

FSMG Meeting Minutes
Tuesday, March 2nd, 2010
8:05 a.m. - 9:30 a.m.
Public Service Center, CR 623

Attendees: Scott Horenstein, Sharon Crouch, Judy Stanton, Chris Palmer, Mark McCauley, Justin Kobluk, John Morrison

Meeting was called to order at 8:05. Mark McCauley opened the meeting by distributing minutes from the February 2nd meeting. Minutes were approved by motion, second, and unanimous vote, subject to two minor corrections.

Mark continued by discussing the goal of broadening our demographic appeal. Up to this point our concert entertainment line-up has been country or rock. We should consider appealing to other genres and demographic groups to broaden our appeal and try to boost attendance and the bottom line. Justin mentioned that the Event Center is constantly looking for ways to develop new events and reach new audiences. The Event Center has hosted many cultural events such as the Hmong New Year's Festival and numerous Cincineras. A Cinco de Mayo festival, Hispanic Rodeo and Fiestas Patrias music festival have all been discussed and pursued but would need the summer season to be able to proceed. He also mentioned that we do have diverse acts booked on the smaller stages throughout the fairgrounds with rap artists, jazz, and Hispanic music, so we are reaching out. One concern is that booking a diverse act may not have the draw required to breakeven or make a profit. With the Event Center fund in such bad shape we need sure winners.

Lastly, Mark talked about some ideas that Commissioner Marc Boldt had mentioned from fairs past. He mentioned having a Portland Day, where we make a point of trying to get Portlanders across the river to the fair. He also mentioned that there used to be a Commissioners' Day where all three County Commissioners would be out at the fair meeting and greeting. Lastly, he talked about a Veteran's Day where we honor veterans and even have a Midway parade. John Morrison said that we do have a day where we honor the military and veterans and that a parade might make sense.

Fair Manager, John Morrison, updated the group on Fair preparations:

Grandstand Entertainment: The lineup is complete with two shows daily in the Grandstand. Specific events were presented at the February FSMG meeting.

Amphitheater Entertainment: Booking of concerts in the Amphitheater is ongoing, with three dates confirmed. Bids are out on two others. One previously confirmed booking cancelled due to the agent's concerns over the appearance presented by a relatively small crowd in a venue as large as the Amphitheater. Efforts continue to fill the remaining two dates.

Sponsorships: We are continuing to work with Fred Meyer as a potential presenting sponsor. Their budget for this year appears to be an issue and we are looking at some options to increase their involvement beyond the traditional Pancake Breakfast and possibly grow into a presenting sponsorship next year. Clark Public Utilities has agreed to provide golf carts, tents, and volunteers saving us those expenses.

Contracts: We have completed a complete contract review to assess costs and availability of every items and program we contract for. A meeting is scheduled with Halton Rentals next week to finalize their donation of equipment, which at this time represents the largest potential savings.

Vendors: Applications are coming in for vendor booth space at a rate that is encouraging. We can expect the outdoor and Commercial Building booths to fill first, as usual, since they are less expensive than space in the Exhibit Hall. March and April should show a significant increase in the spaces rented.

Food Court: Turnover in food vendors at the Fair is very rare. Those booths located inside the Food Court are even more stable. However this year we will see four new food booth vendors in the Food Court. One operator was asked to leave based on repeated violations of standards. A double booth was turned in by the non-profit operator and another single booth was also turned in by its non-profit operator. We advertised these spaces and asked potential vendors to make presentations to include menu, pricing, management plan and experience. There were several very qualified applicants. We selected Hula Boy (Island Fare), Summerland Catering (Italian Food) and American Pizza Company (Wraps and Salads) to fill the vacated spaces. The Greek Cuisina, an outside booth, first year vendor, last year is moving inside to the booth that was terminated. The Knights of Columbus (Authentic Hispanic and Mexican fare) will be the fourth new vendor and will occupy the outside location that was the Greek Cuisina. These represent a very significant expansion of the fare offered to Fair attendees and should considerably upgrade the appearance and food offerings in the food court.

General Fair Preparations: All activities are well ahead of schedule.

Justin took the floor and reported on the following items:

- Self promotion project update: Justin presented a thumbnail budget for a co-promote of a horse/equestrian expo with a local organizer. The show model would have FSMG responsible for vendor sales, event logistics, marketing, ticketing and services. Our co-promote partner would be responsible for riding programs, clinics, show participation, vendor sales assistance and sponsor sales. The rent would be deferred as the last expense paid, then any profits would be split evenly between the parties. Many details and materials have to be solidified before this event can move forward such as:

- Vendor applications
- Vendor Agreements / manuals
- Clinic participation applications
- Clinicians Agreements
- Breed exhibitor Agreements
- Participant Agreements
- Trade / rental Agreements
- Sponsor sales Agreements / details
- Show guide
- Rider Liability release forms
- Advertising plan

FSMG has already moved forward with its Clark County Holiday Gift Fair and is currently selling vendor space. The third yearly show to possibly be produced by FSMG is a wedding show which is presently under investigation and evaluation.

- Booking update: We have three concerts booked and confirmed. Currently, we also have two formal bids out to artist agents to try to fill our remaining two open Amphitheater dates. Something interesting to think about: we have had six (6) confirmed artists at one point or another, but have had 3 cancellations for our fair concerts. So the effort has been there. But we said going in that we didn't need to have five concerts to be successful. We will only book what makes good financial sense.
- State funding for Agricultural fairs looks like it will be eliminated for future years. Both the proposed state budgets from the State House of Representatives and the Senate target these funds for elimination. That will be a loss of a \$86,000 yearly subsidy that the fair has received for its educational and youth exhibits.
- Liquor Operating Plan: The orange gate will be re-designed for this year's fair which will create a new viewing plaza area for the grandstands. Food and beverage service will be modified in this area to also allow beer sales. Beer and wine will not be allowed out of this new designated area, but it will now operate much more like a restaurant than a beer garden. This change in service does not require a change of the fair's liquor license, but a new operating plan was developed and submitted to the Liquor Control Board for reference and approval. A copy of the new operating plan was provided.

Next meeting is scheduled for Tuesday, April 6th in PSC Conference Room 623.

Adjourned.