

**FAIR BOARD MINUTES  
SEPTEMBER 1, 1993**

**FAIR BOARD**

John Thomas  
Marla Warren  
George Otten  
Dave Lintz

**STAFF**

Cal Wade  
Patti Poe  
Tom Cribbins  
Earl Bemis  
Jim Jordan  
Michael Wold

**GUESTS**

Connie Potter  
Jeanne Leeson

Ken Leahy is out of town and not in attendance.

The meeting was called to order by Chariman John Thomas at 4:30 p.m.

**CONSENT AGENDA**

**MOTION: MOVED BY MARLA WARREN, SECONDED BY GEORGE OTTEN, TO PASS THE CONSENT AGENDA WITH THE FINANCIAL REPORT HELD OUT FOR LATER DISCUSSION. MOTION PASSED UNANIMOUSLY.**

**RODEO BOARD**

Wade stated that there had been no Rodeo Board meeting since Fair. There had been several work parties. Wade commented on the thank you letter from the Miss Oregon Rodeo Board thanking us for allowing them to hold their Pageant here.

**BOOSTER REPORT**

Leeson reported that the Boosters had not had a meeting yet either; their first one was scheduled for tonight. She asked Warren what had happened to the Boosters serving food for the Special Kids Rodeo and Warren stated that she would find out - she was sorry for the confusion. Leeson said that was okay but Sharon Cornish had arranged for people to work the Special Kids Rodeo and that were disappointed they were unable to as they particularly enjoyed that event. Leeson stated that they had more than enough people to work the Air Show. The Boosters have \$12,500 in the bank - she does not have figures for the Fair yet.

**MARKETING REPORT**

Poe stated that July and August were excellent months for the FairPlex. July earned about \$10,000 other than the Air Show. Poe stated that she had noticed a trend that events in July and August were down in attendance, even KWJJ which is a free event. KWJJ did not keep track of attendance at their gates, but parking was down approximately 200 cars and with a factor of 2 .5 people per car that was down from 1992. Lots of compliments were received on the grounds conditions right after Fair - usually there are complaints about the conditions. Maintenance turned the grounds back around the quickest they have ever. September and October have developed well. Poe stated that she had spread out calendars through 1999 to give commitments to two shows through that year. There are only three weekends left in 1994 to fill - one is Easter and one is Labor Day. Thomas asked Poe about booking for the Floral building and Poe responded that bookings were slow. Feedback from the clients are that there are too many posts so you can't dance and businesses don't like it for meetings because if you do classroom style seating, vision is obstructed. Poe stated that she is optimistic about future bookings in the Floral - the Cloverleaf and the Arts & Crafts are booked consistently now.

## MAINTENANCE

Wade stated that Maintenance has been working hard to bring the Fairgrounds back into shape. Maintenance had been working since approximately the 4th of July without a day off and this raises concerns about controlling overtime which we will work on throughout the year. Wade said that as the Board knew, we had had a major lay off at the Fairgrounds because of the shortfall in the budget. Wade stated that he would go into more budget detail later, but we were looking at about an \$80,000 deficit. Wade clarified that the Fair had not lost money even though the final figures were not in, he felt that it ended in the black, but between the Air Show and the Fair we were down about \$80,000 from where we should be at this time of year. Wade stated that after careful thought, he really had no choice but to abolish the Maintenance Supervisors position and to have Maintenance go into the Team Management Concept. Each Maintenance Tech will have an area that he will take the lead in and the Team will make priority decisions together, with no actual supervisor. A flow chart was passed out showing the new organization and explained by Wade. (See attached.) Each month a different Maintenance Tech will attend the Fair Board meeting so they can keep the Fair Board informed and get more familiar. Information on SDWT was distributed to the Fair Board for their reading so they could be more informed about SDWT's.

Wade asked each of the Maintenance Technicians to introduce himself and give a brief biography about himself. Earl Bemis introduced himself as a family man and having been employed here two years. His job responsibilities will remain about the same. Michael Wold has been here about eight years and stated that he hopes everything continues to work out. He is a family man also and is looking forward to the new challenges that the groundskeeper position will present. Tom Cribbins introduced himself as event staff and has been here about two years. He is single and has a background in equipment operation and Forestry. Jim Jordan has been here about 1 1/2 years - he has 30 years experience in mechanics and about 20 years experience as an electrician. He has a varied background, and enjoys working here.

