE: Youth Education Grant Application

Thank you very much for your generous support of the Western National Hippology Team. We have a long ways to go to reach our financial goals by the end of the year. We have several events planned, between the massive studying that is required to be successful at Nationals, and are confident we can do it, with help from people and organizations like your! The team is proudly looking forward to representing Oregon at the National 4-H Horse Classic – Western 4-H Roundup in Denver. Your contribution helps greatly in their fundraising efforts to compete at Nationals in January 2005.

Thanks again.

Sincerely,



Nancy A. Mills, Coach
Western National Team

The Western National Team
Codi Binkerd, Christine Fowler, Rachel Saville, Stephanie Sykora

September 15, 2004

Washington County Fair Complex
873 NE 34th Avenue
Hillsboro, OR 97124


Attention: Fair Coordinator Leah Perkins
Regarding: Donating Announcing Fee

Hi Leah,

Per our earlier phone conversation, enclosed please find Check # 41411 dated 9/02/04 in the amount of \$100 payable to Lyle Spiesschaert for services rendered at the 2004 Washington County Fair & Rodeo. It is my desire to donate those services for 2004.

In so doing it is my understanding that this line item will remain in the Fair Draft Horse Budget. Thanks for your consideration of this matter.

Sincerely,



Lyle Spiesschaert
3150 NW Thatcher Road
Forest Grove, OR 97116



WASHINGTON COUNTY

OREGON

Fair Complex

September 13, 2004

Duane Van Dyke
PO Box 302
Gaston, OR 97119

Dear Duane,

On behalf of the Washington County Fair Complex Board and staff, I want to extend a very sincere thank you to you and your fellow draft horse drivers who were gracious enough to once again play a significant and memorable role in honoring Washington County's outstanding citizens by allowing those honored citizens and members of the Fair Complex Board to "hitch a ride" during the draft horse hitch entrance at the Saturday evening performance of the Dick's Country Dodge PRCA Rodeo.

The generosity of you and the other draft horse drivers far exceeded everyone's expectations and provided a once-in-a-lifetime opportunity for the Washington County honored citizens. Many of the honored citizens are not regular fairgoers or rodeo fans, but I am sure that after their experience at the 2004 Washington County Fair & Rodeo, they will provide endless praise about their experience.

Please extend our many thanks to each driver as the opportunity arises.

Thanks again.

Sincerely,
WASHINGTON COUNTY FAIR COMPLEX

Don G. Hillman CFE
Executive Director

Cc: Washington County Fair Complex Board

ORAL COMMUNICATIONS

OTHER MATTERS OF INFORMATION

Washington County Fair & Rodeo

Rodeo Associates Meeting

Date: Sept 7th, 2004

Present: Cody F, Kelly B, Brian L, Lynn H, Laurel F, Jennifer B, Winnie D, Brian F, Nick G, Greg H, Richard K, Angela M, Jenny S, Mike S, Rod S, Brandi G, Todd K, Kristen D, Brian P, Gary M, Jill S, Todd K

Excused: Pat B

New Faces in the crowd: Queen Contestant – Jamie Andrews; Parents – Jim & Cathy Andrews

Next Meeting: Tuesday Oct 5th 7:30 p.m. in the Floral Bldg

Item #	Topic	Discussion	Action/Decision	Follow-up
1.	Miscellaneous Notes	<ul style="list-style-type: none"> Cody called the meeting to order at 7:30 p.m. Brian L made a motion to approve the minutes, seconded by Kelly B. The minutes were approved with no changes. 		
2.	Old Business	<ul style="list-style-type: none"> Cody still has some outstanding receipts that he will be turning in to the fair office this week. Here are the final figures from the 2004 Rodeo: Ticket Sales – Fri Night Perf – total sold 1030 tickets <ul style="list-style-type: none"> General Admission – \$7404.00 Grandstands - \$6195.00 Sat Matinee – total sold 624 tickets <ul style="list-style-type: none"> General Admission - \$1596.00 Coupon Admission - \$ 985.00 Grandstands - \$4410.00 Sat Night Perf – total sold 1271 tickets <ul style="list-style-type: none"> General Admission - \$9588.00 Grandstands - \$7080.00 Total Performance Ticket Sales \$37258.00 Budgeted Rodeo Admission \$ 57600.00 Difference \$ 20342.00 Ticket Sales 37,258.00 Sponsorship 31,000.00 		

Minutes Submitted by: Laurel Fallick
Washington County Fair & Rodeo

Washington County Fair & Rodeo Rodeo Associates Meeting

Item #	Topic	Discussion	Action/Decision	Follow-up
		<ul style="list-style-type: none"> Queen 3,000.00 Poker Ride/Merchandise 1,000.00 Total \$72,258.00 Costs \$95,000.00 Difference \$-22,742.00 <p>As you can see we are in the red again this year. Cody would like to enlist the help of Jim Haynes to go over all the commercials/marketing material from the Fair & Rodeo this year to see what area's we can improve on for next year to get more exposure for the Rodeo and hopefully increase our attendance and bring our numbers up. Lynn said that she will talk to her husband about helping out.</p> <p>PRCA Convention this year is Nov 30 – Dec 5th and the host hotel is The Mirage. Rooms at The Mirage are \$95.00 a night. We will again this year be sending 3 directors if they chose to go and pay up to \$350.00 for travel and the convention packet. The cost for packets this year is \$125.00 for the first one and \$110.00 after that.</p> <p>The dates this year for the 2005. Fair and Rodeo are July 28th thru July 31st. Our rodeo will be the 29th & 30th.</p> <p>We will have 3 vacant director spots this year, with Brian Anderson leaving and Cody and Lynn's directorships are up in December. Any one interested in applying please see one of the current directors or the fair office for an application. We will be voting at the Nov 2nd meeting, so please make sure that you are there.</p> <p>Our Queen contest this year is September 25th at the fair</p>		

