



## *Southwest Washington Fair Advisory Commission Meeting Minutes*

October 2, 2018

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

Tom Larson called to order the regular meeting of the Southwest Washington Fair Advisory Commission at 5:03 PM on October 2, 2018 in the Historical Building.

### **II. Roll call**

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

Others Present: Kelly Sneed, Doug Carey, Steve Walton, Tamara Hayes, and Pat Slusher.

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

The September minutes are approved as written by first motion Todd Mason second by Kendra Meek. Motion Passed.

### **IV. Public Comment**

Kendra Meek's daughter was in attendance. She enjoyed the fair this year.

### **V. Announcements**

- a) Fair Association Meeting October 9, 2018 6PM, Historical Building.
- b) We are currently seeking the new Fair Theme. The Fair association is picking this at their next meeting (Oct. 9<sup>th</sup>). Please send in your ideas as there were only 8 submissions at the fair.
- c) Rodeo Committee Meeting October 18, 5:30PM, Historical Building.

### **VI. Business Items**

#### **a.) Fair Financials & Premiums**

- a. The data that was given out at the last budget meeting was given out at tonight's meeting. Included in this:
  - i. All of our numbers are up, but so is our spending
    1. Attendance was up to 69,000

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2. Exhibitors & entry fees were down, but this is probably due to the online entry system as this is the first year they had to enter everything online
- ii. Premium checks have already been mailed out, which is within a month of the fair
  1. Some departments didn't get money they were supposed to so Mary is going to come back in to do some research to see what went wrong
- iii. Vendors, carnival and gate sales are all up this year
  1. We made an error when reading our spreadsheet so we are sending the carnival almost \$10,000 that we owe them as we thought carnival sales were down – we were mistaken
- b. Garlic Fest did great this year
  - i. Vendors, gate receipts and attendance were all up
  - ii. We are now talking about how we will expand for next year and in the upcoming years since we brought everything in this year
- c. Interim events and social media we're currently working through
- d. All of this information was presented to the Citizen's Advisory Board Committee and the Board of County Commissioners on September 27<sup>th</sup>, 2018
  - i. We went in to this meeting and didn't ask for any money, which was a good thing
  - ii. We already received money frontloaded at the beginning of the year/as needed throughout the year instead of having to ask for it at the end of the year
  - iii. We have to wait to ask for money until the timing is right
    1. We always try to stay within the budget
    2. Ideally the Fair is self-supporting, but it isn't expected to be as it has the county's support
- e. The Fair Commissioners would like to see the entire budget, so Tamara will send the 2019 working budget and a snapshot of where we are currently at

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- f. The Rodeo Committee is here to support the Fair and not wanting to start their own group

**b.) Fair Entertainment 2019**

- a. The tents were a huge hit this year – the local groups had nothing but wonderful things to say about them
  - i. Sunday shows all had audience's for the first time in years (The Cloggers) because of the tents
- b. The Sound Production Company (M&M Production) have gotten great reviews from the audiences and the acts and they charge ½ of what other companies charge
  - i. They had tents & sound at 8 other locations during the fair and they stayed at the Fair and Garlic Fest during the entire time frame
  - ii. We've already asked them to come back next year.
- c. Nothing firmed up yet for next year as far as entertainment goes
- d. Email Pat your ideas now as prices are going way up
  - i. Some examples he gave at the meeting include:
    1. 16 years ago Willie Nelson was \$50,000, now he is \$150,000
    2. Local bands are anywhere from \$300-\$1,500
    3. Diamond Rio quote \$25,000
    4. Bucky Covington was \$11,800
    5. Hell's Belle's was \$5,500
    6. Doobie Brothers was \$95,000 (years ago)
  - ii. There is a possibility of getting a Joan Jett cover band for 2019 is the price is right.
  - iii. Tom mentioned when it gets closer to other festivals we can get more of an idea of who might be available.
- e. The first entertainment meeting will be held on November 6<sup>th</sup> at 4 PM in the Historical Building before the Fair Commission Meeting. Those committed

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to coming: Jerry Owens, Linda Tomasheck, Sybil Kuhn, Todd Mason, Scott Collins, and Pat Slusher.

- f. We are still looking for local acts and dance schools to bring to the Fair in 2019
- g. We have requested a “Speakers Booth” to bring people in – they can talk about any topic
  - i. Ed Hume is someone we are willing to pay but we don’t want to bring in any other paid speakers
  - ii. Sybil mentioned bringing in a DIY type class or doing a realtor’s day

## VII. Reports

### a) **Rodeo Committee Report - Sybil**

- a. The rodeo was a nice success this year.
- b. In the meeting last week they discussed that they were looking to create a logo and they adjusted the sponsorship levels:
  - 1. Title Sponsor is going from \$8,000 to \$6,000
  - 2. Champion Sponsor is going from \$4,000 to \$3,000
  - 3. The reason for the change is hoping to get more sponsors on board
- c. The Grandstands were nice and full
- d. Sybil is the secretary of the Rodeo Committee and would like you to send her any feedback and/or ideas for next year’s Rodeo
- e. They are working on next year’s Rodeo packet right now
- f. A lot was learned this year but overall everything went very smooth, not many bumps and bruises
  - 1. More volunteers are needed next year
  - 2. The VIP/Reception tickets were confusing this year. Next year if you sponsor the rodeo you’re welcome to come to the VIP reception



