



Southwest Washington Fair Advisory Commission Meeting Minutes

September 5, 2017

I. Call to order

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

II. Roll call

The following Commission members were present: Todd Mason, Linda Tomasheck, Kendra Meek and Tom Larson.

Commission Members Absent: Kendra Meek, Jen Slemp

Others Present: Tamara Hayes, Steve Walton, George Dodd, Sybil Kuhn, and Doug Carey.

III. Approval of minutes from last meeting

Todd Mason made a motion to approve July minutes as written, **Motion Passed.**

IV. Public Comment

V. Announcements

- a) Fair Association Meeting: 9/12/17, 2018 Fair Theme to be chosen.
- b) Resignation of Daryl Lund – Interim Chair

VI. Manager's Report

- a.) Fair Attendance: 64,392
- b.) 618K Revenue so far
- c.) \$23,500 in sponsorships
- d.) Goal to grow sponsorships – Who should be targeted for potential sponsors with help of commission.
- e.) Country dance in Dairy Barn for fundraiser.



VII. Facilities Report

- a.) Next week PUD starts primary cable replacement project. Should take a couple weeks to complete.
- b.) Sawdust & Manure removal another big project at hand.

VIII. 2017 Fair Discussion

- a.) Biggest complaint from vendors was open spaces in buildings.
- b.) How to use the building (Expo) in a different way that doesn't lose money, i.e interactive vendors, free shows, etc.
- c.) Vendors need more active displays, less "brochure tables"
- d.) Product placement – fill the building in a way that's attractive to fair goers, how to make it more inviting from the outside.
- e.) Midway food vendors had highest sales, north lawn & carnival areas much lower.
- f.) Possibility of charging more for prime locations – Midway vendor spaces
But lowering prices in less popular areas so service clubs can have booths again. Tiered pricing options. Discounted pricing for early sign ups.
- g.) How to deal with " Half week vendors" Better thought out planning..
- h.) How to grow fair attendance so vendors will be attracted to our fair and more likely to return
- i.) Positive feedback on overall cleanliness of the grounds despite having a smaller cleaning crew this year.
- j.) Midway stage was a positive change this year.
- k.) Additional seating needed in carnival area.
- l.) Carnival sales up this year



- m.) New animal shows for 2018 – No Walk on the Wild Side, No bear show.
Possibility of bringing in Parrot Pirate Ship & Mutton Bustin
- n.) More announcing for musical acts needed.
- o.) Potential to get a bigger name act on a week night for a lower price. Local Act for opener.
- p.) Shade cloth over Saloon Stage
- q.) Tractor Pull or Monster trucks for GS Event
- r.) Paintball & Beer Garden placement need adjusted.
- s.) Entertainment Ideas: Adam Craig, Package deal for American Idol, Americas Got Talent, Voice Contestants.
- t.) Mingle with the Manager Booth ☺
- u.) VIP Packages, Sponsorships of shows
- v.) JR Livestock best year in a long time.
- w.) Removal of Friendlyville fence? Pros vs. cons
- x.) LMF & Opening Ceremonies split was a great idea

IX. Garlic Fest Discussion

- a.) Garlic Fest was difficult to pull off so close to the fair.
- b.) Possibility of moving it after Labor Day
- c.) How to get a committee to run the event instead.
- d.) Parking issues with gun & goat shows, Next year open the lots across the street for additional parking.
- e.) Motion: Fair Commission to make a recommendation to three BOCC suggesting that another organization run the Garlic Fest. Motion Passed
- f.) Recruit events to be hosted here, not put on by the Fair itself.



Tom Larson adjourned the meeting at 8:30PM

Minutes submitted by: Aimee Cook

Minutes approved by: [Name]