## OLD BUSINESS

Air Show recap - Way down in attendance. In 1992 FairPlex parked between 5,000 to 6,000 cars a day and in 1993 only 4,400 cars were parked for all three days. Wade commended Leeson for having more than enough people here to assist with car parking. Income was approximately \$15,000 in 1993 and 1992 was \$30,000 and that was quite a drop which has contributed to our budget problems. The loss of attendance has been attributed to several reasons - movement to July, Snow Birds not as large as draw. Rose Festival is still trying to figure out if they will stay in July or move back to June. Lintz asked if we had any influence about the dates of the Air Show and Wade responded that we had some. Wade had met with the Hillsboro Chamber who has a large influence, and he believes that they have agreed not to go past the first weekend after the fourth of July and go back as far in June as the previous Air Shows - that would give them about a three weekend spread. Wade stated that it is difficult for Rose Festival to commit to a date to early as they have to book a jet team and it depends on their date availability. Wade stated his recommendation our Fair should always start the first Tuesday of August. Based on the old way of figuring (Multnomah County is scheduled for the last weekend of July and Washington County always goes the weekend following them) our Fair would start in August in 1994.

Wade recommends that the Fair opens the first Tuesday of August. It would prevent us from running into the late date in July and also we would have a payday right at the beginning of the Fair. Wade explained that we can't go too late in August because of competing with Clark County Fair. Lintz feels that Wade is making a good recommendation on the first Tuesday of August and cited his reasoning of a payday. Lintz then asked about why Air Show doesn't go in Sept. and Wade explained that it is a Rose Festival event and that would be to late.

Fair Recap - Fair was 16% down in attendance. Official attendance figure is 101,777. Two days of bad weather was a big factor in this drop. General economy is tight but generally that means Fairs still do alright because Fairs are such a good deal. Too close to Air Show and no pay day prior to the opening of the Fair were factors sited for the decrease in Fair attendance. Wade explained about the money taken at the gate - the biggest bills taken in Tuesday through Thursday were 20's and a few 50's and a "ton" of coin. On Friday, which was payday, the large bills were 50's and 100's. A lot of coin indicates that people are robbing kids piggy banks to make it to the end of the month. Another large factor that affected Fair attendance and other events is that the piece of consumer dollar pie is only so big. There is a glut of events taking place in the metropolitan area and there is only so much money to be spent.

Wade passed out a summary graph for the 1993 Fair and it showed the trend of Fair attendance. Wade is going to be taking a fresh look at how the entertainment is done and other areas of the Fair to continue to be competitive and give what the patrons perceive to be a good deal for their money. Wade again reiterated that it is imperative that the first step should be moving the Fair to the first Tuesday of August.

Between the combination of the Air Show and the Fair we are going to be about \$76,000 below where we should be at this time for revenue. Wade stated that the Fair is in the black but instead of making \$100,000 we would be lucky if we made \$15 or \$20,000 if we do that good. Wade's goal is to build our cash reserves by July 1994 to \$200,000, they are below \$100,000 now.

Cribbins asked about a smaller carnival this year and Wade said that it was the same size. The Carnival revenue was only \$11 less this year than in 1992. People apparently spent a little more money in the Carnival this year. Sunday entertainment was a flop but Sunday was kids days and a lot of people took advantage of that.

Lintz asked about the disruption that took place Thursday night but no one was aware of any incidents. Wade responded about exit problems in the parking lot on Friday and the letters that we received complaining about it. There were problems with the exit due to the cones being in the wrong spot and Security failing to work the job assignment that Wade had given them. Wade is concerned that the parking problems are going to have an adverse effect on future fairs.

### VOLUNTEER APPRECIATION AWARDS

Community Group Award - nominated was the Community Corrections Program and the Restitution Center. Wade commented on how these two programs had actively participated in our facilities and how dependent we were on them. Cribbins stated some weekly time examples - 46 hours community service, 26 hours Restitution, 34 CS and 12 RC, 36 CS and 36RC for another week. The FairPlex provides Community Service and Restitution Workers with windbreakers and caps that say FairPlex staff so these people are not embarrassed if a member of the public recognizes them.

Staff recommends two Community Group Awards for 1993.

**MOTION: MOVED BY GEORGE OTTEN AND SECONDED BY MARLA WARREN TO AWARD TWO COMMUNITY GROUP VOLUNTEER AWARDS FOR 1993 AND THAT THE AWARDS SHOULD GO TO COMMUNITY CORRECTIONS AND THE RESTITUTION CENTER. MOTION PASSED UNANIMOUSLY.**

Individual Appreciation Volunteer Awards - Jeanne Leeson was nominated for her continued support of the FairPlex and being the goodwill Ambassador during Fair. Jeanne was gracious and wanted to give it to someone else.

**MOTION: GEORGE OTTEN MOVED AND MARLA WARREN SECONDED THAT JEANNE LEESON SHOULD BE AWARDED THE INDIVIDUAL VOLUNTEER APPRECIATION AWARD TO RECOGNIZE HER ONGOING PARTICIPATION AT THE FAIR AND SUPPORT OF THE FAIRPLEX . MOTION PASSED UNANIMOUSLY.**

Business Appreciation Award - Leahy Construction was nominated to recognize his company for all they have done and continue to do to improve the FairPlex.

