

FSMG Meeting Minutes
Tuesday, June 3, 2009
7:30 a.m. - 9:30 a.m.
County PSC Building, CR 623

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 May 5th FSMG meeting which were approved as submitted by unanimous vote.

Mark continued the meeting with a brief discussion of 10th Avenue. Our effort to cause 10th Avenue to be constructed continues to suffer setbacks. The latest is a significant projected delay due to Public Works funding shortfalls. The traffic law enforcement diversion has been maximized by the Commissioners to help cover General Fund shortages. This hits road construction funding very hard, with resulting adverse impacts on schedules and individual projects. The new proposed construction date for 10th Avenue is now 2024. But this is a draft piece of work yet to be approved by the Commissioners.

Mark then reported that we had finally secured a commitment from the PFD to help cover Event Center deficits predicted to occur this year and next. The PFD voted to change relevant documents to enable this kind of support and pledged \$215,000 in each of 2009 and 2010. We will need to report 2009 results prior to receiving and 2010 assistance.

Finally, Mark discussed our Master Plan revision effort. The Board approved our request in work session to enter into a 10 year developer's agreement, with five, two year extensions, if qualified and necessary. We are working on the documents necessary to accomplish this.

Our Fair Manager, John Morrison, then gave a brief fair report. Bottom line is that we will be ready for the fair on 1 July. Sponsorships are behind where we would want to be but that we are still working to improve the situation with some solid leads. We are hoping to seal a deal with the Army for a Dock Dogs sponsorship for \$10k. We seem to be a little behind on vendors—by the second half of June we should have a better picture of where we stand.

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

- 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.

Scott Horenstein reported that Marc Boldt had green lighted the outdoor beer pavilion concept, provided it is low key.

Next meeting is scheduled for Tuesday August 4th at the Fairgrounds Exhibition Hall Conference Room.

Meeting was adjourned.