

FSMG Meeting Minutes
Tuesday, May 4, 2010
8:05 a.m. - 9:30 a.m.
Public Service Center, CR 623

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

Meeting was called to order at 8:05. Mark McCauley opened the meeting by distributing minutes from the April 6th meeting. Minutes were approved by motion, second, and unanimous vote, subject to several minor edits.

Mark discussed the trip to the Salem 4H Center. Commissioner Marc Boldt had asked that a field trip be arranged to see what the Salem 4H Center had to offer and what we could learn. It turns out that it is more of a camp/conference center type facility with lots of trees, cabins, and meeting spaces. There were a couple of stables and a nice, simple, outdoor horse arena. The facility, although scenic and largely natural, is not what we were contemplating doing with the 78th Street Heritage Farm site. The 4H Center in Salem mostly rents out their facilities for other groups.

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

Grandstand Entertainment: The final contracts for the Big Air Motorcycles, Quad Wars and Freestyle shows are in final review and editing. When these are completed, all Grandstand entertainment will be set and contracted.

Sponsorships: We are continuing to work on several returning and new sponsorship opportunities. With the recent addition of the Riverview Savings Bank sponsorship of the Dock Dogs competition, we have \$102,000 confirmed cash sponsor agreements. The goal this year is \$138,000.

Contracts: The last remaining contract for major equipment rentals is in work. Halton Rentals has asked us to review the liability language in the sponsorship agreement we provided them; and we agreed to re-word portions to clarify responsibility for damage to equipment while on loan to the Fair and operated by our personnel. We are working with our insurance carrier for the appropriate language.

Vendors: Applications for vendor booth space continue to lag last year's numbers at this same time. However, after the 4,000 address mail-out to vendors for both the Fair and the events that will be in-house produced, the gap is narrowing. We are continuing to call potential returning and new vendor leads for both indoor and outdoor spaces.

Food Court: The first pre-Fair meeting for concessionaires was held April 28th. It was very well attended and all four new vendors were in attendance. New signage was discussed as well as the requirements that each vendor will have in terms of accounting. The new parking area behind the Grandstand for support vehicles was briefed and was welcomed by all vendors. Specific Fire Marshall requirements for the four new booth operators will be addressed when the new vendor proposals are received.

Fair Fund: The Fair Fund has been allocated by the State and we did better than anticipated. The warrant for our amount has been received by the County Treasurer's office for \$91,034.00. We initially were notified that it was to be \$86,410.00.

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.

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

July Meeting: John requested we meet on the Fairgrounds for the July meeting in order to tour the facilities and review Fair preparations. The Board agreed.

Justin took the floor and reported on the following items:

- Fair concerts: Three fair concerts are on sale to the general public. It is a slow time for media so we shouldn't expect a lot of ticket sales until we get back into more promotions later in the summer.
 - Miranda Lambert: low to medium sales. KUPL and KWJJ, the two large country stations in this market, will be adding ticket and on-air promotions in June and July.
 - Scorpions: very strong sales. We have already opened the lawn seats which are held back until needed. The show looks to be tracking for a sell-out.
 - 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. (rock) The fair's other open date, Tuesday, August 10, has no current offers and most likely will not be filled. Justin presented the financial details of the current bid and how it compares with other shows. The two-year history, including a 2008 play in the Portland market, makes this bid a solid financial endeavor.

- 1st Quarter FSMG Report: Justin presented a draft of the formal FSMG 1st Quarter Report for the Board's review. This report is to be submitted

to the county as part of the FSMG Agreement. Highlights include a financial comparison from this year's 1st Qtr to last year which shows the Event Center generating \$12,000 less in revenues. The largest factor in the revenue decrease was Poulsbo RV going out of business as they had staged two shows in the 1st Qtr of 2009 generating total revenues over \$40,000. We have done well to attract other activities to make up the majority of this loss.

- Day of Caring: Last Wednesday the Vancouver School of Arts in association with FSMG organized a Day of Caring where students volunteer for the day to come out and perform various operational projects at the fairgrounds. This year saw a lot of landscaping labor on the North side of the Exhibition Hall.
- TWeasure Hunt: With the expansion of Social Media programs such as Twitter, we are currently looking for new ways to market and directly reach our targeted audiences. While putting together details for a TWeasure Hunt – a treasure hunt that uses Twitter to find various things around the fairgrounds – questions have been raised about Washington gaming rules as there are prizes involved. We are currently following up to make sure everything meets the state's expectations.

Next meeting is scheduled for Tuesday, June 1st in PSC Conference Room 623.

Adjourned.