



*Southwest Washington Fair Advisory Commission  
Meeting Minutes*

November 6, 2018

**I. Call to order**

Tom Larson called to order the regular meeting of the Southwest Washington Fair Advisory Commission at 5:00 PM on November 6, 2018 in the Historical Building.

**II. Roll call**

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

Others Present: Steve Walton, Tamara Hayes, Aimee Cook, and Pat Slusher.

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

The September minutes are approved as written. Motion Passed.

**IV. Public Comment**

No Public Comment.

**V. Announcements**

- a) Fair Association Meeting November 13, 2018 6PM, Historical Building.
- b) We are currently seeking the new Fair Theme. The Fair association is picking this at their next meeting (Nov 13th). Please send in your ideas.
- c) Rodeo Committee Meeting November 15th, 5:30PM, Historical Building.

**VI. Business Items**

a.) **Premiums**

- a. Discussion of mailing premium checks that are \$5 & Under
  - i. Publicize it – no issues?
  - ii. Possible drop in attendance
  - iii. Must have a signature that acknowledges the exhibitor understands this.
  - iv. Motion: any single youth exhibitor with a premium under \$2 – will not receive a check.

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- v. Motion: Any single adult exhibitor (18+) with a premium under \$\$ - will not receive a check.
- vi. Both motions Passed.
- b. Celebrating the Fair's 110<sup>th</sup> Year
  - i. No fair theme yet – will be chosen at next Fair Association meeting.
  - ii. 110<sup>th</sup> Marketing possibilities
    - 1. How to get the community excited, involved with our birthday.
    - 2. Special 110 themed events, 110 Aerial photo, “110 lbs of...” displays, 110 themed contests
    - 3. Window Display competition for local businesses.
    - 4. Giveaways, First 110 People, 110 year old, 110 day old baby, etc.
    - 5. 110 days before fair - May 5<sup>th</sup>
    - 6. Birthday Cake with 110 Candles
  - iii. Parade possibility – pros, cons, different ways to approach.
    - 1. When to hold parade, weekend, weekday?
    - 2. Early in day = livestock judging taking place
    - 3. Great opportunity for sponsors
    - 4. Each department represented in parade
- a) **Rodeo Committee Report - Sybil**
  - a. Looking for Rodeo logo & pictures to use for marketing.
- b) **Marketing/Event Report – Pat**
  - a. Fall Garage Sale



1. 7 buildings were used for the sale.

2. \$11k in attendance and booth sales.

b. Spring Garage sale – Mother’s day Weekend

1. May 11<sup>th</sup>, 2019

2. Blue Pavilion will be used to hold Arts & Crafts

3. Goal to increase number of booths

c. 2019 Fair

1. 2 openings for concession vendors – looking for German food, seafood, or unusual types of food served.

2. Stone fired pizza vendor?

3. Always looking for new commercial vendors and local entertainment.

c) **DLC Report - Isaac**

- a. Port of Seattle grant campaign – video ad

1. 30k Views – 10 seconds or more

2. Uptick in traffic

3. Backlit readerboards in Sea-Tac – Jan 1<sup>st</sup> for three months

- b. Trail Guide

1. Easily accessible trails in Lewis County

2. Guides to be distributed at 150+ locations (SEA, PDX, Beaches)

3. Printing more trail guides

- c. Web Redesign

1. layout of information

2. user friendly



- 3. map centric website
- d. Experience WA feature – Winter Activities
- e. How can hiking lead to other activities/attractions in LC? ( shows, food, etc)
- d) **Facility Report – Tamara ( Doug not present)**
  - a. Still working on annexation
  - b. Cold Weather Shelter
    - 1. Glass in 4H hall covered
    - 2. Volunteers unable to park in SSB lot
    - 3. Good turnout – paying all costs
    - 4. November 1<sup>st</sup>, 2018 through April 1<sup>st</sup>, 2019 when the temperature drops below 38\*.
- e. Manager’s Report – Tamara
  - 5. Budget deadline Thursday
  - 6. Sponsor Packets – Fair & Garlic sponsor more in line with Rodeo
  - 7. FAC Sponsor Sign Up – volunteering, parade, other ways to contribute, not just \$\$.
  - 8. 2018 trades went well
  - 9. November 13<sup>th</sup> – Centralia LTAC Presentation
  - 10. Create survey at end of Showworks, Interactive to gather more lodging data
  - 11. Holiday Packs –Go live Black Friday – Online Only

**VII. Adjournment:**

. Meeting adjourned at 6:17 pm November 6, 2018

Minutes submitted by: Aimee Cook

Minutes approved by: [Name]

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