

FSMG Meeting Minutes
Tuesday, October 6th, 2009
7:30 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 7:30. Mark McCauley opened the meeting by distributing the minutes form the September meeting. The minutes were approved subject to the correction of two typographical errors.

Mark continued the meeting with a discussion of the Salmon Creek and 179th interchange construction schedules. Both projects are complex and will have multi-year construction schedules that will likely have some level of adverse affect on fair and event center traffic. Salmon Creek will go to construction in 2011 and will finish up in 2012. The 179th project will go to construction in 2014 and will finish up in 2015. So, we're facing four years of heavy construction in the next six years. We need to work with Public Works to see how we can mitigate the potential negative affects on the fairgrounds site.

Mark then talked briefly about the Amphitheater enclosure plan. The Amphitheater agreed to enclose the facility as part of the 2008 lease renegotiation. The plan is to use roof mounted/floor supported movable insulated partitions. The partitions would remain open for large events and can be closed for smaller events to create a more intimate environment. A meeting was held between the Amphitheater staff and their contractors and attorney and county leadership and staff to discuss the plan and agree on processes and procedures. The hope is that the review will be limited only to the improvement and that larger review triggers can be avoided. The venue must be enclosable by October 2010.

John Morrison briefly discussed the upcoming IAFE Convention scheduled in Las Vegas from November 30 through December 3. A number of folks are going—he will provide a list. At the convention there will a round table on service dogs and their owners---their rights and our rights. We see this as an emerging issue, so we'll attend that one. John added that we had coverage at other upcoming fair conventions: John and Heidi Wilson are attending the Washington State Fair Association Convention in Yakima 22-24 October and Dana Kelley will attend the Western Fairs Association Convention in Reno 24-27 January 2010.

John reported that we have submitted a Sustainability Award nomination---and the nomination product was excellent. They may have difficulty fitting the nomination into an established category----they may use Category 13, Community Partnership.

John continued by briefly discussing the budget for the 2010 fair and said the Finance Committee would be taking up the subject tomorrow night. One of their chief topics is a one dollar across the board increase in prices. Even with the dollar increase we will be the best fair and entertainment value in the region.

Our Executive Director, Justin Kobluk, took the floor and quickly reported that we had two bids out for 2010 fair concerts: one for the 1st Sunday and one for Monday or Tuesday. He'll keep us posted on bid progress. He continued by discussing the event booking situation. We've been adversely affected by promoters going out of business and by surviving promoters pulling back somewhat. We continue to scour for events and are making an end of year push. We should see some smaller margin events on the schedule (bookings handout distributed), which will help. Next year is looking fairly promising. We've landed the 2010 state Democratic Convention. We also have scheduled or are working on a number of others: United Grocers, Dick Hannah, a Christian event, Adrenaline Dance, an Alpaca show, a dog show, and a NW Car Collector Show.

Justin continued by discussing the Event Center financial situation. Complete fair numbers aren't in yet but it is clear that a loss for the entire venue is inevitable. Some costs have come in higher than expected---Public Works traffic control, for example. We believe those charges to be excessive and will be challenging them.

Justin distributed and discussed a number of supporting documents:

- 1.) 2008 Clark County Fair Net P & L
- 2.) Fair Ticket Sales/Revenue Analysis
- 3.) Clark County Fair Budget Report through August 2009
- 4.) Agenda for the October 9, 2009 Event Center Idea Session

Justin and staff will be meeting to discuss a variety of actions that could be taken to reduce expenses and generate additional revenue. Chief among these is raising ticket prices across the board. This will be proposed to the Fair Board for consideration. Justin will report on the results of the idea session at the next FSMG meeting.

Next meeting is scheduled for Tuesday November 3rd in PSC Conference Room 623.

Adjourned.