Minutes Submitted by: Laurel Fallick
Washington County Fair & Rodeo

Washington County Fair & Rodeo Rodeo Associates Meeting

Item #	Topic	Discussion	Action/Decision	Follow-up
		<p>grounds. Horsemanship will start at 9 a.m. Lynn will be contacting Christina to see if the Drill Team would be willing to help out. Jamie Andrews is one of our contestants that is here with us tonight to ask the board for their permission to try out since she lives in Clackamas County. She introduced herself telling us a little why she would like to represent Washington County. Her parents were also here with her. Cody asked if the board would like to make a motion to approve her application. Brian L made the motion and was seconded by Kelly B. Motion approved and Jamie's application was accepted. Lynn asked for more volunteers and prizes and/or sponsors for those prizes.</p>		
3.	New Business	<ul style="list-style-type: none"> • Cody asked everyone for suggestion on what can be improved for next year's rodeo. Here were the following comments: • The calf scramble was a big hit and we would like to see it come back next year. Maybe having some of the counties dignitaries and Fair Board members out there competing with the kids??? • A Chicken scramble – along the same lines as the calf scramble, but the only difference is that you get to keep the chicken once you catch it. Cody said that it sounds like fun the only thing is that how many parents would really let their kids keep the chicken since we live in the "city?" • Bull Poker – not a possibility as the insurance rider for an event like this is way too high. • Banners – Right now we are charging between \$200 - \$400 for them, what if we make them cheaper? • Day Sheets – What if we give our chute sponsors, banner sponsors space in the day sheet as another perk for their package? If we can make it fit in our budget then fine, but giving them another perk that costs us money to make really doesn't make good business sense. If we can come up with a 		

Minutes Submitted by: Laurel Fallick
Washington County Fair & Rodeo

Washington County Fair & Rodeo Rodeo Associates Meeting

Item #	Topic	Discussion	Action/Decision	Follow-up
		<p>way to lessen the cost of them then it could be a possibility.</p> <ul style="list-style-type: none"> • Having more say in what is put on our Rodeo website all year long. Get our dates out there sooner, maybe having our Queen's picture up on the website sooner. Cody asked to get him what we would like to see on the website and he would talk to the fair office. • The only really "negative" piece that was brought up was the seating in the VIP section of the grandstands. There was too many seats sold and at 18' apart it was hard to determine who was VIP and who was just grandstand seating. Cody said that for next year this may not be as big a problem since the Grandstands are being torn down. The new grandstands will be more like bleacher seating and will not be covered. There will be more seats so we can hopefully make more money. • Lynn said that the response that we received from running the National Guard Flag was overwhelming and it was the first time she had seen a flag get a standing ovation. Thanks to Kim Vanderzanden for running it for us, she was a trooper especially since the flag was so heavy. Lynn also wanted to thank the Drill team for doing such a wonderful job – Thank you Ladies. And a special thanks needs to go to our Queen Kristen who did a wonderful job representing Washington County this year. Thank you for all your hard work Kristen!! • It was suggested that we move the merchandise booth in to the Fair so that it's gets a little more exposure. • The Poker Ride this year made approximately \$700.00; a suggestion was made to possibly have it earlier in the year. • The Monster Truck situation, the fair board was told about our complaints and they've asked to get the numbers to see how much money it raised and if it was worth all of the problems that we had. • We need to make sure that the ice gets put in the coolers w/ 		

Minutes Submitted by: Laurel Fallick
Washington County Fair & Rodeo

Washington County Fair & Rodeo Rodeo Associates Meeting

Item #	Topic	Discussion	Action/Decision	Follow-up
		<p>water bottles behind the chutes for the cowboys. Just remember to only put a limited numbers of bottles in a time other wise they will all be gone in a hurry.</p> <ul style="list-style-type: none"> Finally – Shorty Goram. We're still not quite sure why he didn't show up and at this point it really doesn't matter. Cody was able to get a hold of Danny Newman at short notice and he made it here for the Saturday matinee perf and the Sat evening perf. We would like to ask to have him back next year. Cody split the money from what we would have paid Shorty between Keith & Rowdy for Friday night's per and then gave Danny what he wanted. In the end it all worked out and that's all that matters. 		
4.	Meeting Adjourned	<ul style="list-style-type: none"> Lynn made a motion to adjourn the meeting, seconded by Cody. The meeting adjourned at 8:30 p.m. Our next meeting is Tuesday October 5th in the Floral Bldg at 7:30 p.m. 		
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Minutes Submitted by: Laurel Fallick
Washington County Fair & Rodeo