3. Next year we will emphasize the VIP reception is in the beer garden, some people were confused as to how to get in there

b) **Marketing/Event Report - Pat**

- a. Garage sale is 1/3 of the way full
  1. We have 7 buildings we need to fill
  2. We have 130 booths to fill
  3. We would like to net \$10,000, we did \$12,000 in the Spring sale
  4. A booth costs \$45, it's one day on October 27<sup>th</sup> from 9 AM to 3 PM

c) **DLC Report - Tamara**

- a. Lewis County Lodging Tax grant request was recently asked for. I asked for \$86,000 and we received \$44,200 for 2019. In 2018 we received \$45,000. This grant is aimed at video marketing.
  1. We received a 0 vote by a member of the committee which brings the average down quite a bit (about \$11,000)
  2. Tacoma Power voted we only get \$12,000
- b. I wrote three grants for the Chehalis Lodging Tax

d) **Facility Report - Doug**

- a. We're almost done wrapping up the Fair – we are still spreading sawdust around
- b. We've had several break-ins since Fair has ended
  1. Two in the old maintenance shop, so all of the tools were moved into the new shop
  2. As soon as everything was moved the new shop was broken into. We had all of the serial numbers of the tools this time and we have our suspicions of who might have done it.

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- c. We have begun the discussions on the Cold Weather Shelter that is set to open again beginning on November 1<sup>st</sup>, 2018 through April 1<sup>st</sup>, 2019 when the temperature drops below 38\*.
  1. It will be in the 4-H Building this year instead of in the Pacific Mobile Units
    - i. Sybil expressed concern over the leaky roof – the roof was replaced so it no longer leaks
    - ii. Linda asked if the building is being donated by the Fair/County – No, Bethel Church is paying for it just like they paid for the Pacific Mobile Units plus they will be paying for all of the utility costs
    - iii. Using the 4-H Building opens up more beds for them and there can be a family area
  2. There will be a new bus stop right outside of the green gate and the bus will run late this year
  3. It's more secure for us having it in the 4-H Building – we can secure the grounds easier
  4. They will be using the main restrooms with the showers. These restrooms will not be open to the public during this time. We will be using the fencing panels to block them off, and they can be bolted together to secure them.
  5. Bethel Church is bringing in cameras this year to help keep things secure
  6. Sybil asked if there will be public notice that the Cold Weather Shelter is opening up again this year.
    - i. We left it open last year that we would be doing it again this year
    - ii. No, we will not be making a public notice that we're opening it again
    - iii. The Hub City Mission/Bethel Church should make a public notice – we will make a recommendation to them to do so if they would like to
    - iv. George stated it's a great partnership between Centralia, Chehalis and the police departments as well as the County. Saying something beforehand might stop the negative comments before they start.

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7. Sybil is concerned that the locking fences won't be secure enough
    - i. We didn't have any issues last year or any concerns with any of our events on the grounds during the same time as the Cold Weather Shelter
    - ii. If any issues do arise with anyone staying at the shelter they have strict rules they enforce: whomever breaks them is not allowed to stay in the shelter for 30 days
  - d. When problems came up during Fair Week we made note of them and tried to fix them quickly after the fair ended instead of waiting too long like we have done in the past.
  - e. We have a few new hires: Twila, Dayce & Samantha.
- e) **Managers' Report - Tamara**
- a. I have been writing a lot of different grants, specifically three for the city of Chehalis lodging tax (Fair, DLC and interim events).
  - b. I would like support if possible when going to the Chehalis grant meeting.
  - c. I won't be in the office for the next week and a half
  - d. I'll be going to the Fair Conference October 18-20, 2018.
  - e. Isaac and I will be going to the Outdoor Summit at Whitepass Scenic Byway
  - f. The ad at the airport is doing great, Isaac did a great job.
  - g. The "Find your Adventure" ad Isaac created is also doing great.
- f) **Other Topics Discussed –**
- a. We also talked about the Department of Agriculture Evaluation for a little bit:
    1. We are not under evaluation in 2019, only in 2018
    2. Our points were down a little bit, but that's only because we just didn't have the stuff they were specifically looking for:
      - i. We didn't have llamas so we didn't get points for that

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- ii. We didn't have an open class swine department, so we didn't get points for that.
  3. Some of the points are considered for how much state funding we get for the Department of Agriculture grant.
    - i. Typical funding = in 2016 we received \$48,000, in 2017 we received \$43,000 and in 2018 we received \$42,000. The large decline from 2016 is because they went down 6% across the board.
  4. We had an intern create a sheet with all of the Department numbers and statistics for open class but we just didn't have time for them to do the 4-H department so we might have lost some points there
- b. We discussed getting someone to sponsor a new speaker system/PA for the Fairgrounds – announce who sponsored the new system at the end of every announcement
  1. George said we could possibly get a safety grant to cover this
  2. PSE does a lot of safety grants (per Linda). The admission dates are 10/1 and 4/1.
  3. George is going to ask his contact person if they will lower their prices for any type of sponsorships for this

**VIII. Adjournment:**

George Dodd motioned to adjourn the meeting, Sybil Kuhn seconded. Meeting adjourned at 6:17 pm October 2<sup>nd</sup>, 2018.

Minutes submitted by: Kelly Sneed

Minutes approved by: [Name]