

FSMG Meeting Minutes  
Tuesday, January 6, 2009  
7:30 a.m. - 9:30 a.m.  
County PSC Building, CR 623

Attendees: Scott Horenstein, Sharon Crouch, Judie Stanton, Mark McCauley, Justin Kobluk

Meeting was called to order at 7:35. Mark McCauley began the meeting by discussing the current county audit by the State Auditor and that activities of the Event Center and the FSMG were being examined. Initial observations were that activities of the FSMG need to be made more available to the public. We will accomplish that objective by beefing up materials and information available on the county web site.

Mark continued by sharing his perceptions of the 2008 IAFE Conference in Las Vegas held from 14-18 December. Major observations were:

- Event was exceptionally well organized
- Tremendous energy level by all involved
- Very complex industry
- Fair organizers need to work to keep their fairs relevant
- Innovation is key
- Involvement of local schools is vital
- Great to have Commissioner Boldt attend. This was the first time a commissioner has attended this conference.
- Developed an appreciation of the scope, magnitude, and difficulty of running a successful fair and exhibition venue.

A brief discussion flowed regarding the new Board of County Commissioners. It is important that we orient Commissioner Mielke to our facilities, missions, opportunities, and challenges early on. We will have an opportunity during his orientation period to do this. We believe he will be a strong supporter of the fair and the Event Center.

The 2009-2010 budget period was then discussed briefly. Mark McCauley indicated that emerging forecasts and most economic indicators show that 2009 will even more challenging than 2008. Our goal is always to grow attendance and revenues, however, in the current environment avoided reductions will be considered hugely successful. Justin Kobluk added that he has seen a number of bookings cancelled because of lower attendance projections. That means we will need to redouble our marketing efforts.

We then discussed staff performance appraisals and 2009 pay raises. Every employee should receive an annual performance appraisal. Justin reported that every employee does receive an annual appraisal and that pay increases are tied to their performance. We discussed whether staff should receive a pay raise given the economic climate. A three percent pay raise was included in the 2009-

2010 budget. The consensus was that to keep qualified staff and to maintain high motivation levels we would support using the budgeted amounts for pay raises.

The Event Center Executive Director, Justin Kobluk, was given the floor to cover a number of items.

- 2009 Annual Plan. Justin presented the annual plan (attached) to the Board for consideration. The Board agreed that the plan addressed all needed strategies and action necessary for continued success. Sharon Crouch motioned that the plan be approved for submission to Clark County. Scott Horenstein seconded the motion. The motion passed unanimously.
- Justin reported on progress in recruiting a new Fair Manager. The recruitment period ends on 15 January. Justin has already received a large number of applications from a wide variety of venues from around the country. Looks like a strong field from which we should be able to hire a capable candidate. Justin will shortly be setting a selection panel to consider the candidates.
- Justin then provided a quick update regarding the 2009 Fair/Amphitheater booking effort. We have a bid outstanding for Boston and Chicago for Monday or Tuesday of the fair week. It was a 45 day bid and it closes the week of 12 January. We have no idea whether we will be successful due to the variables involved. He then discussed a potential bid for Bob Dylan on Tuesday of fair week. They are also working on securing talent for the other three concert nights in the grandstands. We should start hearing some news on these in the next few weeks.
- Justin reported that our interim Fair Manager, John Morrison, was doing an excellent job make preparations for next year's fair.
- Lastly Justin shared a document (copy attached) he prepared for Commissioner Boldt addressing a variety of ADA, Health, and Safety concerns. Funding may be available at the state level to assist us in mitigating these concerns.

Next meeting is scheduled for Tuesday February 3<sup>rd</sup> in PSC Conference Room 623.

Meeting was adjourned.