Washington County Fair & Rodeo Rodeo Associates Meeting

Date: July 20th, 2004

Present: Cody F, Kelly B, Brian L, Lynn H, Laurel F, Pat B, Jennifer B, Winnie D, Brian F, Nick G, Greg H, Richard K, Angela M, Jenny S, Mike S, Lonna P, Jack P, Rod S, Sandee W, Brandi W, Dale Z, Todd K, Christina G, Bert D, Jill S, Larry B, Lynn F, Tara F, Paula M, Amber D, Lacey P

Excused:

New Faces in the crowd:

Next Meeting: August 3rd, 2004. Rodeo Grounds

Item #	Topic	Discussion	Action/Decision	Follow-up
1.	Miscellaneous Notes	<ul style="list-style-type: none"> Cody called the meeting to order at 7:45 p.m. Minutes were approved with no changes. 		
2.	New Business	<ul style="list-style-type: none"> Cody let everyone know that Brian Anderson resigned as a board member last month and that Brian Love is taking over Merchandising. Brian enlisted the help of Angela to help get things organized and they are in desperate needs of people to help work at the booth. Please contact one of them if you can help. All associate members, the Drill Team and Queen will all be getting ID Badges, any one else who is just helping out will be getting the wrist bracelets. Hopefully this will lessen any confusion on who belongs where. Next Tuesday we are having a work party as well as a short meeting to hand out the badges and passes. There will be painting to be done as well as other last minute things. Please make sure that you're all there to help out. Cody checked with a couple of the grounds folks to make sure that areas were ok. Rod – all gates are OK; Greg – all chutes are OK; Nick – times events are OK. Cody will be giving out Arena assignments as well. Cody also let every one know that Slack will be Saturday morning at 8:00 a.m. The Drill Team was asked to be here to help out, 		

Minutes Submitted by: Laurel Fallick
Washington County Fair & Rodeo

Washington County Fair & Rodeo Rodeo Associates Meeting





Item #	Topic	Discussion	Action/Decision	Follow-up
		<ul style="list-style-type: none"> Cody wants them here at 7:30 a.m. they will be racking barrels just like they do for the performances and possibly helping push the calves. He will let them know that morning for sure about the calves. 		
3.	Director Updates	<ul style="list-style-type: none"> Brian L: Everything is going well. Angela will be helping out with Merchandising. Lynn: No stalls in the Horse barn for the drill team or the Queen due to FFA reconfiguration, hopefully we can get some put together for the girls. Also – there will be no folders for the day sheets; we didn't get any ad spots sold this year. Kelly: Special Kids Rodeo, we still need helpers and you need to let Kelly know if you're bringing a horse. Please get with her. 		
4.	Meeting Adjourned	<ul style="list-style-type: none"> Lynn made a motion to adjourn; seconded by Kelly. Meeting adjourned at 8:30 p.m. 		
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Minutes Submitted by: Laurel Fallick
Washington County Fair & Rodeo

Non-Paid Use of Fair Complex Facilities *October 2004*

[illegible]

Gwinnett Daily Post Online Edition

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Fair's new technology exhibit impresses kids, teens

By Shelley Mann

shelley.mann@gwinnettdailypost.com

Staff Photo: Jason Braverman

Patrick Bradley, a South Gwinnett graduate, repairs a part of a robot on Tuesday evening at the Gwinnett County Fair. The robot was built last year by five South Gwinnett students, including Bradley, for the FIRST Robotics Competition. It is now on display at the fair.

LAWRENCEVILLE — Walk past the award-winning produce, the Libertarian Party's booth and a vendor who will bronze your kid's shoes, and you'll reach the Gwinnett County Fair's Tech Town.

The two exhibits, featuring high-definition television and robotics, are meant to help the traditionally agricultural fair grow with the times.

Young people seem to be duly impressed with the newest addition to the fair's attractions. Many adults walked right on by, but kids were drawn in by "Finding Nemo" blasting from the television and robots whizzing around.

"It's like having a dinosaur in here. It brings in kids like magnets," said FIRST Robotics spokesman Richard Bodor, who is on hand to answer questions from fairgoers.

Neil Womack, 17, and 16-year-old Brandon Smith, both Parkview High School students, walked briskly through most of the fair's new, two-story exhibit building, but they lingered over the robotics exhibit.

"It's pretty cool. Our high school doesn't have anything like this,"

Womack said. "It's something we'd definitely make it over to look at."

In the exhibit, South Gwinnett High graduate Patrick Bradley tinkered with robots built by students at Gwinnett's high schools. Teams built the robots to compete in a national robotics competition held at the Georgia Dome. Every 15 minutes, Bradley puts on a demonstration for passers-by.

Bodor said most people are shocked to learn that local high school students built the robots from scratch. The students get a box of parts at the beginning of the competition and must build the robot from only those parts. Six weeks later, they bring the robots to compete. The machines must perform simple tasks, like picking up a ball and throwing it, as well as more

IF YOU GO

What: Gwinnett County Fair

When: Through Sept. 26. Hours are 4-11 p.m. weekdays, noon to midnight Saturdays and 1-10 p.m. Sundays, rain or shine.

Where: Gwinnett County Fairgrounds, 2405 Sugarloaf Parkway, Lawrenceville

Cost: \$5 for adults, \$2 seniors and kids 6-12. Children under 6 and parking are free.

