

FSMG Meeting Minutes  
Tuesday, August 4, 2009  
7:30 a.m. - 9:30 a.m.  
Exhibition Hall Conference Room

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

Meeting was called to order at 7:30. Mark McCauley began the meeting by distributing minutes from the June 3rd FSMG meeting which were approved as submitted by unanimous vote.

Mark continued the meeting with a brief discussion of 10<sup>th</sup> Avenue. News hasn't been encouraging recently. Public Works has been working on a new concept that would involve an I-5 crossing from 15<sup>th</sup> or 20<sup>th</sup> Avenues east of the highway to intersect with Delfel at 164<sup>th</sup> Street on the west side. This would eliminate the 10<sup>th</sup> Avenue project and with it the very expensive Whipple Creek crossing. The concept is in the analysis phase and no decision has been made to proceed. This does make it more likely that the project will be funded however, as it is much less expensive.

Mark then spoke about the relationship we have with the Amphitheater staff and how we need to continue to cultivate and improve it.

Finally, Mark discussed our successful effort to secure PFD funding for operations for as much as \$215,000 per year for 2009 and 2010.

Our Fair Manager, John Morrison, then gave his final pre-fair report. Bottom line is that we are in very good shape. Load-in began on Friday and Saturday. Monday was the busiest load-in day anyone has seen---could be due to the heat before then. Ferris wheel on the north end will be lit up early to draw attention. The Nitro ride will be on the south so we have premium rides on each end. Vendor booths are largely filled---we have some empty spaces but we'll spread what is there to make it look full. Not bad considering the economy. Animal exhibits are looking strong. Jim Wood from the Washington State Fair Commission will be here on Wednesday for score our fair. This will be an important score since they will now only come every other year. Prep for grandstand entertainment is all on track. Ticket sales for the grandstand concerts are right where we expected them to be. We have a huge final ad campaign for the two Amphitheater events. Stained ticket sales look okay but Larry is lagging. We are hoping to sell tickets during the fair to both events. We are in good shape and are going to have a good fair this year.

The Event Center Executive Director, Justin Kobluk, was given the floor to discuss upcoming Exhibition Hall bookings. We are expecting a Slavic Evangelical Church gathering of 3-4,000 over the Labor Day weekend. Justin is

working on booking Circus Gatti over the 2<sup>nd</sup> weekend in September. He is also working on scheduling another MMA event in September. We keep seeing interest in 2010 events and have two new events working: one is the Washington State Republican Convention and the second is the Western Regional Alpaca Association (this would be a move for them from the Portland Expo Center).

- Patron surveys: surveys were performed during the period 10 to 27 April 2009, covering Bikes and Brawls, the Mountain Jam Motorcycle Show, and the Clark Public Utilities Home and Garden Show. Results are very favorable, especially numbers relating to whether they would attend another event at the venue (93%), whether they were likely to buy products or services from sponsoring organizations (89%), and how favorably we were ranked when compared to similar venues in the area.
- Booking report: a number of potential events have popped up that could improve our event day picture this year. A Slavic Evangelical Church event might book but cost of seating is an issue. Also, Unique RV may fill the void created by the departure of Poulsbo RV.

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

Adjourned.