

Minutes
Fairgrounds Advisory Committee
Tuesday, January 29th, 2013

Convened: 1:00 pm

FAIRGROUNDS ADVISORY COMMITTEE MEMBERS:

Nicole Berg	Cindy Phillips
Jerry Willey	David Villalpando
Andy Duyck, Board of Commissioners	Larry Pedersen, Chair
Don McCoun, Fair Board President	Carolyn McCormick
Pamela Treece	

STAFF:

Rob Massar, Assistant County Administrator	Rod Rice, Deputy County Administrator
Leah Perkins-Hagele, Fair Complex Manager	Nancy Karnas, Fair Assistant

1) Call to Order

a) Chair Larry Pedersen called the meeting to order at approximately 1:00 p.m. Cindy Phillips was unable to attend; Nicole Berg joined the meeting in process.

2) Public Comment- Chair Pedersen stated that for today he will ask for public comment during the individual topic presentations.

3) Introduction of new member- Deputy County Administrator Rod Rice introduced Ms. Pamela Treece as a new committee member. Rice stated Ms. Treece is the new Executive Director of the Westside Economic Alliance and asked all to welcome her to the committee.

4) Planning Update- Assistant County Administrator Rob Massar began the presentation by providing a detailed copy of the Multi Purpose Event Facility Report. Massar walked the committee through the various studies done for the estimates of the proposed Event Center. Massar stated the purpose of the study was to determine the market for the event center, the facility needed to attract and retain events and finally to assess the financial impacts of the project. Massar stated that the facility plan includes modern amenities in the approximately 75,000 square feet of rentable space which breaks down into 60,000 free span space and 15,000 in banquet breakout rooms. Massar stated an additional 18,750 sq ft would be support space for a total facility size of 93,750 sq ft. Massar stated that the cost analysis includes the Veteran Plaza design, which will reorient the front door of the fairgrounds and approximately 2 million dollars in renovations to the ball fields. Massar stated that the project also included a paved parking area that will roughly fit 900 spaces onto the grounds. Massar continued with the presentation of the summary of project costs. Massar stated that original projections were nearly 25.5 million and the updated costs with the addition of the Plaza and Ball field renovations is approximately 30 million. Massar directed the committee to the strategy section of the proposal and provided an overview to the group. Chair Pedersen took this opportunity to remind the committee and audience that this group has no fiduciary authority over any projects but is advisory in nature. Massar stated to the group that a very conservative stance was taken in the entire process for this study from the market analysis to the cost estimators. Massar continued with an overview of the economic benefit of the Event center to the local economy. Massar stated that the study stated approximately 9.6 -11.7

million in expenditures and creation of 79-98 related jobs in the region. Deputy County Administrator Rice stated that the Markin group finds that for every million dollars in income generated approximately 15 jobs in the community are influenced. Massar concluded by stating the facility would be a high profile elegant facility that would benefit the region across the board by supporting the local industry as well as recruiting and retaining other business to the area. Chair Pedersen opened the discussion to the floor for comment before having the committee make an endorsement of the plan. Don McCoun asked when the approximate start date of the project would be. Massar stated that the next several months would be focusing on the financing of the facility but bid out would be approximately early spring 2014 and construction end of fair 2014. Commissioner Andy Duyck stated that it should be added that a very large benefit was overlooked which is the benefit of this facility to the fair itself. Duyck also asked if this project would be brought before the committee again prior to construction for design comments. Massar stated that he is under the assumption that the county would work with the group on that. Tom Black, county citizen, asked if other options have been considered for the size of the facility. He stated that there are concerns about the accessibility and affordability of rental spaces for the patrons and citizens of the county. Massar stated that the concept was designed for a large area that could be subdivided but also the additional breakout rooms that would be smaller and more accommodating to those concerns. Mr. Black also stated that the paved parking would be a concern to Clean Water Services and they suggest permeable surfaces to aid water run off. Massar stated the parking was a loose definition in the proposal and can be examined further down the road. Commissioner Greg Malinowsky expressed concern of the fair in 2014 being affected in addition to the concern of the impact of the Air Show occurring in 2013. Fair Manager Perkins-Hagele stated that staff is working to anticipate construction overlap issues and working on scenarios to accommodate any adjustments to fair procedures. Perkins-Hagele stated the project could impact the expenditures and revenues of the complex and staff has been working on forecasting for those variables. Massar clarified that the project should not impact fair activities until after the 2014 season. Member David Villalpando asked if the Market Analysis included the impact of Latino events held in the area. Fair Manager Perkins-Hagele stated yes the analysis considered a wide range of activities for the area. Tom Black, citizen of the county, asked if the public would be invited to an open house or other public forum to comment and review the information being discussed. Massar stated all the information will be available on the FAC website in the coming days. Black inquired as to if the architect firm providing the initial master plan design would be involved in the construction of the event center. Commissioner Duyck stated the project would have to go out to bid. Member Carolyn McCormick requested a moment to commend county staff Rice and Massar for their due diligence as public servants and commitment to the completion of the studies. Chair Pedersen requested a motion to endorse the plan as submitted for review to additional agencies.

Motion by Member McCoun to endorse the plan as submitted. 2nd by Member Villalpando. Motion carried 8-0.

- 5) **County Fair Update-** Fair Manager Leah Perkins-Hagele reported that the staff and fair board have been working on a five year forecast model for the complex as a whole for the last several months. She added that the several board members and staff have attended the Western Fairs Convention in the past week and learned a lot from other fairs. Perkins-Hagele stated that currently staff is working on the fair programming for 2013 with a focus on education and agriculture. She added that the fair board has formed their educational 501c3 fund and are in the process of adopting their bylaws. Fair Board President Don McCoun added that the board has been working on the creation of this group for nearly 2 years and is very excited to be underway. McCoun added that volunteers are needed and if anyone in this group is interested or knows of someone who would like to volunteer with the many opportunities at fair. Tom Black, citizen of the county asked when the new group would operate during fair or year round. McCoun replied that the group is a year round group meeting quarterly at a minimum but to benefit the fair. Chair Pedersen asked how an interested party can get involved in the educational fund. Perkins-Hagele replied they would apply to the

through her for the Fair Board to receive the information as the group is looking for at minimum 5 to 15 members.

6) IRT Update- Deputy County Administrator Rod Rice confirmed the Innovative Readiness Training team would be arriving April 29th through May 11th 2013 with complete control of the grounds. Rice stated the IRT will not be constructing as originally planned due to funding limitations. Member McCormick asked what the costs were anticipated to be. Rice stated roughly half a million dollars for materials. Rice stated that the project will be a future project once funding can be secured. Rice continued that the renovation of Friendship Square will go on as planned. Rice stated the Poultry Barn project will occur with installation of shutters to become a dry storage facility. Rice added an additional project was added for construction of doors to the remaining barns to secure the livestock. Rice stated, equipment permitting the removal of the parking lot berm along Cornell Road, may be delayed until the fall. Rice concluded the final project for the IRT would be the renovation of the Cloverleaf kitchen. Fair Board President McCoun asked for clarification of what complete control meant for the IRT. Rice replied all troops would be on site. Fair Manager Perkins-Hagele added that the facility would be completely closed to the public during this time as the complex will be a military base for this time period.

7) Adjourn

- a) Chair Pedersen stated the next meeting would be scheduled contingent upon progress being made on the funding strategy for the event center. Deputy County Administrator Rice stated he would contact the members with the time.
- b) With no further business before the Committee, Chair Pedersen adjourned the meeting at 2:20 p.m.

Leah Perkins-Hagele
Recording Secretary

Larry Pedersen
Committee Chair