Info: Call 770-963-6522 or visit www.gwinnettcountyfair.com

Today's schedule:

Today, ride all the rides for \$15 plus the price of admission, or bring an empty Coke product can and pay just \$12 plus the price of admission.

6 p.m. — Swine show

7:30 p.m. — Entertainment from the Skillet Lickers II

69

difficult maneuvers, like doing a pull-up.





"We're just out here showing what a high school mind is capable of," Bradley said.

"What kid wouldn't want to see a robot, and especially something that someone not much older than them built?"

Another big draw was decidedly less high-tech. A group was hawking Power Player, a game console that comes complete with 76 games, all of them classic 8-bit games that were popular in the 1980s. Kids and teens were lining up to try out Donkey Kong, Tetris, Contra and Super Mario Brothers.

Lucretia Reynolds, 27, of Winder, and her companion were more interested in the video games than fair standbys such as livestock shows.

"We came to the fair to eat, but we like the video games. They're definitely more interesting than the livestock," Reynolds said.

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**OregonLive.com**

Everything Oregon

Fair events may feel profit pressures

Concerts and the rodeo, which lost \$40,000 this year, "need to pull their own weight," the fair's executive director says

Thursday, September 16, 2004

MICHELLE MANDEL

Ticketed events at the Washington County Fair & Rodeo must be profitable -- or be eliminated, fair organizers say. That could mean turning the rodeo over to a professional promoter.

Final figures have yet to be tallied, but organizers already know this year's fair lost at least \$60,000. The rodeo fell short of its projected revenue by \$40,000, and a Latino "Music Festiva" lost \$20,000, said the fair's executive director, Don Hillman.

Free admission to the four-day fair, held July 29-Aug. 1 in Hillsboro, lured 60 percent more folks than last year: Attendance was up from 42,500 in 2003 to 70,000. Carnival revenues also increased by 40 percent.

But Hillman says sluggish sales at the rodeo and music festival dragged down parking fees and concession revenues, which helped compensate for the free entry.

"We have to make the rodeo self-supportive, and concerts need to pull their own weight and make a profit," Hillman says. "The demolition derby and the truck pull, both ticketed events, did very well.

"But the rodeo cost \$100,000 to put on, and it only pulled in \$60,000," he says. "If you can only raise \$60,000, you shouldn't have a rodeo that costs more than \$60,000."

Rodeo chairman Cody Feinhaeur can't argue with that thinking. But he also thinks the fair board should share alcohol and parking revenues generated by the rodeo and should do a better job of promoting the event.

Then, he says, maybe the rodeo could bring in \$100,000.

"A lot of it boils down to an advertising issue," says Feinhaeur, who's nearing the end of his three-year term. "This year they made sure that everybody knew the fair was free, and I understand the need for this.

"But the rodeo was more of a tagline at the end. John Q. Public didn't know that we are sanctioned by the Professional Rodeo Cowboys Association, or that we had Yellowjacket and Spring Fling, world champion bulls.

"For all the public knew, the bulls came out of my back yard."

Feinhaeur, though, likes the idea of a professional promoter running the rodeo because it takes pressure off him and his 35-member rodeo committee.

"I feel more comfortable having a professional, who is licensed and bonded, put on the rodeo,"



he says, adding that he's already spoken with a possible promoter, whom he declined to name. If the promoter messes up, he added, "We hold them accountable for making mistakes."

Feinhaeur says the rodeo committee would work with the promoter and continue to handle multiple activities, such as the cowboy barbecue and the poker ride.

He'd also like the rodeo to run four evenings, Wednesday through Saturday, and Saturday afternoon, with the demolition derby and truck pull scheduled for Sunday afternoon.

"It doesn't cost any more to have more rodeos," he says. "With the seating capacity that we have, we can't make enough money with just three performances."

The rodeo's woes exemplify troubles suffered by the fair in recent years. Hillman points out that the fair competes with multiple entertainment choices, including concerts at the Oregon Zoo and Beaverton's SummerFest, which both boast big-name entertainment.

In 2002, organizers cut the fair from six to four days, in hopes of boosting attendance. This year, they eliminated the \$7 gate admission. There's been considerable chatter about moving the fairgrounds, likely across the street from the 22.5 acres it now occupies.

What to do will be up to the fair board, which meets Oct. 6. That's when they'll hear more about financial results from this year's fair.

"We're still paying bills," says Hillman, who pitched many of these changes when he started in 2001. "We know we didn't make our revenue estimates, but we think on the expenditure side, we'll be around budget."

The fair board also will discuss whether to update fair contest premiums, which range from \$2 for the best looking carrots to \$50 for the best dairy cow. Less than one-third of \$75,000 in available premiums was paid out this year. That means the public isn't entering a slew of offered competitions, Hillman says.

"I'm not sure the \$2 paid for a winning entry is enticing anyone," he says. "Perhaps earning a ribbon is more important than a cash premium."

Hillman thinks premium money might shift from less-popular contests to new competitions, such as nursery agriculture, which reflects current Washington County farming.


Beyond premiums, the fair board also will talk about replacing the rodeo grandstands with portable bleachers costing about \$100,000. That way, if the fairgrounds move, the new bleachers also can move.

