

FSMG Meeting Minutes
Tuesday, April 6, 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 March 2nd meeting. Minutes were approved by motion, second, and unanimous vote, subject to several minor edits.

Mark continued by discussing the Amphitheater-Event Center CUP/lease issue. We have been trying to get some movement on this but have not succeeded. We have tried to propose some changes that will help the Amphitheater as well as the Event Center but that doesn't seem to have any effect. Line of credit continues to grow at now over \$400,000. New issues have been identified with funding. The REET funds that are supposed to serve as a back-up to the Event Center Dedicated Fund are being depleted due to the recession and funds balances are dropping. An improving economy will help solve this problem.

Lastly, Mark mentioned the 78th Street Heritage Farm and how it might play into an effort to keep 4-H in the county. We are exploring ways to integrate 4-H into the site as it develops.

Fair Manager, John Morrison, provided an update on Fair preparations.

Grandstand Entertainment: The lineup is complete and contracts will be finalized within the next two weeks.

Sponsorships: We are continuing to work on several returning and new sponsorship opportunities. As of this date, we have \$92,000 confirmed cash sponsor agreements. The goal this year is \$138,000

Contracts: A significant savings was realized this year in our equipment rental costs due to the generous donations from Halton Rentals. Our sponsorship/trade agreement with them will save us approximately \$14,000 over last year's hard costs. Consolidating all the major equipment needs with a single provider has the added benefit of streamlining the acquisition process. John Deere and S&I Rentals are also back this year with significant no-direct-cost equipment items in exchange for display/vendor space.

Vendors: Applications for vendor booth space still lag last years numbers at this same time. However, we did a 4,000 address mail-out to vendors for both the Fair and the events that will be in-house produced. This should help not only the Fair booth fill rate but also benefit the upcoming shows off-Fair.

Food Court: All food concessions are filled both in the Food Court and outside. The first pre-Fair meeting for concessionaires is scheduled for April 28th and is the first of the formal pre-Fair meetings for the 2010 Fair.

General Fair Preparations: All activities are well ahead of schedule. Several projects needed to improve the grounds or correct deficiencies are being submitted to the County for review and approval.

Animal Health: The potential problem with Veterinary requirements for out of state cattle being exhibited at Fairs in Washington has been resolved successfully. Had that not occurred, our Dairy Show would have been significantly impacted. The requirement for a Tuberculosis test on Dairy cattle entering Washington from Oregon strictly for show purposes was eliminated. We can credit the initiative and efforts of our Fair Veterinarian, Dr Jack Giesy, for resolving this issue.

Amphitheater Entertainment: Booking of concerts in the Amphitheater is ongoing, with three dates confirmed. Efforts continue to fill the remaining two dates. John turned the details of this over to Justin Kobluk to address.

Justin took the floor and reported on the following items:

- Fair concerts: The three confirmed fair concerts were advertised and released last week to the public. An extensive pre-sale was developed for Miranda Lambert and Scorpions including subscriber e-mail distributions, fan clubs, radio station members and TicketMaster subscribers. The general on-sale was last Saturday for all three concerts.
 - Miranda Lambert: low to medium sales with a lot of upcoming media surrounding the ACM music awards in a couple weeks.
 - Scorpions: very strong opening weekend of sales.
 - Boys Like Girls: Light sales for opening weekend, but did not have large opportunity for pre-sales. New promotions and media will be organized over the next few months.
- Potential concert dates: One formal artist bid is still active for Sunday, August 8 for a potential concert. The fair's other open possible date, Tuesday, August 10 has no current offers out. A local promoter has submitted a proposal to produce a concert on that date, but upon evaluation of the proposal the financial risk to the fair was unacceptable. A counter proposal was sent back to the promoter which allows for a great opportunity to produce a concert event, but eliminates the financial risk for the fair. An answer to the counter proposal is pending.

- Kaiser Health Benefits: Kaiser (FSMG's current HMO provider) has informed FSMG of a 12.5% increase in costs for the upcoming year to maintain FSMG's current health plan. Their increase was 24% last year. Kaiser has provided other options which are less expensive for health benefits but would increase co-pays, deductibles and out of pocket expenses. All plans are currently being evaluated.
- Insurance: FSMG will be changing its current event liability insurance provider, Haas & Wilkerson, to K&K Insurance. K&K is an event industry leader with a very good reputation. Not only is K&K Insurance a little cheaper, but it provides coverage for some significant things that our former provider excludes.
- Parking RFP: The parking contract including all possible extensions for the Event Center and the Fair expires this July. An RFP has been written and is currently advertised. Proposals are due at the end of April. Nine (9) parking companies are on the proposer's list including the current provider, Coast to Coast and the former provider Starplex.
- Sheriff's meeting: John and Justin had a very good initial meeting with the new West Precinct Commander, Mike Cooke, regarding fair and non-fair sheriff's participation. Commander Cooke is the third Commander in the last three years for West Precinct which directly coordinates activities for the fair and the Event Center. It is imperative that great communication is maintained between our departments. Commander Cooke has a very good knowledge of the fair and the commitments of his department for major events.
- ADA Committee Meeting: The Event Center and Fair staff will be hosting Tim McVicker and the County ADA Advisory Committee at the Event Center May 5 to discuss ideas relating to accessibility at the fairgrounds. This is a great opportunity for all parties to explore new ways to better serve the public's diverse needs.
- Event Center Booking update: FSMG is targeting three yearly events to organize, manage and promote this year. The following are brief descriptions of the progress of each:
 - Clark County Holiday Gift Fair: November 2010: Graphics, logos and show identity are complete. Show materials, including contracts are complete. The show is currently being marketed to vendors with approximately 40 vendors already committed. A mailer of over 4,000 prospective vendors will be sent to industry professionals this month.
 - Clark County Wedding Expo: October 2010: We currently are evaluating potential partners including Grant House, Wedding Network USA and Bravo. We are also looking to include a dress

consignment sale which would be unique to this market. Marketing materials, such as show identity logos and marketing flyers are currently being designed.

- Washington State Horse Expo: February 2011: This is a revival of the Mane Event Expo concept that ended operations in 2008. Current show structure, features and entertainment are being evaluated as well as potential partners. Marketing and sales efforts are scheduled to begin in the next two months.

After Justin and John departed the Board discussed some proposed changes to the organizational and to John's title. It was proposed that the relationship of the Fair Manager to the Fair Board be denoted by a solid line and to the Event Center Executive Director by a dotted line. It was also proposed that the title "Fair Manager" be replaced with Fair Manager/Chief Executive Officer. Both changes were proposed by motion which was unanimously passed.

Next meeting is scheduled for Tuesday, May 4th in PSC Conference Room 623.

Adjourned.