

FSMG Meeting Minutes
Tuesday, May 5, 2009
7:30 a.m. - 9:30 a.m.
County PSC Building, CR 623

Attendees: Scott Horenstein, Sharon Crouch, Chris Palmer, Mark McCauley, Justin Kobluk, John Morrison

Meeting was called to order at 7:30. Mark McCauley began the meeting by distributing minutes from the 7 April FSMG meeting. A minor amendment was suggested and the minutes were approved subject to that amendment.

Mark continued the meeting with a discussion of our effort to secure a commitment from the PFD to help cover Event Center deficits predicted to occur this year and next. The PFD was reluctant to approve this and felt they didn't have enough information to make a reasoned decision. The PFD board decided to call a special meeting on 1 June to fully explore our request and to review additional information.

Mark then discussed our relationship with the Amphitheater staff. He indicated that we were working hard to resolve issues and to work together to improve the profit making potential of the entire site. He discussed the need for full cooperation during the fair because of the two events we have scheduled in the Amphitheater this summer. Justin and his staff are working this hard and believe we can make it work.

Our Fair Manager, John Morrison, then gave a comprehensive fair report. He reported that all grandstand entertainment had been booked and that the lineup looks strong. Sponsorship still remains an issue but he is still hopeful our sponsorship picture will improve. He reported that our vendor bookings look solid and that by June we will have some comparable data to review. Contracts are moving along nicely, as well. John then discussed efforts to hire temporary employees. Three of nine hiring sessions have been conducted with the other occurring over the next few weeks. Sessions are being split by age groups so that responsibilities appropriate for each age group can be discussed. John reported that some changes were made in the management of the equestrian area that should result in improved operations. Finally he discussed a series of pre-fair meetings that have been scheduled. His bottom line is that fair prep is well advanced and that his goal of being able to conduct the fair on 1 July was going to be achieved.

The Event Center Executive Director, Justin Kobluk, was given the floor to cover a number of items.

- FSMG 1st Quarter Report. The report summarizes what Justin has been reporting at the monthly meetings—that the recession is affecting our

business adversely. We could be in worse shape that we are but a number of events have left. We continue to project smaller fair surpluses and larger non-fair and Exhibition Hall deficits. Several positives were reported: we are making progress on the master plan update. We have a work session scheduled with the Commissioners to brief them on our approach and to seek their approval. The FSMG was recognized by the Camas-Washougal Chamber of Commerce as their Business of the Week due to their community service and economic impact. The report also discusses a solid business plan to bring ATM operations in house which will reduce our costs and actually turn a profit in the very short term.

- Justin then distributed a booking report which reflects the booking challenges we face in a recession. Justin reports that he has more activity booked in 2010 than he does in 2009, which is an unusual circumstance.

Sharon Crouch briefly discussed the Clark Public Utilities Home and Garden Fair. She reported that the event was a great success.

Next meeting is scheduled for Tuesday June 2nd in PSC Conference Room 623.

Meeting was adjourned.