"They've served a useful purpose for 50-some years," Hillman says of the grandstands, which seat about 750 people. New bleachers would seat more than 1,000. "But they lack emergency exiting, and we need more space."

"We always have to be looking at the future."

Michelle Mandel: 503-294-5959; michellemandel@news.oregonian.com

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Kansas  **com**

Posted on Fri, Sep. 10, 2004

Unlike some state fairs, Kansas' thrives

BY DENISE NEIL
The Wichita Eagle

The news from the Nebraska State Fair is grim.

The grounds are dilapidated. State funding is gone. And unless voters approve a November referendum to send lottery funds its way, the fair will close for good.

In an age of state budget deficits and declining family farms, such news from Kansas' neighbor to the north is enough to make Kansas State Fair fans nervous.

But as the fair opens today in Hutchinson, people can rest assured that Kansas' fair is healthy and thriving, said general manager Denny Stoecklein.

Concern, however, is understandable, he said.

Just a few years ago, fairs across the nation were unsure what the future held as the country reeled from the events of Sept. 11, which occurred at the height of fair season.

Kansas was in the middle of its fair, and though officials decided to keep the fair open through its 10-day run, attendance was down by 20 percent. The fair ended the year with a deficit.

It was particularly bad timing for the fair, which was already hurting from the natural-gas explosions and hepatitis A outbreak in Hutchinson that year.

But in the following years, as the nation recovered, so did the Kansas State Fair. Attendance rose in 2002 and in 2003 was inching back to its pre-Sept. 11 heights. Last year's fair drew 343,244 people.

By contrast, 238,000 attended Nebraska's 2003 fair.

Today, the Kansas State Fair is in good financial health, Stoecklein said. And unlike other fairs, it has become almost completely self-sufficient over the past few years, raising all the money it needs to fund its \$4.17 million budget.

And it has received state money to improve the fairgrounds. The fair's \$36 million master plan is almost complete.

In the past few years, the fair has rolled out remodeled buildings, air-conditioned additions, new restrooms -- even a new food court building. This year, a 92,000-square-foot livestock barn and a renovated Pride of Kansas building will be introduced.

None of these things have happened in Nebraska, where the fairgrounds are run-down and buildings are leaky. Last year, the fair lost financial support from the state, and it is now \$500,000 in debt.

But Nebraska's story is the exception, not the rule, said Jim Tucker, president and chief executive of the International Association of Fairs and Expositions in Springfield, Mo.

Across the country, most fairs are doing well, and many are closing with record attendance. Kansas' fair is one example of a well-managed event, he said.

"Fairs that are doing well are doing like your fair has done: making investments in buildings and facilities to keep the product fresh," he said.

73

It's not that fairs aren't facing challenges.

Booking high-quality musical acts becomes riskier each year as entertainers demand larger and larger up-front guarantees.

In 1993, the fair guaranteed Garth Brooks \$65,000 to play the fair. Today, a performer like Toby Keith demands as much as \$300,000, which the fair must pay even if the concert is rained out.

"This is something the board has talked about," Stoecklein said. "Are we willing to assume that risk on one or two nights of the fair?"

In addition, as fewer people farm, fewer people enter the agricultural competitions. It hasn't yet had much effect at the Kansas State Fair, Stoecklein said, but it was a major issue in Nebraska and one that fair directors everywhere are closely watching.

Some even speculate that, eventually, fairs might move toward agricultural exhibits meant for educational purposes rather than traditional competitions.

It's hard to know where fairs will end up, Stoecklein said. But if they're going to survive, they must be adaptable.

"What drew people to the fair 20 or 30 years ago or even five to 10 years ago might not be the same things that draw them to the fair five to 10 years from now," Stoecklein said. "We're trying to be progressive and look at what's going to be the appeal in the future."

Reach Denise Neil at 268-6327 or at dneil@wichitaeagle.com.

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<http://www.kansas.com>



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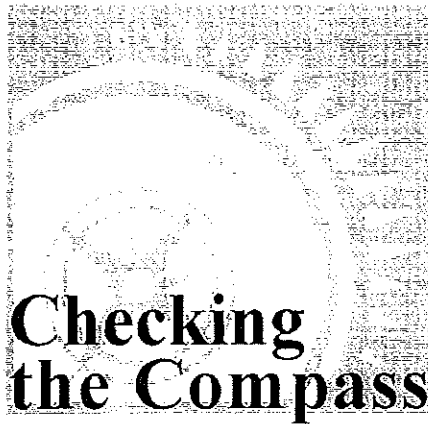
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Hillsboro 2020 Community Forums

Our Hometown



Our Community



Our Future

Bringing Our Vision to Life

Share Your Ideas for the
Future of Hillsboro



Wednesday, October 20, 2004

6:30 p.m. to 8:30 p.m.

Glenn and Viola Walters Cultural Arts Center
527 E Main, Hillsboro

OR

Thursday, October 21, 2004

4:30 p.m. to 7 p.m.

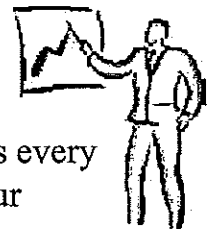
Hawthorn Farm Athletic Club
4800 NE Belknap Court, Hillsboro

"We remain committed to the Hillsboro 2020 Vision, but we're always looking for new ideas to support it."

