

## Board Minutes

September 12, 2019

Board Members in attendance: Jennifer Rigg, Brad Fincher, Josephine Bangs, Barbara Bevens

Staff in attendance: Jennifer Allen, Adrienne Bourne, Dona Wuthnow

*Convened: 9:03am*

**Approval of July Minutes:** Jennifer Rigg motioned to approve July minutes. Barbara Bevens seconded the motion, minutes approved.

Guests in Attendance: 4-H Program Coordinator, Wendy Waxman; Fair Entertainment Coordinator, Lars Sorensen

Guests Open Forum: Wendy Waxman said that the Fair was good this year, grateful for help and can get statistics to the Fair Board. Wendy reported that no one had issues with the Inter-Island Ferry this year on Saturday night, and that Tamara Greene, Mike Greene & Micha Traynor plan to return as 4-H & Open Class Superintendents next year.

### **NEW BUSINESS:**

#### **FAIR:**

- 2019 Fair Did well/Do better discussion:
  - Barbara suggested that there be a centralized storage for banners & get rid of old banners; trash & recycling be distributed by the livestock barns by Sunday or Monday morning; exhibitor forms be put in superintendent boxes before pickup; block off parking on Argyle Ave in front of Skate Park for ADA parking; barriers up in advance for EMS/Fire parking on grounds and have it written in emergency manual.
  - Josephine suggested that hay be stored in the tack barn, not under tarp. --
  - Jennifer Rigg asked if FOG signs were posted this year, and to make sure they are posted next year for food court vendors. Jenn Rigg also said that this was Jodi Fowler's last year as the Goat Superintendent and wanted to show appreciation for years of volunteering.
  - Jennifer Allen discussed skate park closure during Fair and limited hours as it relates to the Zucchini 500 race hours and the conflict between Z500 racers and skate park users on Saturday.
  - Jennifer Rigg asked that the carnival contract for 2020 include no games involving live animals as prizes or giveaways.
  - Jennifer Allen noted that Skagit County Fair is not changing their fair dates in 2020.
  - Dona suggested that the closing time of the carnival be posted in the premium book. Lars commented that virtual reality rides are becoming more popular for carnivals.

-Jennifer Rigg said she also heard fairgoers missed seeing entertainment acts during Fair with multiple showtimes.

-Lars said this year's entertainment pros included family programs, local entertainment, headliners & Trashion Fashion attendance. Cons were that people don't stay for Saturday headliner after Trashion Fashion; wants more programs for teens, suggested more local bands, edgier circus acts, rock-a-roki or lip sync and a country music day. Lars also suggested that we have more food trucks, and wine in beer garden. Jennifer Allen said Lions wants more space for their beer garden. Lars also added that the butterfly tent was different this year and would like to add more things like that.

-Brad said he liked how the superintendents' lunch worked this year, delivering boxes to superintendents from Market Chef. Brad also liked awarding Fair Board awards before Trashion Fashion.

-Lars said Fair Feud was also very successful, Jennifer Rigg asked if Lars thought game should be changed and Lars replied no. Jennifer Rigg said it worked well to have the board preloaded with answers.

- 2020 Theme discussion: Concern was expressed there may be a copyright issue with "Pigs in Space", however, everyone likes the futuristic space theme. A broad theme is good for the various departments. Other suggestions included: "Future of Farming" "Exploring the Outer Limits" "2020 Space Oddities" Jenn Rigg mentioned that next year will be the 100<sup>th</sup> anniversary of the "Bull Fair" theme.
- The start of data collection & premiums: Jennifer Allen said ticket sales at the gate were up and made the projected budget. Youth daily & youth season were up as were adult exhibitor tickets. Vendor fees remained stable, with a small decrease due to the relocation of Fruit and Vegetables in the Main Building. Sponsorship monies remained stable with a small increase of in kind donations.

-Josephine started discussion about how to attract visitors from the other islands, suggested more entertainment from Orcas & Lopez.

- Washington State Fairs Convention / Washington Festival & Events Convention: Barbara Bevins said she thinks Lars should attend the Washington State Fair Convention, possibly next year if not this year.
- Other discussion:

-Washington State Fair Commissioner Report: Adrienne shared Ron Crawford's report from his visit on August 15<sup>th</sup>. Dona expressed she would share Ron's feedback with County Council.

-Dona said she doesn't know if the Fairgrounds Master Plan would be adopted this year, encourages Fair Board to talk with County Council.

-Josephine asked if Jennifer Allen was going to apply for the WSDA Fair health and safety grant this year. Jennifer said she has a list of projects and will seek approval to submit applications.

Other discussion: Parks & Fair Budget: Dona discussed levy proposal and \$100,000 would be going to repairs and maintenance for parks &

fairgrounds, financials to be managed by Facilities department. Dona also said the operating budget is \$110,000-\$130,000 short for the next two years. For example, increased mandated costs related to IT, insurance premiums for temp and year-round employees, ER&R costs and utilities. The budget requires 2 years of projections. One of the preliminary budgets proposes cutting maintenance back the Facility and Maintenance worker position to .65 FTE, having the SJC Park staff help with camping at Fairgrounds. The budget also proposed a two-day music festival and trade show to increase revenue. Barbara said she is concerned that Parks & Fair department is a low priority for County Council. Dona said Council wants funds to cover mandated departments. Dona said Parks & Fair had about 150,000 visitors last year. Jennifer Rigg asked about a possible rate increase. Dona said she has received some complaints about our fees & level of service, and rates have increased the last 2 years. Lars said he has seen commercial kayaks at Reuben Tarte and discussion of commercial use program. Dona said any illegal activity should be reported.

- October Event Ideas: Lars said he is working with Seattle Haunts to coordinate an event in October. Lars would like to have haunted hay rides the last two weeks of October.
- Flea Market in December: No discussion
- 2020 Drive-In Movies: No discussion
- 2020/2021 Fair Dates: No discussion

*ADJOURNED at 11:14am*