

## FSMG Meeting Minutes

Tuesday June 3, 2014 - 8:00 - 8:45 AM

Event Center Conference Room

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

Staff Present: Heidi O'Hara, Matt Ferris

Staff Absent: John Morrison

Meeting was called to order at 8:00 am. Mark McCauley turned the meeting over to Heidi O'Hara.

### **Heidi O'Hara, Director of Sales & Events:**

**Fair Preparations** - Fair preparations are underway and proceeding on schedule. Heidi noted that the light post in the upper parking lot I West was moved to accommodate the Remote Control Flyers group and new asphalt was being put in the FFA building that will improve access to the Grange booths located there during Fair. A concessions update was given and it was noted the bookings were going well with outdoor booths sold out. South Hall 2 the most challenging to book was filling in very well compared to 2013. Overall booth sales were tracking ahead of 2013. Matt Ferris briefed the group on the Fair Fact Sheet and gave a sponsorship revenue update. He indicated that current sponsorship revenue was tracking at \$180K with Matt hoping to break \$200K this year. Trade sponsorship was also projecting well. Matt showed a video of a Fair ad that will run in all local and Northeast Portland Cinemas (with the exception of Cinetopia) in July. He noted the ad would be played 2-3 times before the start of each movie.

**Audit** – Heidi mentioned that we had received notice that we would receive a performance and internal control audit by the County auditors within the next few weeks.

**FSMG Contract** – Heidi noted on behalf of John that the FSMG contract had been submitted to Chris Horne's office and that we were waiting on the review process.

### **Booking Update:**

A recap of the month of May showed a very strong month with the addition of the Nutter Foundation Dozer Day event. The event was very well attended with cars filling the upper lots. The revenue was lower than projected due to the high number of volunteers (1,000 over the weekend) that were not charged for parking. The promoters were very happy with the way the event ran overall and indicated that they would return in 2015. The Storm City Roller Girls event went very well in the Exhibition Hall and this local group is assisting with an RFP for a large regional event they hope to bring here in 2015. The Sense 5K run performed as expected, however the revenue on these events overall has declined due to a saturation of these runs in the Portland/Vancouver market. Heidi noted the Event Center

YTD revenue was at \$343,879 over 325,942 in 2014. The Giesy Arena was tracking slightly below projected at 84,716 (85,788 projected).

**Reader Board:** Heidi noted that the electronic reader board repair was significantly under what was projected at 6K. That enabled the Event Center to utilize capital funds targeted for the Exhibition Hall for a new reservation software booking system.

**New Booking Software:**

Heidi stated that the current Event Pro software used since 2006 was outdated and would require a significant investment to upgrade. She gave an overview of the new Ungerboeck software and mentioned that it was a state-of-the-art reservation system used by many large facilities. It was noted that the capabilities of the software would assist in expediting the booking process, generate superior finance tracking reports and improve project management and operations functions. Heidi expects that the new software will result in increased productivity as it will consolidate booking, contracting and operations functions all in the one software. Additionally, the new software has an exceptional sales lead and tracking capability.

**Next meeting;** The next meeting is scheduled for Tuesday July 1, 2014 at 8:00 AM in the Event Center Conference Room.

Meeting adjourned at 8:45 AM.