We need to make sure Hillsboro 2020 reflects the community values and priorities in 2005 as much as it did in 2000."

John Coulter, Chair
Hillsboro 2020

Vision Implementation Committee



Presentations every
half hour

What is Hillsboro 2020?

Hillsboro 2020 is the vision for our community developed by the people who live and work here.

Numerous community organizations are working to bring the vision to life.

Sponsored by



Hillsboro
Parks &
Recreation



Hawthorn Farm
Athletic Club



UNIVISION

Spanish language
interpretive services
available

For more information:
503-681-6468
www.hillsboro2020.org



Foros Comunitarios De Hillsboro 2020

Nuestra Ciudad



Nuestra Comunidad



Nuestro Futuro

Dándole Vida A Nuestra Vision Comparta Sus Ideas Sobre El Futuro de Hillsboro



Miércoles 20 de Octubre del 2004

De 6:30 p.m. a 8:30 p.m.

Centro Cultural de Artes Glenn y Viola Walters
527 E. Main, Hillsboro

OR

Jueves 21 de Octubre del 2004

De 4:30 p.m. a 7:00 p.m.

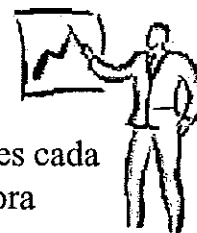
Club Atlético de Hawthorn Farm
4800 NE Belknap Court, Hillsboro

"Seguimos comprometidos con la Visión de Hillsboro 2020, pero siempre andamos buscando nuevas ideas para su apoyo."

Necesitamos asegurarnos de que Hillsboro 2020 refleje los valores de la comunidad y sus prioridades en el año 2005 de la misma forma en que lo hizo en el año 2000".

John Coulter, Presidente
Hillsboro 2020

Comité de Implementación de la Visión



Presentaciones cada
media hora

¿Qué es Hillsboro 2020?

Hillsboro 2020 es la visión de nuestra comunidad que desarrolló un grupo de personas que viven y trabajan aquí.

Bastantes organizaciones de la comunidad se encuentran trabajando por darle vida a la visión.

Patrocinado por



Departamento Parques
&
Recreo de Hillsboro



Club Atlético de
Hawthorn Farm



UNIVISION

*servicios de interpretación
para quienes hablen
español y para los
sordomudos.*

Para mayor información:
503-681-6495
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Washington County Fair Boosters Club

Minutes for Sept. 3rd, 2004 Meeting

Presiding: Bill Duerden

In Attendance: Irene Barnes, David Barnes, Sheila Day, Bill Duerden, Jim Godfrey, Al Goldman, Don Hillman, Ed Kristovich, Lorena Roberts, Dale Scheller, Fred Scheller, and Kathy Schmidlkofer.

Prior Meeting Minutes: Approved as written.

Treasurer's Report: Fair Booth Gross Income: \$5,634.88. Fair Booth Expenses: \$1,873.47.
2004 Net: \$3,761.41 (\$250 more than 2003).
Edward Jones Investments: \$18,612.50. Checkbook balance: \$6,950.89.

- ☐ **Fair Board Meeting; Don Hillman reporting:** Lengthy discussion concerning the Rodeo, which is about \$40,000 in the red. Some discussion about having a group rent the facility and stage the Rodeo for another year. The grandstand must be removed because of the Fire Marshal regulations. Options for new seating arrangements are being discussed. The M.E. needs an upgrade in its fire protection.
- ☐ **Fair Recap:** Net profit at the Fair Booth was \$3,761.41. Approximately \$600 was sold in the stands by the Key Club members. It was approved that a \$200 donation be given to each Key Club at Glencoe and Century High Schools.
- ☐ **The Appreciation Dinner:** will be Tuesday, Sept. 28 at 6:00 p.m. Sheila will head up the committee. John Baggett and Lyle Spiesschaert will do the program. It will be sausage, chicken and corn. The flowers will be done by the Master Gardeners.
- ☐ **Frite-Lites:** will be October 14-31, 7:00 p.m. to 9:00 p.m. on weekdays and Sundays, and 7:00 p.m. to 10:00 p.m. on Friday and Saturday. Kathy Schmidlkofer will head up the committee. We will serve cider, coffee, cocoa, hot dogs and ice cream.
- ☐ **Elections:** of officers was held.

President:	Ed Kristovich
Vice-President:	Bill Duerden
Secretary:	Sheila Day
Treasurer:	Al Goldman

Next Meeting is October 6th at 7:00 p.m.

cc: Board
Westside Promotions, Inc.

Professional Event Management

Lisa Dupré
Washington County Fair Complex
873 NE 34th Ave
Hillsboro, OR 97124

COPY

October 4, 2004

Dear Lisa,

I just wanted to let you know how excited we are to have a new event facility coming to Washington County. As we have discussed in the past, my sons are working to be in a position to come on board full time at Westside Promotions, Inc. as soon as we are notified of the ground-breaking ceremony. We have been meeting weekly to work out some of the advance details.

