



*Southwest Washington Fair Advisory Commission  
Meeting Minutes*

December 5, 2017

**I. Call to order**

Interim Chair Tom Larson called to order the regular meeting of the Southwest Washington Fair Advisory Commission at 6:00 PM on December 5, 2017 in the Historical Building.

**II. Roll call**

The following Commission members were present: Linda Tomasheck, Kendra Meek, George Dodd, Sybil Kuhn, and Tom Larson.

Commission Members Absent: Todd Mason & CJ Neer

Others Present: Tamara Hayes, Steve Walton, Patrick Slusher, and Doug Carey.

**III. Approval of minutes from last meeting**

Motion to approve November minutes as written, Motion Passed.

**IV. Public Comment**

**V. Announcements**

- a) Fair Association Meeting/Holiday Party: 12/12/17, 4-H Building, 6PM
- b) Fair Public Meeting: January 23, 2018
- c) County budget adopted 12/4/17

**VI. Business Items**

a.) **Cold Weather Shelter**

- a. Open for 9 days in November, open indefinitely now due to cold weather.



- b. Bethel to run article on Shelter again, have them clarify positives of situation.
- c. Controlled environment, more police activity on the grounds which is a good thing.

**b.) SWOT Analysis**

**a. Strengths:**

- i. Great youth participation
- ii. History
- iii. Intimacy of the Fair, community feeling
- iv. Open to all ages
- v. Volunteers, Fair Commission, Fair Association, Superintendents.
- vi. Location
- vii. Cleanliness of the Fairgrounds
- viii. Venue Sites
- ix. Affordability, Community Support
- x. Loyal Customers
- xi. Carnival
- xii. Atmosphere of the Fair, Friendly, Fun
- xiii. Regional Fair – Not just a county fair
- xiv. Staff, New website, ticketing company, digital marketing
- xv. Improvements of Fairgrounds

**SOUTHWEST  
WASHINGTON**   
**FAIRGROUNDS**  
YEAR-ROUND EVENT AND FACILITY RENTALS

- xvi. Buildings, History of Structures, Character
- xvii. County support, having a fair manager
- xviii. Animal & motorized events in Grandstands – Advantage over casinos.
- xix. Year round event ability
- xx. Biggest, Oldest, Longest run event/facility in the area.

**b. Weaknesses**

- i. Location
- ii. Branding
- iii. Budget Constraints
- iv. Sponsorships
- v. Buildings not adaptable with modern systems
- vi. Event resources, tables, chairs, PA systems, etc.
- vii. Lack of vendors
- viii. Not targeting regional aspect enough to create bigger market
- ix. Shrinkage of Open Class shows
- x. Attendance
- xi. Programs-Generational
- xii. Showcasing industrial heritage, also looking at modern industries
- xiii. Entertainment
- xiv. Lack of covered seating



- xv. Premiums
- xvi. Cost of Ag shows, sawdust, water, etc.
- xvii. Relationship between Association & Commission
- xviii. Demonstrations, interactive displays
- xix. Facility costs, fairgrounds signage along I-5
- xx. Sustainable energy
- xxi. Marketing budget

**c. Opportunities**

- i. Horse arena
- ii. Public Facility District
- iii. Work with other organizations, create partnerships
- iv. STP
- v. Sponsorships, Sponsorships of buildings, Naming Rights
- vi. High School Stem projects, Art, Science etc
- vii. Robotics competitions during interim events
- viii. PUD demo expansions
- ix. Opportunities for education
- x. Grants, Road Signs
- xi. PA System for whole fairgrounds
- xii. New businesses, new sponsor opportunities



- xiii. Digital Marketing
- xiv. Fair Commission Booth
- xv. Outreach to teenagers, community groups
- xvi. Ticketing Company to find out demographics
- xvii. Black & White Show
- xviii. Rebuild relationships, TransAlta

**d. Threats**

- i. Flooding
- ii. Weather in general
- iii. Other local events
- iv. “Nothing going on at the Fair”
- v. Cutting edge on vendors, food, etc
- vi. Chamber of Commerce, Sports Hub
- vii. Cost of doing business
- viii. Budget & Community Support
- ix. Overworking of volunteers – burnt out

Input from the public meeting on January 23<sup>rd</sup> will be combined with these results to create goals.

Interim Chair Tom Larson adjourned the meeting at 7:25 PM



Minutes submitted by: Aimee Cook

Minutes approved by: [Name]