

**MINUTES OF THE MEETING FOR  
THE BOARD OF DIRECTORS  
OF THE  
EL DORADO COUNTY FAIR ASSOCIATION, INC  
WEDNESDAY, APRIL 6, 2011 AT 5:50 PM  
THE BOARD ROOM ON THE EL DORADO COUNTY FAIRGROUNDS  
100 PLACERVILLE DRIVE, PLACERVILLE, CA.**

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**PRESENT:** Avery, McGuire, Denton, Owen, Forni-Feathers, Kobervig, Arnold

**EXCUSED:** Knight-Fujii, Davis, O'Halloran

**ABSENT:**

**MANAGER:** Jody W. Gray

**OTHERS:** John Marino

**I. CALL TO ORDER:**

**RECORD VERIFICATION OF LEGAL MEETING NOTICE:**

Gray authenticated the verification.

**QUORUM REQUIREMENTS MET:**

Avery determined that the requirements for a quorum were met.

**II. APPROVE AGENDA**

McGuire moved that the agenda be approved, Owen seconded; motion carried to approve.

**III. APPROVE MINUTES OF MARCH 2011 REGULAR MEETING:**

Denton moved that the agenda be approved, McGuire seconded; motion carried to approve.

**IV. PUBLIC FORUM:**

None

**V. CORRESPONDENCE – Review correspondence received during the previous month:**

Rawlings Concessions; Thank you for hosting Maintenance Mania

El Dorado Cougar Athletics and Camino School Parent Teacher Association, Thank you for donating tickets to their fundraisers. Placerville Union School District, Thanking the Fair staff for assisting on the day Principal LaCara was murdered. WFA, Congratulations on being selected by Huell Howser for the California's Golden Fairs Series, a promotional package will be sent to use to promote the show. CCA, Restructuring and potential refinancing of PV Phase II Loan update.

**VI. OLD BUSINESS**

**A. Approval of Contracts entered in March 2010.**

Denton moved, Owen seconded; motion carried to approve.

**B. Photovoltaic System.**

No changes. Approval not necessary.

**VII. NEW BUSINESS**

**A. 2009 Audit Report.**

Denton moved, Owen seconded; motion carried to approve.

**B. Fair Update.**

Gray informed the Board that a partnership with the Windfall was solidified. They will be allowing the Fair Association to write a weekly article in their paper. They will have the Fair Guide included in their June 10 issue. They will be promoting the Fair at all events that they attend. They will be having ticket giveaway contests. They are very excited to partner with us.

The Fair will have a ticketed event in the Grandstands on Thursday night, WWE Pro Wrestling. Promoter is Sacramento Wrestling Federation.

Wild About Monkeys show will be at the Fair, daily shows, as well as play time on stage 3 hours of each day.

Cattle have been secured for our cattle events on Saturday & Sunday of Fair, thanks to Director Denton's contacts.

10,000 postcards advertising the Entry Guide online only have been printed. The Windfall will be inserting some of these in their paper next week. The rest will be disbursed in local businesses in El Dorado County and Auburn & Folsom.

10,000 postcards with fair entertainment information and a \$1 off coupon have been printed. These also will be taken around the county and bordering cities.

No action needed.

#### VIII. TREASURER'S REPORT

##### A. Approval of Expenditures for March 2011.

Denton moved, Owen seconded; motion carried to approve.

#### IX. MANAGER'S REPORT

Gray discussed the Mountain Democrat and what is going on with them. The Board is in favor of the changes.

CFA Budget update meeting is scheduled for April 15.

CCA's future: CCA will continue in some form, most likely combine with CFSA. There will be no funding, existence will rely solely on user fees.

Sandy Woods, CEO of Nevada Co Fair & Gray have planned an Northern California Fair Meeting for April 14 to discuss and share ideas on "How fairs can stay alive without State support."

One race rainout date has been rescheduled for this Friday, April 8, hoping for good weather.

John Marino is going to be a Grandfather.

Gray informed the Board that County DOT is planning to vacate the shop on Fair Side and put a building below the old Park's office. They will be improving the road to that site a bit.

Gray informed the Board that Youth Ag Expo, aka 4H Round up, will now be a collaboration of multiple youth agricultural organizations: 4H, FFA, Grange and the Fair. This year, we are selling raffle tickets for a Polaris Trail Boss quad. The proceeds will be divided up amongst the four groups. Ag. In the Classroom has also been invited to partner. They will look in to it next year. Youth Ag Expo will be an expo that showcases what the children in El Dorado County are involved in and the opportunities for children to participate in. This will grow each year, this year being just the beginning.

Legacy Gate, aka Green Gate, is still being designed by Jeffrey Lubeko with Anova Architects.

Bill Roby from the ED Community Foundation is driving this. He is very excited and believes he will get it fully funded.

Gray informed the Board of the "tagging" that happened at the Fairgrounds.

Thank you Directors: Kobervig, Denton, Avery, Feathers, Arnold, Davis & Gray for Conflict of Interest Acknowledgments.

#### X. DIRECTOR'S REPORT

##### **Denton:**

Denton inquired about the water problem getting fixed. Denton saw on Facebook a great Father's Day package.

##### **Forni-Feathers:**

Forni-Feathers asked if there is going to be food vendors at the Youth Ag. Expo. Forni-Feathers reminded all Board Members to attend the Ag. Roundtable Dinner at the end of April.

##### **Kobervig:**

Pass

##### **Owen:**

Owen suggested that Director's should buy their own shirts, except the new directors. Fair should get them each one. Gray informed the Board that Mary Ann Kirk donated her shirts back to the Board for anyone that would like them. They are hanging in the closet in the office for Directors to come look at.

**McGuire:**

Recapped the CCA meeting.

**Avery:**

Avery stated that Gray and staff are "wonderful" we have a great staff.

**Arnold:**

Arnold suggested that we think about allowing the Jeepers Jamboree to use the Fairgrounds as a check in and/or an overnight location for the Jeepers. Dates would be July 27 & 28 and August 4. Arnold will continue to talk with Jeepers Jamboree about the option.

XI. 7:55 PM - Adjourn.

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Rod Avery, President

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Date

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Jody W. Gray, CEO

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Date