

MINUTES OF THE MEETING FOR
THE BOARD OF DIRECTORS
OF THE
EL DORADO COUNTY FAIR ASSOCIATION, INC
WEDNESDAY, SEPTEMBER 7, 2011 AT 10:00 AM
THE CITY OF SOUTH LAKE TAHOE OFFICES
1901 AIRPORT RD. SOUTH LAKE TAHOE, CA

PRESENT: Avery, Denton, Davis, Forni-Feathers, Owen, Kobervig, Arnold
EXCUSED: McGuire, O'Halloran, Knight
ABSENT:
MANAGER: Jody W. Gray
OTHERS:

- 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
Kobervig abstained; Owen moved that the agenda be approved, Arnold seconded; motion carried to approve.
- III. APPROVE MINUTES OF MAY 2011 REGULAR MEETING:
Kobervig abstained; Denton moved that the agenda be approved, Arnold seconded; motion carried to approve.
- IV. PUBLIC FORUM:
None
- V. CORRESPONDENCE – Review correspondence received during the previous month:
El Dorado Transit – Fair Shuttle Report showing record ridership; Camino School Parent Teacher Organization – thank you for the 4 general admission passes for their Spring House Silent Auction; David Kirby, Exhibit Designer & Coordinator, Debbie Hardesty, Curator, Karen Justycky, Curator, California State Fair – thank you for support of materials and time for the California's Golden Fairs exhibit; Nichole Cox – Thank you for sponsoring the Western High Point Buckle for the Fair Horse Show. Angela Nicholson, Donation Chair, Lake Forest Elementary School – thank you for donation to their 8th Annual Auction Fundraiser.
- VI. OLD BUSINESS
 - A. Approval of Contracts entered in May – August 2011.
Denton moved, Owen seconded; motion carried to approve.
 - B. Finance committee assigned for 2012 budget review.
President Avery appointed Mike Denton, Karen Forni-Feathers, Dee Kobervig and Kami Arnold to the Finance Committee. Approval not needed.
 - C. Photovoltaic System/PV Panel Purchase.
Gray stated there may be photovoltaic panels available for purchase which would be stored and used for replacement parts.
Kobervig moved the Association purchase up to 50 PV panels, Arnold seconded; motion carried to approve.
- VII. TREASURER'S REPORT
 - A. Approval of Expenditures for August 2011.
Davis moved that the agenda be approved, Owen seconded; motion carried to approve.

VIII. MANAGER'S REPORT

Sportsman's Expo:

Cabella's and 1st Five will not be sponsors this year.

Staff will be distributing post cards for discounted admission and information for Sportsman's.

Gray applied for a permit to put signs on the fence in downtown Placerville.

Marketing includes the banner across Main Street in Placerville, Angler West TV, Radio Stations, Money Mailer, ElDoradoGuide.com, the new Expo Facebook page and the Windfall tab.

Grant:

Gray applied for and received a Community Sponsorship Grant from Walmart.

IX. DIRECTOR'S REPORT

Owen:

Table to Executive Session

Davis:

Suggested working on a promotion with Thompson's similar to what was done for Fair.

Kobervig:

Attended the Komac Fair and the Filberg Festival in British Columbia. The Filberg tab included caricatures of their staff. Kobervig suggested using this idea for our fair tab for 2012.

Denton:

Pass

Davis:

Occupancy in South Lake Tahoe was up over Labor Day weekend. The City put on fireworks on Sunday evening. It was the best in years.

Arnold:

Is the carnival we use during Fair under contract? Gray responded the contract was renewed in 2010 for five years.

Gray reminded the Board WFA is January 8 – 11, 2010 in Anaheim and need to know for the budget who will attend.

X. 11:00 AM – Adjourn to Retreat to Annual Retreat with Staff

XI. 2:00 PM – Reconvene to Closed Session

XII. 3:00 PM – Adjourn.

Rod Avery, President

Date

Jody W. Gray, CEO

Date