



## **Southwest Washington Fair Advisory Commission Meeting Minutes**

March 7, 2017

### **I. Call to order**

Julie Balmelli-Powe called to order the regular meeting of the Southwest Washington Fair Advisory Commission at 6:00 PM on March 7, 2017 at the Fair Office Conference Room.

### **II. Roll call**

The following Commission members were present: Todd Mason, Daryl Lund, Kendra Meek, John Lucas, and Julie Balmelli-Powe.

Commission Members Absent: Gary Vetter, Jen Slemper.

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

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

Todd Mason made a motion to approve December and January minutes, Motion Passed.

### **IV. Public Comment**

### **V. Announcements**

- a) Fair Association Meeting: March 14<sup>th</sup>, 2017 6PM
- b) Letter to Legislators for Grant funding program – Motion made and passed for letter On Behalf of Fair Commission to Legislators.
- c) WA State Super School Program – March 25<sup>th</sup>
- d) Market Sale Meeting – Historical Building 7PM

### **VI. Business Items**

- a.) Let's Talk Fair Recap – How can we as Fair Leadership fulfill these issues brought to us at the Public Meeting?
- b.) Possibility of flat exhibitor fees with stall fees
- c.) How to obtain lodging tax funds



- d.) SWWF nominated for the 5k lodging tax grant through City of Centralia, Interim/Garlic Fest Marketing
- e.) Showworks – How using it can contribute to better control of discounted exhibitor tickets, smoother transition to purchasing tickets on the grounds
- f.) How to make youth programs the success of the Fair?
- g.) Create committees for separate topics that need work at next Public Meeting
- h.) Update Swine washing stations, bring Lloyd Walker (FFA Advisor) in on conversation
- i.) Bring in more volunteer/service projects to resolve issues on the grounds.
- j.) “Fair Clean Up Day” In kind for passes.
- k.) How to get 4-H, FFA, and OC working together in all departments. Possibility of appointing an Open Class Spokesperson (ie; Pam Watson 4-H, Lloyd Walker FFA)
- l.) How to create a Fair Non-Profit
- m.) Research Cowlitz County Fair practices and compare to ours in regards to exhibitors, admission, etc.

## **VII. Facilities Report**

- a) 2017 On Schedule for chip sealing carnival lot
- b) PUD – getting quote for underground boring
- c) Sound Panel Pricing – 35,000 for 3 Buildings or 1800 ( Blue Pavilion) to rent for one event.
- d) Discussion on the maintenance needed if we were to purchase pipe & drape or sound panels. Spending the money on better sound systems instead
- e) 2008- Sound systems were updated everywhere but Grandstand & Blue Pavilion.
- f) The grange roof that will be fixed with grant funds has no structural damage
- g) Grandstand – South eyebrow roof will be taken down



## VIII. Manager's Report

- a.) Bringing in Garage Sale Revenue and Commercial/Garlic Fest Vendor apps coming in.
- b.) Pros and Cons on location of Beer Garden, opening up the possibility of bringing alcohol into the GS during events and creating a "family only section"
- c.) Interactive Ticketing – new ticketing system, less \$\$, local, all data owned by Fairgrounds
- d.) Grounds crew starting to repaint signs, recruiting old time sign painters for cheap.
- e.) New website layout – Interim Site, Fair Site, Garlic Fest Site, representing the County more on our website.
- f.) Free entertainment Vs. Paid entertainment, is big entertainment important?
- g.) Pros & Cons of the VIP Tent at Fair, Ralph Hubbert potential Fair entertainment Sponsor, Casino sponsorships, Heritage exhibit.
- h.) Jerry Owens as Fair Commissioner? He needs to apply vs. writing a letter to commissioners.
- i.) How to get the Fair association more involved in things, needs new energy, how to dissolve hard feelings between the two groups.
- j.) Listing of the Grandstand as a Historic site, how that could affect getting heritage grants, tax credits, etc.

## IX. Entertainment Report

- a.) 6 Tribute bands to play at the Fair – Ok'd by BOCC
- b.) Derby Tuesday & Sunday, Rodeo Thursday, Saturday Heavy equipment show, races, etc.
- c.) Possibility of holding a Truck Pull – Unavailable during Fair Week, Potentially Harvest Swap Meet weekend.



## X. Other Topics

- a.) SPONSORSHIPS: How to double the amount of Sponsors, Offering Sponsorship Packages at Gold, Silver, Bronze levels, Offer Boards, Plaques, for Sponsor names, Advertisements in "Fair Programs" Finding bigger businesses to sponsor, how to grow sponsorship interest from local businesses.
- b.) SPONSORSHIPS: "Home of the Country Chicks" Sign
- c.) SPONSORSHIPS: Meeting with Todd, Daryl, Tamara on the 15<sup>th</sup>
- d.) JT Alexander Barn – No longer a sign there, Plaque/article to be put up or rename it again. Email Ted Livermore for photo of the previous sign.

Julie Balmelli-Powe adjourned the meeting at 8:45.

Minutes submitted by: Aimee Gerard

Minutes approved by: [Name]