

FSMG Meeting Minutes
Tuesday January 7, 2014--8:00 a.m. - 9:30 a.m.
Event Center Conference Room

Attendees: Sharon Crouch, Judie Stanton, Kelley Babcock, Rosemary Cooke, Mark McCauley, John Morrison, Heidi O'Hara, Matt Ferris, Alexa Morris, Laura Pedersen

Meeting was called to order at 8:00 am. Mark opened the meeting by discussing the minutes of the December meeting which were approved. He then discussed two financial issues: Public Facilities District (PFD) revenues and the Event Center Fund investment account balance. PFD revenues are up fairly substantially. Over the cap revenues were about \$350,000, the highest amount ever and up substantially from the recession's low point. This will help the debt service make payments and could eventually lead to master plan monies becoming available. Hotel and motel taxes have also returned to pre-recession levels, which is also good news. Mark then reported that the investment account balance in the Event Center Fund was \$230,000, which didn't include the \$250,000 transfer for 2014. The group agreed that the financial picture has improved somewhat. Mark then turned the floor over to John Morrison.

John Morrison, Executive Director/Fair CEO:

International Association of Fairs and Expositions (IAFE):

The Clark County Fair was represented at the annual IAFE convention by four members of the Event Center staff and six members of the Fair Board. They attended a wide variety of workshops, presentations and round-table discussions on topics that directly impact our Fair. They will have an opportunity to present their reports at the upcoming Fair Board meeting on January 13, 2014. Director of Marketing Matt Ferris and Assistant Marketing Manager Alexa Morris presented a briefing on the awards won by the Clark County Fair.

The Fair was recognized in eight Communications categories:

- 1st Place: *Outstanding Overall Social Media Campaign*
 - 2013 Clark County Fair Social Media Campaign, written report
- 1st Place: *Outstanding Electronic Newsletter*
 - 2013 Clark County Fair E-Newsletter, May & June
- 2nd Place: *Promotion Event*
 - The Pancake Breakfast
- 2nd Place: *Web Advertisement*
 - Web ad published on the homepage of Columbian.com
- 2nd Place: *Best Individual Mobile Effort*
 - ClarkCoFair.com mobile website
- 3rd Place: *Promotional Advertising—Multiple Billboard Series*

- 2013 Clark County Fair Animal Billboard Campaign
- 3rd Place: *Brochure/Flyer Series*
 - Daily FanFair Sheets distributed at the gates
- 3rd Place: *Best Individual Social Media Idea or Effort*
 - 2013 Facebook Promotions

The Fair was recognized in three Competitive Exhibit categories:

- 2nd Place: *Competitive Exhibit Photo Series*
 - The Great American Scone Race
- 3rd Place: *General Display Photo*
 - 4-H Clothing
- 3rd Place: *Participatory Contest*
 - FairCon CosPlay Contest

FSMG Contract:

The current 10-year Site Management Contract between the County and the FSMG will expire at the end of December of 2014. Based on the length of time involved in developing the current contract and getting it approved, John will undertake a review of the current contract and recommend changes that are needed to more closely align the contract with how the Site is operated. The original contract, which was signed in December 2004 has served us well but had several assumptions in it as there was no history or track record for the operation of the Site. Given the 10 years of experience we now have, there are improvements and streamlining that can be made to that contract as we move forward. John will present the recommended changes to the FSMG Board at an upcoming monthly meeting.

Upcoming Reports:

John distributed copies of the 4th Quarter Report and the 2014 Annual Plan for Board member review. Much of the data presented in both documents has been previously reported and discussed at the recurring monthly FSMG Board meetings.

Annual Evaluations:

John distributed the 2013 Annual Evaluations that he has prepared on the Director of Sales and Events, the Director of Marketing and the Operations Chief for Board review and acceptance. Each of the individuals reported on has been counseled by John on their performance and they have concurred in their evaluation. The reports will be filed in their personnel files after FSMG Board review/approval. All other reports will be completed by January 31, 2014 by the supervisors of those individuals and reviewed by the Executive Director before filing.

Closed Session:

John requested a closed session at the end of the meeting to discuss salary and pay recommendations with the Board.

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

The Event Center was busy with two large events in December, the Clark County Kennel Club and the OALC Christmas services and one smaller event, the Kessid Church Holiday event. Promoto finished up their 6 weeks of motor cross in the Jack Giesy Arena. A review of the 2013 event financials brought the Event Center Exhibition Hall event revenue in at \$541,352, its highest revenue since 2008. The Jack Giesy Arena revenue came in at \$169,696, approximately 10K less than in 2012. Overall, the Event Center and Arena revenue was \$715,552 as compared to \$599,733 in 2012 and \$594,936 in 2011, up 17%. It was noted that January 2014 at the Event Center would be a very busy month with every weekend having an event booked, highlighted by the Palmer Wirfs Antique and Collectibles show.

2014 Projections:

New Shows in 2014 – It was noted that the big news was a signed contract for the Dozer Day event on May 17-28. Other potential additions to the calendar were NPC Bodybuilding on April 12 and the return of the Tattoo & Body Art Expo on April 11-13 which was previously not expected to return. A regional youth conference in June is looking like a strong possibility. Overall the potential Event Center revenue is tracking at \$613,561 for 2014. The Dr. Jack Giesy Arena is tracking at \$169,148 with only two open weekends remaining to book.

Recap of Washington State Horse Expo:

The Washington State Horse Expo had the cover of three regional horse magazines with articles on the upcoming event. The billboard in Jantzen Beach will feature the Horse Expo through mid-February. Vendor revenue and Clinician participants were tracking slightly behind last year's event at this date but are expected to increase in the last booking month.

Following an executive session John Morrison was presented with his performance appraisal. The FSMG Board approved a salary increase to \$120,000.

Next meeting is scheduled for Tuesday, February 4th, 2014 at 8:00 a.m. in the Event Center Conference Room.

Meeting adjourned at 9:30 am.