



Southwest Washington Fair Advisory Commission Meeting Minutes

April 2, 2019

I. Call to order

Tom Larson called to order the regular meeting of the Southwest Washington Fair Advisory Commission at 5:00 PM on April 2, 2019 in the Fair Conference Room.

II. Roll call

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

Others Present: Tamara Hayes, Doug Carey, Pat Slusher, Isaac Freeman, Kelly Sneed and Aimee Cook

III. Approval of minutes from last meeting

Minutes approved.

IV. Public Comment

No Public Comment.

V. Announcements

- a) Market Sale Meeting May 13th, 2019, 6PM, Historical Building
- b) Fair Association Meeting May 14th, 2019 6PM, Historical Building
- c) Centralia City Council Meeting, May 14th 7PM, Centralia City Hall
- d) Rodeo Committee Meeting May 16th, 2019 5:30PM, Historical Building

VI. 110 Year Anniversary:

- i. Todd – Hosted Kick Off
- ii. Redneck Feats
- iii. Tom – Window display
- iv. Bailey Peters – Benefits of AG
- v. Pat – Rodeo
- vi. Fun!! Funny Chicken @ Barn Dance – 5pm - 6pm
- vii. Kendra – Kids Speak Round up: 4H & FFA kids youth grange?
- viii. Kendra – Parade: speaking
- ix. Tractors at the Fair
- x. Concentration on media too – It is a press conference to promote 110th Fair
- xi. 110 baby chicks? – Tractor Supply
- xii. Wear “No Fair” badge
- xiii. Add Katie to web

VII. Speaking Opportunities:

- a. After debut, provide feedback

SOUTHWEST WASHINGTON FAIRGROUNDS



YEAR-ROUND EVENT AND FACILITY RENTALS

- b. Tam & Doug meet with ...
- c. Derbies: 2 this year
- d. Meeting w/ Brian & Lee: struggles worked out
- e. On time start – stress – going to give it another try
- f. Need for more cars
- g. Economics factor
- h. Add other things into program
 - i. Monster truck ride? Lawnmower races?
- i. Derby excited & want to grow
- j. Sound system
- k. T-shirt cannon: Les Schwab sponsor shirts
- l. George meet w/ cage fights?
- m. Midgets next year

VIII. Additional Talking Points

- a. 110 Anniversary
- b. Window display
- c. Getting involved
- d. High school night @ the Fair – Thursday 1/2 tickets
- e. Pepsi day – carnival, ticket discount at the gate
- f. Get Carnival involved: special tickets 110 tickets – April 25th
- g. Hashtag contest? Other contests: tag / schools / analytics / Instagram / snapchat?
 - i. How to track? What tag word?
- h. L & E Bottling: \$3,500
- i. Dutch Bros
- j. I-5 Auto Group
- k. LC Coffee Co
- l. Centralia College
- m. Tam: Friday, Mayor meeting
Todd: Chehalis
George: Cenralia
Sue: Ask about LMF about meeting with Katie
- n. Potential sponsor: Uncle Andos
- o. Start w/ IAC → Rodeo → BOCC: How can we make this work? Every advertisement.
- p. No difference than alcohol in Washington: Try it out w/o either leaf or weed on logo
- q. Questions: How will this affect the Fair's image/
Do other Fairs have weed sponsors?

SOUTHWEST WASHINGTON FAIRGROUNDS



YEAR-ROUND EVENT AND FACILITY RENTALS

When asking for sponsors – discrimination, can we say no?

The money is there, it is change.

- r. Huge homeschool population
- s. Loss of performers, attendees?
- t. Needs to be a conversation: Youth is a big focus, what is it going to take?
- u. Great opportunity, just concerned about what they're promoting
 - Rodeo: demographics?
 - BOCC: likely to say No
- v. 21+ issue – best argument, go to public? What will they support?
- w. People are more accepting than you think. Use as a sponsor.
- x. Fairs are evolving – language, arts, etc.
- y. “Think about the future.”

IX. Market Feasibility

- a. Did not make it to Senate Budget
- b. What are the next steps?
- c. Big undertaking

X. Rodeo

- 1. Logo: Decided
- 2. Breakdown on shirts, waive fees in lieu of sponsorship
- 3. Purchasable at Rodeo shirts, etc.
- 4. Mutton Bustin, Breakaway
- 5. 35% increase
- 6. No special events – until sponsorships come in
- 7. Drastically reduces what fair makes

XI. Pat

- 1. Food / Vendors: Low
- 2. Garage Sale: Paying for itself
 - Each year it is tougher
- 3. Churches, Commercial, Nonprofits
- 4. Rule of thumb: Professional, loyal, one “type” of food (one Mexican, one pizza, one ice cream)
- 5. Mrs. Beasley's – blue concession stand

XII. Discover Lewis County (Isaac)

- 1. Videos: Planning to produce 8 videos
- 2. Nordic lodge, biking, snowshoeing, winter footages
- 3. Pond Skim at White Pass
- 4. Time lapses of Months
- 5. Brochures, etc.

XIII. Kelly

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FAIRGROUNDS**
YEAR-ROUND EVENT AND FACILITY RENTALS



1. Met w/ David James & Buy Steele
2. Sponsoring kids activities at GF
3. Face painter & henna tattoos
4. 3 new bands for entertainment
5. 4 open slots – returning?
6. New vendors coming in

XIV. Doug

1. Still working on OJP
2. April 22nd asphalt – *hopefully*
3. Great for open house / SYF
4. Looking good for mowing
5. Still dealing with water leaks
6. Turn on water lines to check winter breakage
7. Next Tuesday April 9th City Council – annexation – 1 negative vote

XV. Tam

1. Master plan: hopeful this is a positive process
2. What if we go through process and nothing happens?
3. Get to a good decision for this community
4. Attended Fair Super School
5. Need sponsorships!
6. Change in schedule
7. I-5 car raffle – goes to schools

XVI. Adjournment:

Meeting adjourned at 6:48 pm April 2, 2019

Minutes submitted by: Aimee Cook

Minutes approved by: [Name]