

T, WORK SESSION

DATE: October 31, 2007
TO: Board of County Commissioners
FROM: Warren G. Wong, Managing Director
Fair Board
SUBJECT: November 6 Worksession

BACKGROUND

At your June 6 Commission meeting, you directed staff to evaluate the County Fair and examine the issue of relocating the Lane Events Center/Fairgrounds or reinvesting in the current site and facilities. Specifically, you approved the following:

1. Memo on policy issues; community involvement process; pertinent and educational background information.
2. Survey of LEC users and Fair attendees
3. Consultant – Bring in for a day at the County Fair
4. Facilitated Worksession

Subsequent to that meeting, the Golden Gardens agreement with the City of Eugene as a potential site for a relocated Fairground came before the Commission. The Workplan approved at the June 6 meeting was then expanded to consider this specific site.

At your September 12 meeting, the Agenda Setting Committee presented a Four Phased Workplan as follows:

PHASE 1 -- WORKSESSION #1 – November 6, 9:00 a.m. – 12:00 p.m.

1. Rod Markin, Markin Consulting -- Comments on 2007 Fair; results from Fair exhibitors and vendors and non-Fair exhibitors survey; observations on Golden Gardens site; comments on Fairgrounds relocations based on past and current work.
2. Carrie Matsushita – Results of the 2007 Fair intercept survey conducted by the University of Oregon Community Planning Workshop.
3. Bill Seider, PIVOT Architects – Cost information on reinvesting in current site and facilities and relocation to an alternative site.
4. David Suchart – Fairgrounds valuation.
5. David Garnick – Bonding, impact on property tax rate.
6. Bill VanVactor – Golden Gardens due diligence process.
7. Commissioners – Identify questions for Listening Sessions.

PHASE 2 – LISTENING SESSIONS – December – February

1. Listening Session in each Commissioner District; standardized presentation; request partners attend and provide information; Commissioner may add additional meetings in District if required.
2. Report back on results of Listening Sessions

PHASE 3 -- WORKSESSION #2

1. Policy issues; Commission discussion and direction
2. Go/No-Go decision on Fairgrounds relocation
3. Next steps – Could include:
 - a. Public information and feedback process
 - b. Statistically valid survey
 - c. Citizen Task Team
 - d. Detailed schematics and cost-outs
 - e. Land Use issues
 - f. Other

PHASE 4 – FINAL DECISION AND DIRECTION

NOVEMBER 6 WORKSESSION

The primary purpose of this Worksession is educational and informational; no decisions are required. A series of reports will be presented to the Commission to provide background information that will be useful as you undertake future phases of this Workplan. Specifically, with the Markin presentation, it is an opportunity to ask questions of Mr. Markin who has extensive experience working with fairs and exposition facilities throughout the country regarding the County Fair, the LEC/Fairgrounds site and facility, industry trends and relocations of fairs. Mr. Markin is very familiar with the Lane Events Center as he conducted an Economic Impact Study and a Market Feasibility Study for the Fair Board in 2006.

The PIVOT presentation by Mr. Seider provides an opportunity to understand the cost and site/facility parameters involved in either a reinvestment in the current location or a complete new facility. Mr. Seider has a long history with the LEC as he has been involved with the majority of capital projects on the site since the mid-1970s.