

WASHINGTON COUNTY FAIRGROUNDS ADVISORY COMMITTEE

Wednesday, February 20, 2019

2:00 pm to 5:00 pm

Washington County Fair Complex

Cloverleaf Building

873 NE 34th, Ave.

Hillsboro Oregon, 97124

FAC Members Present:

Daniel Pierson

Gary Seidel

Hal Ballard

Carolyn McCormick

Stephan Nagy

Mayor Steve Callaway

County Commission Chair Kathryn Harrington

County Staff Present: Leah Perkins-Hagele, Sia Lindstrom, Geoffrey Kavulaya, Julie Case

Consultants: Steve Mileham, Gail Sargent, Brooks Ostendorf, Steve Faust and Walt Peck.

The FAC meeting was called to order by Vice President Daniel Pierson at 2:04pm. Members, staff, consultants, and audience were welcomed and introduced. Daniel thanked everyone for being here, and also welcomed County Commissioner Jerry Willey who was in the audience.

Master Plan Historical Overview

Sia Lindstrom previewed the agenda and reviewed the history of the historical context of the project, including the Fairgrounds Revitalization Task Force from 2007-2008, MOU between the County and the Fair Board, creation of the FAC, and progress on Phase I and II of the Master Plan. Phase III is the focus of the Master Plan Update process.

Community Surveying

Sia summarized the first phase of the Master Plan Update process which focused on reengaging with the community. More than 3800 county residents participated in two similar surveys. Carolyn asked about the possibility of the same individual taking both surveys; Walt responded that the DHM (the survey firm) estimated duplicates at about 4%. Approximately 1500 comments were received through the surveys. DHM identified three broad categories that most comments fit into: 1) Year-round use for a variety of traditional and new uses, 2) Accessibility, safety and infrastructure and 3) Fun, affordability, and community space. Hal Ballard asked if there was any way to get back to these comments with answers, and Sia indicated that the

structure of the survey made that impossible. Steve C. asked if was possible to tell what areas of the county survey participants came from, and Walt explained that zip code data was available and reflected participation from throughout the county.

Existing Facilities Report/Draft Program

Sia next reviewed the Existing Conditions analysis that LRS presented at the January FAC meeting. She concluded her presentation with the Draft Program which identifies the proposed elements for the long-term redevelopment of the Fair Complex. Gail subsequently reconfirmed with Draft Program with the FAC. Carolyn asked about a possible garage parking, but staff explained that it's too expensive.

User Group Survey

Steve Faust reported out on survey results from individuals and organizations that regularly produce events at the Fair Complex, typically in the facilities and area covered by the update process (not larger events that will be held in the Event Center). Of the 23 groups reached out to, 19 responded. Feedback included: # of people served, space needs, amenities required, and improvements requested. Carolyn asked that staff also reach out to the hotel/motel community.

Design Concepts

Gail introduced three different design concepts for redevelopment. Each of the concepts included several common elements, but their location on the site varied. Pros and cons for each option were presented by staff and additional comments were added by FAC members. There were numerous questions about building sizes, location of buildings. Considerable discussion focused on the multi-purpose building.

Public Comment

Tom Black: Encouraged the FAC to take it time on selecting a concept. He also would like to see the new multi-purpose building have some design features of a barn.

Inez Griffles: Concerned about horse 4-H, questioned whether the multi-purpose building would meet their needs.

Glenna Dryden: Fan of agriculture. Consider the history of the fair.

Jerry Willey, District 4 County Commissioner: Recounted recent meeting with CPO9 about Master Plan Update; they want the Rodeo back and to keep the animals, 4-H. He favors retaining the Cloverleaf building and the Armory. Prefers Concept #1. Thinks getting to the facility by MAX should be promoted heavily and will hopefully reduce need for parking. Keeping in mind our heritage, with an urban feel.

FAC Discussion and Direction on Concepts

There was a shared view from the FAC that Concept 3 should not move forward, with the biggest problem being that it removed both the Cloverleaf and Armory buildings. Option 2 was also viewed as problematic due to the distance between the multi-purpose building and the Event Center. There was unanimity from the FAC that Option 1 move forward for additional refinement. Members provided additional direction for issues that should be considered, and actions taken:

- Overlay the fair operation on the concept and present to FAC
- Ensure all elements have a clear explanation of how they will be used by the public
- Review with key users before the next FAC meeting (4/10)
- Show how the project could be phased including impacts to barns
- Show an alternative that has at least two smaller multi-purpose buildings rather than one large one
- Explore if there is an alternate location for the RV park
- Put serious thought into providing background and design element explanation as part of the digital open house (storyboard)

Facility Naming Subcommittee

Sia introduced the Naming Subcommittee. The subcommittee would be working with Think Joule, a creative firm specializing in brand development that has been retained to assist. It was clarified that it was the naming of the whole complex, not just the Event Center. 1 to 2 meetings are anticipated for the subcommittee over the next couple of six weeks. Kathryn commented that the subcommittee makeup sounded very urban. Sia suggested we add a fair board member and someone from the rural area, whom could be one in the same. Carolyn commented that this is a big deal and plans to ask the WCVA Board Chair to participate. There is an urgency to get the name done for branding and marketing, including signage, for the Event Center.

Gary motioned to create the naming sub-committee and increase the members to 5. Carolyn 2nd the motion, passed.

1 FAC

1 WCVA

1 City of Hillsboro

1 Fair Board member*

1 Rural member*

*One person could fill both these roles.

Election of Officers

Daniel stated that we are down 2 positions. Chair with Larry resigning last month, and Pam Treece stepped down on becoming a County Commissioner. Carolyn made a motion to elect Daniel Pierson to the position of Chair of the FAC committee, it was 2nd by Gary Seidel, all in favor, passed. Daniel Pierson is Chair. Vice Chair position is now open. Gary Seidel, motioned to nominate Stephan Nagy as Vice Chair and it was 2nd by Carolyn McCormick, all in favor, passed. Sia said that the county is doing recruiting and invited folks to apply. They hope to have it filled by the April FAC meeting. Business citizen and citizen at large are what are needed. Sia directed Daniel to select the folks on the Naming Sub-committee.

Public Comment

Tom Black: Asked for more folks be involved with the naming, and if master gardeners can be involved with the landscaping of the new building grounds. Also reminded of the need to pay attention to infrastructure when planning.

Glenna Dryden: Hard to visualize the new building.

Inez Griffles: Reminded of the need to pay attention to bio-security when siting and laying out buildings.

Adjourned at 4:57 pm