

SUPPLEMENTAL MATERIAL

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AGENDA COVER MEMORANDUM

AGENDA DATE: January 8, 2008
TO: Board of County Commissioners
FROM: Lane County Administration, Office of Public Information
PRESENTED BY: Amber Fossen, Public Information Officer
AGENDA TITLE: Fairgrounds Proposed Community Outreach

DISCUSSION

The Lane County Board of Commissioners will review a proposed plan and time frame for strategic community outreach regarding the future of the Fairgrounds.

BACKGROUND

Lane County Fairgrounds operations were reviewed in November 2007, when the Lane County Board of Commissioners held a work session to learn more about the Fairgrounds existing location and possible options for its future.

Operating and maintenance costs of current facilities will increase in the next 5-10 years, prompting further consideration of the existing site and the County's future role in operating a Fair.

NEXT STEPS

The Board has emphasized the importance of community involvement in Lane County Government and, specifically, in discussions of the Fairgrounds. The Public Information Officer recommends the Board consider the following strategic outreach steps that will provide Commissioners with objective information from the community.

- Step 1: Focus groups in each Commissioner's district
- Step 2: Telephone interviews
- Step 3: Community meetings

IMPLEMENTATION

The Public Information Officer recommends that the Board review each step as it is completed and determine whether to proceed with the next step.

In the coming months, the Board has an aggressive schedule as it identifies budget goals and priorities and works with department directors and the Budget Committee to finalize a budget for fiscal year 2008-09.

With respect to the Board's commitment to the budget adoption process and the ensuing Board schedule, the following Fairgrounds outreach time frames have been developed for Board consideration:

Option A: Launch Fairgrounds communications efforts in mid- to late-June. This would allow the Board to focus its immediate efforts on examining budget and organization goals and priorities. It would also allow the Public Information Officer to focus communications efforts on keeping the community informed throughout the budget process.

Option B: Kick-off focus groups immediately. Upon conclusion of this initial step, report back to the Board to determine direction for next steps.

ACTION

The Board is asked to approve Option A. This will allow the Board to focus immediate efforts on the budget adoption process.