

FSMG Meeting Minutes
Tuesday April 1, 2014 - 8:00 - 8:50 AM
Event Center Conference Room

Members Present: Mark McCauley, Judie Stanton, Kelley Babcock, Rosemary Cooke

Staff Present: John Morrison, Heidi O'Hara, Matt Ferris

Guests: None

Meeting was called to order at 8:00 am. Mark McCauley turned the meeting over to John Morrison.

John Morrison, Executive Director/Fair Manager/CEO:

Fair Preparations –Fair preparations are on schedule. The Grandstand concert lineup public announcements began this week with our first concert, Night Ranger, going on sale this coming weekend. Matt Ferris briefed the group on the social media campaign that will announce the concerts and start the ticket sales promotions. He also updated the group on projected sponsorships

Personnel Change – Chaleen Schuch, our Finance Manager, has given notice to terminate her employment. She has found an opportunity to pursue a position in Beaverton. Her last day with us will be Friday April 18, 2014. We are currently reviewing the job description and looking to modify it to better meet the needs of our organization in the areas of financial analysis and reporting.

WSFA – John attended the quarterly Board meeting of the Washington State Fairs Association (WSFA) on March 27-28, 2014. The meeting was held in conjunction with the Statewide Superintendents School. The Washington State Department of Agriculture (WSDA) announced the 2014 distribution from the Fair Fund. We received \$83,627, and increase of over \$7,000 from last year's allocation. Due to the budget restrictions at the WSDA, the State Fairs Commissioners will visit each Fair every two years rather than annually. Since we received a visit in 2013, we will not be graded in 2014.

Shared Maintenance/Expenses – We recently completed a review of the expenses we incur as a result of the shared responsibilities detailed in the lease agreement with the Amphitheater. That review identified some areas for improvement in the billing process as well as areas where significant savings can be realized. By utilizing a rigorous bid process and having the County take the lead in some shared expenses items, we can save considerably in parking lot maintenance and possibly landscape maintenance. Additionally we reviewed all of our shared expense agreements to make sure we are not paying a disproportionate share of the expenses or actually paying for services not rendered.

Heidi O'Hara, Director of Sales and Events:

Booking Update:

A recap of the month of March showed a very strong month with every weekend full in the Exhibition Hall, including three new events that were very successful, Vega Gymnastics, Power Athletics Cheer and Jurassic Journey. Jurassic Journey, an open to the public event, surpassed the estimated revenue expectation of \$19,000 and came in at \$31,972 with an attendance of approximately 9K-10K. The month came in at 15K over estimated. The same month in 2013 had a revenue of \$17,088 in the Exhibition Hall and came in at \$78,333 in 2014. The arena was tracking slightly above expected revenues at \$57,261 compared to the estimate of \$55,316.

Recent activity in the booking calendar saw several cancellations, including the Cinco De Mayo event and MMA Prime Fighting, both in May and the 5K Blacklight Run in October. Skookum rescheduled from May to October. Recent prospective additions to the booking calendar were Dance Magic (May 24-25) a dance competition and Mendoza Quinciera in August . A large golf event that would take the entire Exhibition Hall for an open to the public event looks like a strong possibility for the first weekend in October. It was noted that the estimated attendance column was not updated with the cancelled events and will be revised downward.

Next meeting; The next meeting is scheduled for Tuesday, May 6th, 2014 at 8:00 AM in the Event Center Conference Room.

Meeting adjourned at 8:50 AM.