

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

**Wednesday, March 7, 2007 at 5:30 pm  
THE BOARD ROOM OF THE EL DORADO COUNTY FAIRGROUNDS  
100 PLACERVILLE DRIVE, PLACERVILLE, CALIFORNIA.**

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**PRESENT:** Denton, Mackay, McGuire, O'Halloran, Pope, Kirk, Forni, Davis, Mulligan  
**EXCUSED:** Avery, Owen  
**ABSENT:**  
**MANAGER:** Jody W. Gray  
**OTHERS:** Linnea Swenson & John Martella

**I. CALL TO ORDER:**

**RECORD VERIFICATION OF LEGAL MEETING NOTICE:**

Gray authenticated the verification.

**QUORUM REQUIREMENTS MET:**

Denton determined that the requirements for a quorum were met.

**II. APPROVE AGENDA:**

McGuire requested to add an "Executive Session" to the agenda to discuss "Land Acquisition," Mulligan moved that the agenda be approved with addition, Davis seconded; motion carried to approve.

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

McGuire moved and Mulligan seconded the minutes be approved; motion carried to approve.

**IV. PUBLIC FORUM:**

None.

**XI. CORRESPONDENCE:**

None.

**VI. OLD BUSINESS:**

**1. Approval of contracts entered into in February 2007.**

Postponed to the March meeting.

**2. Marshall Building Roof Project:**

Gray sent a letter to F & E requesting new loan, have not received information back regarding the request. Will postpone to the March meeting.

Revenue to pay for the loan will come from two rentals to the County, one would be to raise the Sheriff Training facility to \$1000 per month, the second one would be to begin charging rent of \$350 to General Services for the Carpenter Shop that the County was to use only until December 2001. Gray met with Deb Lane to discuss these rentals, she is to get back to Gray within two weeks of their meeting. Rent would change beginning July 1, 2007 to match their Budget year.

**3. Capital Improvements Report:**

Gray presented a list of capital improvements that the Maintenance Team put together; Roofs replaced on most buildings, Asphalt repair, Electrical Upgrades in Plaza, Concrete replacement around Marshall Building, Most buildings on fairgrounds painted, upgrade restrooms at racetrack parking and add concession stand, fencing around barns and red gate, concrete floors in barns A & B, epoxy flooring in kitchens and restrooms, Bobcat and attachments, Boom lift, and a service truck with utility bed.

The Board would like to pass on a big "thank you" to the staff for their hard work.

**NEW BUSINESS:**

None

**VIII. TREASURER'S REPORT - Approval of Expenditures of February 2007.**

Davis moved, McGuire seconded; Motion carried to approve.

Davis also wished to “Thank Marta Viola for helping him understand our AP and AR process.

## **IX. MANAGER’S REPORT:**

- **Explore El Dorado** – Valerie Zetner approached Gray with a request for the Fair to take the \$35,000 left from TOT funds given to Explore El Dorado to host a mini Harvest Fair or program to entice out of town guests to visit El Dorado County for an Agriculture experience. After a lot of discussion, the Board felt that the funding was not enough to host an event, let alone, market to out of towners. The Board asked Gray to go back to Zetner and ask for the funding to go to the County Fair to be used to promote Agriculture.
- **ADA Grant Request to F & E** – \$10,000 in ADA funding has been applied for with Department of Food & Ag, Division of F & E for use to help with signage and parking needs.
- **Fair Logo for Squeals & Wheels** – Gray passed around the art work/logo that will be used for fair this year. A local artist created the art with our ideas in mind. This same artist won a contest in 1996 creating the art for the fair then. The Mountain Democrat is going to run a feature story on this artist.

## **X. DIRECTORS’ REPORT:**

- **Mulligan:**

The logos on the fair van looked nice. Mulligan talked with Carol Martin from 4H asking her how to get the youth involved, she suggested attending the Livestock Advisory meeting and talking with Cindy Honn and Julie Gilham. Gray relayed that she attended the Livestock meeting in February. Mulligan suggested that we start a Jr. Fair Board. Mulligan asked if there were any press releases coming out in the newspaper this month. Gray responded that many releases and story ideas had been sent to the papers this month by publicist, Elisa Herrera.
- **O’Halloran:**

Pass
- **Pope:**

Pope suggested that when getting ready to paint buildings on the fairgrounds, that we should contact service clubs for their assistance as a project for them.
- **McGuire:**

Inquired as to how did Sharon’s appreciation dinner go for the Bingo helpers? Denton responded that it went a long way.
- **Mackay:**

Reported on the following outside funding that he has been working on, a \$25,000 grant was applied for March 1, a Revenue Generating Grant for \$80,000 was applied for last week, a grant for \$7,500 with El Dorado Community Foundation will be going out this week and the ADA grant request of \$10,000 was sent out this week. Mackay also stressed to fellow board members that there are sponsorship packages available that they could take to potential sponsors.
- **Forni:**

Reported that she and Mike Denton will be having a meeting with Supervisor Briggs and Baumann regarding the dates of Fair. She would like to know more of what he wishes to speak about so that she can have information from the fair before she meets with him. They have requested not to have fair staff at the meeting. The Board stressed to Forni and Denton that this would be a good time to get information out that the Fair Board sets policy, that the Manager manages the fair and fairgrounds, that the fair is not a county agency, nor does it get operating funds from the county.
- **Kirk:**

Pass
- **Davis:**

Pass
- **Denton:**

Announced that race promoter, John Padjean was selected as National Promoter of the Year. This was announced in Daytona this past month.

**Adjourn to Executive Session (Land Acquisition): 6:25 pm**

**Return from Executive Session at 6:33:**

No Action was taken

**ADJOURNMENT: Adjourned at 6:35**

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

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**MIKE DENTON, PRESIDENT**

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**JODY W. GRAY, CEO**