



## *Southwest Washington Fair Advisory Commission Meeting Minutes*

April 3, 2018

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

Chair Tom Larson called to order the regular meeting of the Southwest Washington Fair Advisory Commission at 5:04 PM on April 3, 2018 in the Historical Building.

### **II. Roll call**

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

Others Present: Tamara Hayes, Doug Carey, Pat Slusher, Isaac Freeman, Kelly Sneed.

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

The March minutes are approved as written by first motion Linda Tomasheck second by Kendra Meek. Motion Passed.

### **IV. Public Comment**

### **V. Announcements**

- a) Rodeo Committee Meeting April 4<sup>th</sup>, 2018 at 5pm in the Historical Building
- b) Fair Association Meeting April 10<sup>th</sup>, 2018 at 6pm in the Historical Building
- c) Garlic Fest Committee Meeting April 19<sup>th</sup>, 2018 at 5pm in the Fair Office

You can be added to the email list if you can't make it to the meetings.

### **VI. Reports**

#### **a.) Rodeo Report**

- a. Sponsors are coming along nicely: 3 chute sponsors, 1 event sponsor, 1 buckle sponsor, 1 cowboy hat sponsor.
- b. A few are having difficulty obtaining sponsors, but are waiting to hear back from potential sponsors
- c. Pat & Tamara are to put out a press release this year that states this is a new rodeo to entice new sponsors.

#### **b.) Garlic Fest Committee**

# SOUTHWEST WASHINGTON FAIRGROUNDS



YEAR-ROUND EVENT AND FACILITY RENTALS

- a. Considering changing layout of the grounds
- b. New vendors are signing on this year
- c. Ciscoe coming Sunday Aug 26<sup>th</sup>
- d. Working on getting a kids zone
- e. New website up and running

## c.) **Facility Report**

- a. Stairs are being replaced on the 4-H Hall
- b. Cold Weather Shelter is gone
- c. Lawns are being cleaned up earlier than normal
- d. Planning Spring Youth Fair
- e. Working on cleaning buildings for E. Coli prevention
- f. Applied for a Capital Grant last year and were awarded this year to replace the 4H Hall roof, wooden power poles, to pave the swine area, to fix pot holes on the grounds, and to fix the eyebrow in the south end of the grandstands.

## d.) **Manager Report**

- a. Working closely with Doug and the facilities team to complete repairs on the grounds
- b. Benches will be put out early this year for Spring Youth Fair and left out for summer events
- c. Next Tuesday April 10<sup>th</sup> is the City Council Meeting regarding the annexation of the Fairgrounds
  - i. The county is not giving the fair to the city (we have been asked this). The UGA is to move the city line
- d. Tamara is attending a 5 week leadership training all day Thursday's
- e. Last Friday she attended the SFA annual manager's meeting

## VII. **Business Items**

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



- a.) Marketing Discussion – Brainstorm new ideas for 2018 Fair & Garlic Fest marketing with a limited budget
- a. Silent brainstorming session for 10 minutes
  - b. Here's a quick recap of the brainstorming:
    - i. Ideas that received a rating of 1 (weak):
      1. Mail book of flyers/coupons
      2. Provide bus specific to senior homes/senior transportation
      3. Run a contest over multiple weeks
    - ii. Ideas that received a rating of 2 (Average)
      1. Using a Twitter account to provide daily feedback
      2. Like/Share/Comment to win free fair ticket on FB or Instagram
      3. Distribution of free kids fair tickets outside of our county
      4. Door knob hangers in target neighborhoods
      5. Direct Mailings
      6. Build better relationships with Lewis County churches
    - iii. Idea that received a rating of 3 (excellent)
      1. Fair themed window display contest at Lewis County businesses
      2. Scavenger Hunt
      3. Create a 'Day at the Fair' Guide/Video
      4. Photo campaign with normal Lewis County people (i.e. farmers at their day job: dentist w/ spurs on, business people in cowboy hats, etc)
      5. Demolition derby car parked in front of fair office to promote the fair

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

6. Coloring Contest
  7. Daily Give-a-ways using social media
- c. Social media use was stressed throughout entire meeting
  - d. George Dodd agreed to put together scavenger hunt during Fair week
  - e. Fairgrounds needs a social media intern
  - f. Fair commissioners to MC during fair week to announce concerts, different events going on
    - i. Per Kendra, Miss Lewis County, Little Miss Friendly, Lewis County Dairy Ambassador can also introduce different acts
  - g. Isaac should reach out to local tourism places to put a link on their websites to promote the fair
  - h. We could have a contest during Floodstock for fair tickets
  - i. The Fairgrounds is looking for interns:
    - i. PR/Grant Writing
    - ii. Administrative

Chair Tom Larson adjourned the meeting at 7:01 PM

Minutes submitted by: Kelly Sneed

Minutes approved by: [Name]