

FSMG Meeting Minutes  
Tuesday, September 8, 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  
Guest: Theresa Cross, Clark County Public Health

Meeting was called to order at 7:30. Mark McCauley began the meeting by introducing Theresa Cross who gave a report on results of our effort to cut down on smoking at the 2009 fair. They were present for 8 of the 10 days of the fair. They distributed educational materials and conducted a survey which 144 people completed. The results of the survey indicate that many people are annoyed by the smoke and would appreciate not being affected by secondhand smoke. It was observed that some people smoked in non-smoking areas and that the smoking areas were hard to find and not well publicized. We committed to continue working together to further reduce the impact of smoking at future fairs.

Mark continued the meeting with a brief discussion of the new 10<sup>th</sup> Avenue concepts with two different potential I-5 crossing concepts from Public Works. These ideas are slated to be reviewed as the new six year transportation improvement program is developed.

Mark then provided a quick update on the master plan indicating that Olson Engineering had completed the landscape plan. The developer's agreement is being drafted by the Prosecuting Attorney's Office, We hope to have the plan approved this year.

Our Fair Manager, John Morrison, then gave his preliminary fair report. Paid attendance was down 8% but food and beverage was down only 1% and amusements were down 4%. That means that our per caps were up, which is good, considering we had rain on 3 of 10 days, with some of which was pretty heavy. We actually had to shut down rides early on two of the rain days and had to scrub the big air motorcycle jumps in the grandstands due to a slick ramp. The first rain day was 15 degrees cooler than normal and the second was 20 degrees cooler.

We are conducting critiques and have had eight already. All agree that the equestrian reorganization worked out wonderfully.

John then shifted to preliminary thinking about the 2010 fair. He has five areas of emphasis:

1. Paid attendance percentages need to improve. We need to study how we manage this area as a shift to higher percentages could mean more revenue.
2. Focus on providing a quality product. Need to look at load out times to ensure we have animals the full run of the fair, to include late on the last Sunday.
3. Improve the Exhibition Guide. This will improve the fair experience for vendors and our patrons, both.
4. Connectivity with the Amphitheater needs to be thought out. We are considering combining the orange and red entrances to improve this.
5. We need to work on the web site. Last year we had the web site crash and had to rebuild it at the same time we brought on a new marketing manager.

The Event Center Executive Director, Justin Kobluk, was given the floor to review the Amphitheater concert experience and to discuss the 2010 Amphitheater concert plan. One thing for certain is that the rain for Larry the Cable Guy depressed same day ticket sales. We had about 700 same ticket sales for the rock concert, with relatively fair weather. It rained for hours prior to the Larry event and we ended up with only 64 same day ticket sales. We also believe that while Larry created quite a buzz the fair demographic, which would likely be Larry fans, were reluctant to part with the \$40 for a ticket. The rock concert on the other hand involved a different demographic. We conclude this because a much higher percentage of Larry patrons attended the fair prior to the event.

Justin reported that our net financial performance was better with the two events in the Amphitheater---to the tune of approximately \$6,000. This is largely attributable to strong food and beverage sales, merchandise sales, and parking receipts. In addition to the marginally better financial performance we were able to offer four new shows in the Grandstands, the Knights of the Realm, which were very well received and attended.

The plan Justin will take to the Fair Board will propose that we conduct all five concert events in the Amphitheater next year and that we schedule ten events, two per day, in the Grandstands. This will likely result in better financial performance and will increase the entertainment offerings to our patrons.

Justin shared the draft 2009 Fair Report which will be used to brief the Board of County Commissioners in work session.

Next meeting is scheduled for Tuesday October 6th in PSC Conference Room 623.

Adjourned.