Below is a list of events we are interested in holding in your new facility:

Show	Month
Back to School	Aug-06
Luxury Lifestyle	Sep-06
Fall Home Show	Oct-06
Christian Concert	Nov-06
Health & Fitness	Jan-07
Bridal Fair	Feb-07
Art & Wine Festival	Mar-07
Cooking Fair	Apr-07
Vacation & Recreation	May-07
Scrap Booking Fair	Jun-07
Technology Expo	Jul-07

Of course, the dates will obviously be determined by the estimated completion date. These are just ideas at this point, we have not researched the sponsor possibilities and we do not have our list of potential exhibitors together, but they are certainly all viable show ideas for our area.

We are still working on the possibilities for a Westside Marketplace to be held at the Fair Complex beginning next spring. Our only concern at this point is what will happen on days with rain.

Please let me know if you have any questions or concerns. I look forward to working with you!

Sincerely,

Jean Schneider
Professional Event Planner

**Washington County, Oregon
Administrative Offices**

155 N First Ave, Suite 300, MS 21
Hillsboro, OR 97124
Phone: 503-846-8685
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Charles Cameron, County Administrator

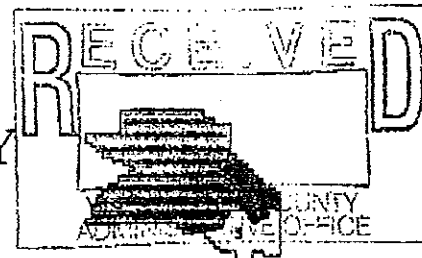
Date:	October 5, 2004	Total Pages:	3
To:	Don Hillman	From:	Jessica Dunkin
Phone:	503-648-1416	Phone:	503-846-8300
Fax:	503-648-7208		
Subject:	Fair Board Application		

cc: Rich Vial 598-7758



WASHINGTON COUNTY

155 N. First Ave. Suite 300, Hillsboro OR 97124-3072
phone: (503) 846-8681 fax: (503) 846-4545



Application Form Commissioner Appointed Boards, Committees and Commissions

Thank you for applying to serve on a Washington County appointed board, committee or commission. Please take a moment to provide the Board of Commissioners with the following information.

Name: Daniel J. Logan

Home or Mailing Address: 19830 NW Dixie Mt. Rd
City: North Plains State: Or. Zip: 97133-8215
Day Phone: 503-647-5213 ~~Evening~~ Phone: 503-849-4497
Fax: 503-647-0377 Email: danlogan@csystreet.com

1. Please list in order of preference the boards, committees and commissions on which you would like to serve:

1. Fair Board 2. _____ 3. _____

2. Are you a resident of Washington County? ☒ Yes ☐ No
3. Are you employed in Washington County? ☒ Yes ☐ No
4. County Commissioner District you reside in (see map above or call (503) 846-8681):
☐ 1 ☐ 2 ☐ 3 ☒ 4

5. Please list the Washington County boards, committees or commissions on which you are currently serving or have previously served (including the dates of your terms).

1. Washington Co. Planning Comm. Current.
2. Tualatin Soil & Water Cons. Dist 1992 - current.
3. USAAE. 1996 - 1998?

6. What days & times are you available for meetings?

P.C. meets 1st Wed. 7:00 PM 3rd Wed. 1:00 PM
SWCD meets 2nd Tue. 7:30 PM.

7. What are your reasons for wanting to serve on an appointed board, committee or commission?

I grow up going to the County Fair and I realize the fair is at a critical point in its history. I would like to help with the process.

8. What education, work experiences, volunteer experiences or life experiences would you bring to your service on a county board or committee?

grad. Hillsboro High school, grad O.S.U. Forestry.
Tree farming 40 yrs. 4-H and FFA Fair participant Both
County and State Fair. Of late I have had a great
deal of experience with Developers and Purchase/Sale
agreements.

9. Please describe your understanding of the major concerns and issues facing the board, committee or commission on which you wish to serve.

Major Concerns 1. Aging infrastructure
2. Profitability
3. Scheduling

Issues: Potential sale of property and relocation of
Facilities

10. Please list any potential conflicts of interest between your public and private service that might result from your appointment to any of the boards, committees or commissions you listed in question 1.

None

11. Please list the name, address and telephone number of two people who we may contact as references:

1. Commissioner Andy Dwyer
2. Pam Heriackx, superintendent ^{4-H} Livestock (503) 649-3174 ex102

12. How did you hear about this board or commission?

I heard at the fair from Kathy Schmidtkopter
Current Board member.

My signature affirms that all information is true to the best of my knowledge and that I understand that any misstatement of fact or misrepresentation of credentials may result in this application being disqualified from further consideration or, subsequent to my appointment to a board/committee/commission, may result in my dismissal. Information you provide on this application may become part of the public record.

Signature: Mark Morgan Date: Oct. 5, 2004

To ensure your application is considered, be sure to:

- 1) fill out the application completely and sign it
- 2) Enclose a resume (or other summary of relevant professional and volunteer experience)
- 3) mail, fax or email your application by the application deadline to:

County Administrative Office, Room 300
155 North First Avenue
Hillsboro, Oregon 97124

FAX: 503-846-4545 Email (attach your resume!): cao@co.washington.or.us

Continue your answers on additional sheets of paper if necessary. The application process for positions on certain boards and committees may require an interview or other screening process. Applicants to the Aging & Veterans' Services Advisory Council are asked to complete a Supplementary Application. For a supplemental application, additional information, or help with this application please call (503) 846-8681.