**MOTION: MARLA WARREN MOVED AND GEORGE OTTEN SECONDED THE BUSINESS VOLUNTEER APPRECIATION AWARD GO TO LEAHY CONSTRUCTION FOR THE SUPPORT THE COMPANY HAS SHOWN TOWARD TO THE FAIRPLEX. MOTION PASSED UNANIMOUSLY.**

Note: Ken Leahy was not in attendance.

#### **NEW BUSINESS**

Budget - With the changes being made in Personnel Wade projects there will be a savings of \$26,924 per year which reduces personnel from \$361,924 to \$335,000. Year round ops has been reduced by \$5,000, specifically out of Repairs & Maintenance. Wade stated that he is uncomfortable reducing R & M by \$5,000 and suggests that this line item be revisited further into the budget year. Open Class premiums were up. Rodeo Expenses will be discussed further with the Rodeo Board. The Rodeo Board brought in many more Sponsors than they budgeted.

John Thomas asked about the Touch and See and its cost. Wade explained that they came in under their budget of \$2,000.00.

Marla Warren had questions about Horse Show line items. Wade explained how the line items worked and what they were.

The FairPlex will receive quarterly payment from the Lottery that will total for the year approximately \$35,000. This funding will last for two years. Wade is Chairman of the committee for the state to recommend to the Legislature ideas for replacing this funding. This funding replaces the Para-Mutual funding in past years. In 1992-93 this amount was approximately \$52,000.00

Wade projects \$20,000 more for Hotel/Motel Tax . First quarter payment for 1993 is over \$99,000.00.

Wade explained that he is not considering any figures into the budget as far as Bingo is concerned. He stated that Bingo is not doing what our original projections were, but part of the reason for that is that the FairPlex is paying \$2,171.00 a month rent to Sunset Bingo. Poe stated that she hopes for October start up date at FairPlex but is doubtful.

Lintz stated that all in all he was pleased with the budget considering all the unplanned capital improvements that had been made in the last year. Marla Warren and John Thomas agreed.

**MOTION: MOVED BY MARLA WARREN AND SECONDED BY GEORGE OTTEN TO ACCEPT TO THE BUDGET AS PROPOSED. MOTION PASSED UNANIMOUSLY.**

Dave Barno is a small animal vet and on the Rodeo Committee. He called Marla and wanted to know about forming a committee about RV hookups in the Livestock area during Fair. Warren suggested charging extra for the hook ups and on a first come first serve basis. Warren also expressed concerned about no separate lights in the parking area for Rodeo contestants and the liabilities that might cause. Wade will work with Maintenance Team about lights in Rodeo parking area and also about RV spaces. Warren would like to see 12 to 24 RV spaces. Wade will get back to the Fair Board with some idea of costs.

Warren also said the stall problems are continuing and inquired about portable stalls. Wade said that the problem is uncontrolled usage during Rodeo. He suggested this was a staff problem and will try to work it out.

### WORK SHOP

Wade recommended waiting until early 1994 to see how the budget was holding up before the work session was held; this would give a better indication of available monies, but would still be early enough to react if corrective measures needed to be taken.

**MOTION: MOVED BY DAVID LINTZ AND SECONDED BY GEORGE OTTEN TO HOLD THE ANNUAL WORK SESSION IN EARLY SPRING (APPROXIMATELY FEBRUARY). MOTION PASSED UNANIMOUSLY.**

### PARKING ON 34TH STREET

Wade contacted the City of Hillsboro and requested that the City post their portion of 34th Street "No Parking" as it was becoming a problem with exit during larger events to have cars/trucks parked on the street. The City agreed to post their stretch of the street and have posted as of this date. The Fair Board must now move to post the FairPlex section "No Parking."

**MOTION: MOVED BY GEORGE OTTEN AND SECONDED BY DAVID LINTZ TO POST FAIRPLEX SECTION OF 34TH STREET "NO PARKING" ON BOTH SIDES. MOTION PASSED UNANIMOUSLY.**

### TRAFFIC LIGHT ON 34TH STREET

Item for interest only. Traffic light has been moved back into street committee at the City of Hillsboro. Wade advised that the FairPlex will have to share the cost of the light.

### MASTER PLAN

Thomas asked about the Master Plan and Wade stated that he needed to get hold of Draggoo to meet with the Fair Board again. Once the Fair Board approves the Master Plan, we will then meet with the Commissioners.

Meeting was adjourned at 7PM.

Respectfully submitted,  
Patti Poe  
Acting Fair Board Secretary