

FSMG Meeting Minutes
Tuesday July 1, 2014 - 8:00 - 8:50 AM
Event Center Conference Room

Members Present: Mark McCauley, Sharon Crouch, Judie Stanton, Kelley Babcock, Rosemary Cooke

Staff Present: John Morrison, Heidi O'Hara, Matt Ferris, Donna Dowdy and Ed Linnett

Guests: Laura Pedersen,

Meeting was called to order at 8:00 am. Mark McCauley turned the meeting over to John Morrison.

John Morrison, Executive Director/Fair Manager/CEO:

Fair Preparations - John reported that Fair preparations are proceeding on schedule. He introduced members of the staff and asked them to give an update on the items they have completed and are working on for the Fair. Heidi O'Hara gave an update on concert production activities and the status of vendor booth rentals. She reported good progress in filling vendor spaces both indoor and outside booths. Notably the spaces in South Hall 2, which are historically difficult to fill, are almost all rented. Matt Ferris briefed the group on the Fair Fact Sheet and noted new attractions and contests. He also updated the group on projected sponsorships and concert ticket sales. The media campaign to focus on concert tickets has begun and will continue through the opening day of the Fair. Donna Dowdy briefed the group on the preliminary draft audit report and the progress on items that can be addressed before the Fair. She reported that we are expecting a draft of the report in about two weeks. Ed Linnett briefed the Board on the status of projects needing to be completed prior to the Fair. Of significance is the condition of the chip seal surface in Parking Lot F. It will need a considerable amount of work to repair severe breaking up of the surface. Clark County Facilities personnel are scheduled to assist in evaluating it and making recommendations.

Walk Around - The FSMG staff conducted a walk-around for the Board. Items reviewed and briefed included the upgraded bathrooms in the Kids' Park and the progress of the painting sponsorship.

FSMG Contract - John reviewed the status of the FSMG contract with the County and advised that all the changes recommended by Chris Horne, Chief Civil Deputy in the Clark County Prosecuting Attorney's Office, have been made and the document is ready for execution. After discussion it was agreed to process the contract now rather than waiting until the end of the year. This allows ample time to resolve any items needing revision.

Heidi O'Hara, Director of Sales and Events:

Booking Update - An update of the past month's June events was covered with the Color Me Rad 5K Run, Oregon Trucking Association and the LDS Regional Youth Conference. Revenue slightly exceeded what was expected and all of the events went smoothly. There was a miscommunication with the LDS event where an unexpected number of parent pickup cars caused a delay in the cone setting for the egress of a large amphitheater concert. The situation was handled and a discussion was held with the amphitheater on how to mitigate future concurrent event traffic issues. It was noted that the upcoming NSRA (National Street Rod Association) event had much lower participant registration and vendor booth sales were significantly down. This has been attributed to the shows move to the July 4th weekend and the many competing events around town on that weekend. The equestrian arena was booked every weekend and revenue was slightly under what was projected. Overall, the fall season is tracking well with revenue projected above 2013 for the exhibition hall at \$664,960 and the arena slightly down at \$165,723. It was noted that the Washington State Horse Expo for 2015 had added two strong clinicians to the roster with disciplines intended to draw a more diverse equine community.

Next meeting - The next meeting is scheduled for Tuesday, September 2, 2014 at 8:00 AM in the Event Center Conference Room.

Meeting adjourned at 8:50 AM.