Washington County Fair Complex Mission Statement

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, and special gatherings.**
- **Promote a sense of community among residents of Washington County.**

Fair Revenue Totals 2003-2004

Admissions

Youth	\$26,645.00
Other	<u>\$203,891.00</u>
Total	\$230,536.00

Concessions/Booths \$116,956.00

Carnival \$47,865.00

Parking \$42,792.00

TOTAL 2003-2004 \$438,149.00

Fair Revenue Total 2004 - 2005

Admissions

Free	
Other	\$25,596.00 Truck pull/crash derby

Concessions/Booths \$137,000.00

Carnival \$67,572.00

Parking \$74,944.00

TOTAL 2004 - 2005 \$305,112.00

Differences

2003 - 2004	\$438,149.00
2004 - 2005	<u>\$305,112.00</u>
	-\$133,037.00 LOSS Due to free fair gate

2004 - 2005 Rodeo Committee Revenue

Line Item #		
39 Rodeo Sponsorships -		\$31,100.00
42 Tickets - 2,925 sold (total for 3 performances)		\$37,258.00
46 Rodeo Miscellaneous:		\$1,750.00
Poker Rode, Merchandising		
49 Queen		<u>\$3,000.00</u>
TOTAL LINE ITEMS		\$73,108.00

If the following was to be taken into account:

Beer Sales for all 3 performances		\$5,874.00
AGG West (in-kind sponsorship) -		\$1,700.00
2 - Tractors		
2 - Mules		
1 - Water Trough		
5 - Floats		
United Rentals (in-kind sponsorship) -		\$2,000.00
2 - Generators		
4 - Spider Boxes		
Many Elect cords		
** Parking generated by the Rodeo		\$2,437.00
Bi-Mart sponsorship		\$5,000.00
10 - VIP Tickets		
Banner on crows nest		
Truck Rides		
Arena Announcements		
TOTAL		<u>\$17,011.00</u>
	Actual Rodeo Revenue	<u>73,108.00</u>
GRAND TOTAL		\$90,119.00
	Estimated expense for event	\$95,000.00
	Balance	-\$4,881.00

$\$4,881.00 / 2,925.00 = \1.668 per person attending Rodeo.

Don informed the committee that this would be more then acceptable. In his 1st year as Executive Director.

** Parking formula = 2,925.00 tickets sold / 6 people = 488 cars parked = \$5.00 per car = \$2,437.50

** Parking formula = 2,925.00 tickets sold / 5 people = 585 cars parked = \$5.00 per car = \$2,925.00

Budget History - Revenues and Expenses

WASHINGTON COUNTY FAIR COMPLEX
Organization Unit 120
County Fairgrounds Fund 150

Line Item	Acct No.	Description	Actual 2002-03	Actual 2003-04	Adopted 2004-05	Estimated 2004-05	Line Item Explanation
		Fair Revenues					
47	4	State Sources - Dept. of Agriculture	\$ 40,868	\$ 39,200	\$ 38,000	\$ 38,000	Payment Due January 2005.
48	30	Youth Admissions	37,886	26,645	-	-	No paid admission.
49	31	Other Admissions	213,820	203,891	35,000	25,596	Truck Pull Costs \$6,000 (1,458 Tics). Demo Derby Costs \$5,750 (2,198 Tics).
50	32	Concessions/Booths	120,695	116,956	146,000	137,000	Sacrificed \$4,000 in Commercial Space to Accommodate Landscape Display.
51	33	Sponsorships	57,625	55,415	60,000	56,650	Slight decrease from original estimate.
52	34	Advertising Sold	1,800	1,150	1,500	1,200	Farm implement Displays on Friendship Square.
53	36	Carnival Income	50,946	47,865	65,000	67,572	More than 35% increase.
54	37	Entry & Bedding Fees	2,912	2,334	4,600	4,600	Estimate.
55	38	Parking Fees	40,491	42,792	81,000	74,944	MAX Riders had greater impact than expected.
56	39	Rodeo Sponsorships	29,290	26,186	50,600	31,100	Title sponsor did not materialize.
57	41	Miscellaneous Income	26,418	10,988	10,800	12,500	Carnival - \$5,000; Steak Fry \$800 - Camping \$2,000 ; Ice \$2,690; RVs 2,000 .
58	42	Rodeo Admissions	4,870	19,839	57,600	37,258	Friday - 1030 tickets. Sat Matinee - 624 Tickets. Sat Evening - 1,271 tickets.
59	43	Main Stage	-	-	25,000	6,393	Poorly attended. Admission \$7/3.50. Performance Cost \$12,000.
60	45	Amphitheater Merchandise	697	769	500	-	No major artists performed.
61	46	Rodeo Miscellaneous	4,321	2,151	1,750	1,750	Estimated. Merchandise Sales and Poker Ride.
62	48	ATM Fees	2,267	1,373	1,300	1,300	Estimated. Three ATMs - two rented.
63	49	Rodeo Queen Activities	3,941	2,501	3,000	3,000	Based upon 2004 Queen Contract.
Total Fair Operations			\$ 638,847	\$ 600,055	\$ 581,650	\$ 498,863	