

**MINUTES OF THE MEETING FOR  
THE BOARD OF DIRECTORS  
OF THE  
EL DORADO COUNTY FAIR ASSOCIATION**

Tuesday – February 10, 2009 11:00 am  
THE BOARD ROOM OF THE EL DORADO COUNTY FAIRGROUNDS  
100 PLACERVILLE DRIVE, PLACERVILLE, CALIFORNIA.

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**PRESENT:** O'Halloran, Denton, McGuire, Owen, Mackay, Kirk, Avery, Forni-Feathers  
**EXCUSED:** Davis, Stek, Pope,

**ABSENT:**  
**MANAGER:** Jody W. Gray  
**OTHERS:**

**I. CALL TO ORDER:**

**RECORD VERIFICATION OF LEGAL MEETING NOTICE:**

Gray authenticated the verification.

**QUORUM REQUIREMENTS MET:**

Owen determined that the requirements for a quorum were met.

**II. APPROVE AGENDA:**

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

**III. APPROVE MINUTES OF PREVIOUS MEETING:**

Avery moved that the minutes be approved, Denton seconded; motion carried to approve

**IV. CORRESPONDENCE:**

None

**V. OLD BUSINESS**

**Approval of Contracts entered in January, 2009.**

Denton moved, Kirk seconded, motion carried to approve.

**VI. NEW BUSINESS**

**Set date for Strategic Planning Session.**

After discussion, Mackay moved that the April meeting be changed from April 8<sup>th</sup> to April 2<sup>nd</sup> at 10:00 am and will include the Regular Meeting with the Strategic Planning Session to follow. Forni seconded; motion carried to approve.

**Discussion Item: Name change options, benefits, pros and cons.**

Ideas:

- "Sponsor's name" Fairgrounds
- El Dorado Expo Center

McGuire and Mackay encouraged all to pursue ideas for a name change. Denton agreed.

**Recommendation for approval of Infrastructure Matching Grant.**

The grant would be used to erect a 6,000 square foot (100' X 60') Metal Livestock Building. The building would not have sides; beams, posts and roof only. Building would have power and water. The building would be located adjacent to the current Auction Arena and Hog Barn. Fifty portable stalls would be also purchased.

Denton moved, Avery seconded, motion carried to approve.

VII. **Public Forum:**  
None

VIII. **TREASURER'S REPORT – Approve expenditures for January, 2009.**  
Denton moved, Forni-Feathers seconded, motion carried to approve.

**Discussion Item: Create reports to assist Director's in gaining more financial information.**

After returning from a WFA Conference, one session presented there, suggested giving Board Members more financial reports monthly than have been given previously. Gray distributed sample financial reports. After some discussion the Board directed Gray to just provide at each Board of Director's meeting year to date Statement of Operations, Balance Sheet, and previous month's Check Register (as has been the practice).

IX. **MANAGER'S REPORT:**

- **2009 Fair Logo:** Gray passed a copy of the new logo – Hooves to Horsepower.
- **Jackson Rancheria** has agreed to sponsor the "Jackson Rancheria Stage" for \$ 3,500.00 as well as an additional \$ 2,000.00 for the back cover of the entry guide.
- **Gray is negotiating with Purina** for \$ 3,000.00 donation to go towards Working Sheep Dogs from Red Bluff as well as an additional \$ 2,000.00 in cash.
- **Comments during a discussion at WFA Convention** stated that "Ag" has become an ugly name in the public eye. Suggestions in lieu of the term "Ag" are "Farm and Food" or "Farming Science".
- **Social Media** (i.e.: Face Book, MySpace, Cell Phones, Blog) are new ways of marketing. Thinking about putting a coupon on the Website.
- **Active 20/30 Club** has cancelled their 2009 Rock'n for the Kids event. They are planning a series of small events instead.

X. **DIRECTORS' REPORT:**

- **Forni-Feathers:**  
Pass
- **McGuire:**  
Pass
- **Kirk:**  
Pass
- **Mackay:**  
Pass.
- **O'Halloran:**  
Pass.
- **Denton:**  
Pass.

XI. **Adjourn 12:50 pm**

**CERTIFIED TO BE A TRUE AND CORRECT COPY.**

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TOM DAVIS, PRESIDENT

\_\_\_\_\_  
DATE

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JODY GRAY, CEO

\_\_\_\_\_  
DATE