

**MINUTES OF THE MEETING FOR
THE BOARD OF DIRECTORS
OF THE
EL DORADO COUNTY FAIR ASSOCIATION, INC
WEDNESDAY, MARCH 2, 2011 AT 5:30 PM
THE MARSHALL BUILDING ON THE EL DORADO COUNTY FAIRGROUNDS
100 PLACERVILLE DRIVE, PLACERVILLE, CA.**

PRESENT: Avery, McGuire, Denton, O'Halloran, Forni-Feathers, Davis, Kobervig, Arnold

EXCUSED: Owen, Knight-Fujii

ABSENT:

MANAGER: Jody W. Gray

OTHERS: Mike Sproull, Food Bank of El Dorado County, Marta Viola, John Marino

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

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

III. APPROVE MINUTES OF FEBRUARY MEETING:

McGuire moved that the agenda be approved with changes, Davis seconded; motion carried to approve.

IV. PUBLIC FORUM:

None

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

Julie Abel thank you for sponsoring the Ranch Versatility buckle for the Open Schooling Horse Show. It was an honor to have won it.

Note from Supervisor Norma Santiago, District Five and her assistant Judi Harkens thank you for the lunch.

VI. OLD BUSINESS

A. Approval of Contracts entered in January 2011.

Denton moved, Forni seconded; motion carried to approve.

B. Budget has been approved by El Dorado County Board of Supervisors.

No action needed.

C. Photovoltaic Funding Update.

Gray met with John Vasquez, President CCA, Becky Bailey-Finley CCA, CCA attorney Dick Hyde, Rick Wood, CFSA. 16 Fairs are involved with the PV loan. Loan with PNC Bank is \$ 447, 088; \$ 148,911 was paid with Fair industry funds; total financing is \$ 595,999. Our Fair's monthly payment to PNC Bank should be \$ 5,257.40; however, CCA said to stay with the current payment of \$ 4,551.00 per month. CCA is negotiating a lower payoff. Approval not necessary.

D. Fair Funding Update.

Gray stated the CFA Board Meeting via phone conference every Monday continues to discuss the current budget crisis. Gray feels that our Fair should continue to make adjustments. No action needed.

VII. NEW BUSINESS

A Food Bank Rental

Mike Sproull stated he was glad to have attended the Board Meeting. He now better understands the world of Fairs, the current budget crisis and feels strongly the Food Bank should pay their fair share when renting from the Association.

No action required.

B Fair Update

2011 Logo is complete.

Livestock and Still Exhibits Entry Guides are available only on line.

Davis suggested getting in touch with local animal shelters to man a booth for possible adoptions and/or donations. A different shelter could come each day.

After a brief discussion on Capital Bar pricing, it was agreed to review and possibly update the pricing for this years fair.

No action required.

VIII. TREASURER'S REPORT

A. Approval of Expenditures for February 2011.

Davis moved, Arnold seconded; motion carried to approve.

B. Statement of Operations Review.

Viola presented a detailed report of the 2010 STOP.

No action required.

IX. MANAGER'S REPORT

Round Up has opened up to include 4H, FFA, Grange, and Ag in the Classroom and has asked the Fair to join the group.

The Fair Office will be open May 7th during Round Up for Fair entries.

A citizen sent a copy of the Associations tax return for 2008 which they obtained from the internet. The return contained an error reporting the number of employees. It also did not have the 501 c(3) box checked. Gray sent an amended return to the IRS.

Gray and Viola attended the Cal Fest conference. They found it a positive experience and came back with rides for Blast, a rock wall for Sportsman's Expo and information for a new interim event and vendor insurance company. Cal Fest had informative classes which were small and focused on business ideas which were not typical views that are shared at the WFA conference. For instance a Bank presented to the association telling the attendees what they look for when approving a sponsorship. Also a TV station manager discussed what they want from events when partnering.

The concept for Legacy Gate is wonderful, but still a work in progress. It will be presented to the Board after concepts and ideas are completed.

Gray and Viola will meet with Windfall to explore ideas working with their publication.

Gray and Viola will be working on a series of publicity articles reflecting who we are, what we do and will include current events.

X. DIRECTOR'S REPORT

O'Halloran:

Pass

Davis:

Pass

McGuire:

Pass

Kobervig:

Will forward the link for the Food Bank's U-Tube video. Radio stations have promotions where listeners earn points which can be used to purchase various items. Could be a good outlet for marketing Fair tickets.

Arnold:

Pass

Forni-Feathers:

Pass

Denton:

Thank you to Marta Viola for her Financial Presentation.

Avery:

Pass.

XI. Adjourn 8:00 pm

Rod Avery, President

Date

Jody W. Gray, CEO

Date