

FSMG Meeting Minutes  
Tuesday January 6 - 8:00 - 8:50 AM  
Event Center Conference Room

Members Present: Mark McCauley, Judie Stanton, Kelley Babcock and Scott Horenstein

Members Absent: Rosemary Cooke

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

Guests: None

The 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:**

**Minutes** - John distributed copies of the minutes of the December 2, 2014 meeting that were sent to the Board. A motion was made by Judie Stanton to approve the minutes. Seconded by Kelley Babcock. Motion unanimously passed.

**Fair Report** - John reported that Fair preparations are slow at this time of year. He turned the meeting over to Matt Ferris who gave a recap of the awards the Clark County Fair had received at the International Association of Fairs and Expositions (IAFE) convention last month. Matt also discussed a YouTube/Facebook promotion featuring agriculturally oriented stories that followers can keep up with. Additionally he handed out copies of the 2015 Fair Fact Sheet that details the current status of Fair programs and promotions. This will be updated monthly.

**Legislative Issues** - John reported that the Governor's budget was released to the Legislature in December and it contained an increment of funding for Youth Fairs in Washington. The amount for the biennium was \$616,000. This contrasts with the original commitment of Four Million for all the Fairs in the state. He stated that while that was a positive, there are many County Fairs that are as dependent on the Fair Fund as are the Youth Fairs. John reported that the WSFA Legislative Day is scheduled for January 29<sup>th</sup> and he will be traveling to Olympia to meet with legislators to request their support in restoring the Fair Fund to its original amount.

**Financial Update** - John distributed an allocated expenses report for the Fair, the Exhibit Hall and the Non-Hall Events as of October 31, 2014. He asked the FSMG Board to please review it and he will be making a detailed presentation on it at the February meeting and would welcome their questions on any specifics in the report. He also briefed that he had a very successful meeting with Mr. Bob Stevens of the Budget Office and we will be moving forward with some purchases needed by the Fair and the Event Center with some of the money that was realized as profit from 2014.

**2015 Annual Plan** - John distributed final copies of the 2015 Annual Plan for the Event Center.

**Heidi O'Hara, Director of Sales and Events:**

**Booking Update** - Heidi reported that the month of December revenue finished slightly under what was projected for the exhibition hall. The equestrian arena in the month of December consisted exclusively of Promoto Promotions Motocross and came in as projected for the month. It was noted that the annual exhibition hall revenue was up \$16,985 over 2013 revenue while the equestrian was down slightly (\$3,563) for the year. Combined revenue actuals for 2014 had the Event Center up \$13,422 for the year. A glance ahead at the 2015 calendar showed a strong booking pattern for Spring with promising October and November event holds on the calendar, normally slower months for event bookings.

**Concessions Update** - Heidi reported that a decision had been made on the concessions RFP and that it had been awarded to Ovations Catering who has held the contract since 2007. It was noted that Ovations had familiarity with the facility and a new team in place that showed greater flexibility than the previous management. Ovations was in the process of putting together an equipment upgrade list as an addendum to the contract and the contract would be finalized in January.

**Entertainment update** - Heidi reported that three concerts had accepted offers and one was still to be determined and that the line-up would consist of three rock acts and one country act. It was noted that the combination of concert line ups, Superhero Adventure feature exhibit, Sea Lion Splash and Wild About Monkeys grounds exhibits were lining up to make the 2015 Fair very marketable.

**Closed Session** - After the regularly scheduled business of the FSMG was conducted, the meeting adjourned for a closed session to discuss the performance appraisals of the management level employees rated by Executive Director John Morrison. The Board concurred with his evaluations and recommendations for salary adjustments.

**Next meeting** - The next meeting is scheduled for Tuesday, February 3, 2015 at 8:00 AM in the Event Center Conference Room.

Meeting adjourned at 8:50 AM.