

**MINUTES OF THE ANNUAL MEETING
OF THE
EL DORADO COUNTY FAIR ASSOCIATION
WEDNESDAY, JANUARY 13, 2016 AT 5:00 PM
THE BOARD ROOM ON THE EL DORADO COUNTY FAIRGROUNDS
100 PLACERVILLE DRIVE, PLACERVILLE, CA.**

ASSOCIATION MEMBERS PRESENT:

Kami Arnold, Geoff Bodie, Sam Bradley, Edgar Brown, Jim Carter, Maureen Carter, Tiffany Carter, Amy Cogburn, Pattie Crocker, Tom Davis, Mike Denton, Sharon Denton, Karen Feathers, Lynn Gomolutt, Lynn Gomolutt, Jody Gray, Fred Hunt, Maryann Hunt, Krissi Hunter, Chuck Impey, Kathy Jurgens, Dee Kobervig, Robert Kobervig, Dan Mainwaring, John Marino, Mick McGuire, Ann McMillan, Gary McMillan, Carlan Meyer, Susie Meyer, Mark Anthony Munoz, Karen Owen, Mike Owen, Scott Russell, Chris Whitaker, Charlie Wigglesworth, Greg Witherow, Kathy Witherow, Dianne Wright.

I. CALL TO ORDER:

Kobervig called the meeting to order.

QUORUM REQUIREMENTS MET:

Kobervig determined that the requirements for a quorum were met.

II. APPROVE AGENDA:

O'Halloran moved that the agenda be approved. Arnold seconded, motion carried to approve.

III. APPROVE MINUTES OF PREVIOUS MEETINGS:

Denton moved that the minutes be approved. Owen seconded, motion carried to approve.

IV. PRESIDENTS REPORT:

The fairgrounds continue to host more and more events every year. We are an event center as well as a Fairground. Because of the hard work of the staff and our communities support, promoters want to come and put on events in Placerville. Five years ago, the first Hangtown Halloween Music Festival was held on the Fairgrounds over a 4 day period. It was well attended by local and out of town attendees. As a result they have continued to rent grounds for 5 years now. This music festival created a stir in the industry and we have since added 4 more music festivals to our fall calendar.

A new event this year, the "Buckle Bonanza Horse Show" in July; had over 800 entries. It was so successful that we have to expand it to a two day show in 2016.

Our annual Family Blast event on July 4th was well attended, a 7% increase over 2014.

The annual November Crab Feed sold out this year with 350 attendees and once again, we did not run out of crab. The community was very generous again this year, donating numerous items for our silent auction.

Our covered arena has continued to increase in usage, with 85 equestrians using the arena to exercise their horses.

During the King Fire, the Yellow Gate next to Denny's was hit by a large truck. It was replaced this year with a decorative gate and sturdier structure. We also added a multi-color electronic marquee. We are very excited about this new avenue of advertisement for upcoming Fairground events only.

With safety issues in mind, we repaired many areas of our aging asphalt this year. We hope to continue repairing and replacing items that we see as safety issues as funds become available.

We finished the RV restrooms,(new showers and toilets) and a dumping station for our RV guest. We will continue in 2016, working on the new RV park area at Fair side, so that out of town visitors can find RV lodging in the city of Placerville with close proximity to local transportation.

We are very excited about our new race track promoter; Russell Motorsports owned by a local couple, Kami Arnold and Scott Russell. Both have been involved in racing for many years. Kami Arnold a past Board Member has an excellent working relationship with the fair staff. We are very excited by their enthusiasm for the race track and what fresh ideas they will bring to the EDC racing community.

Fair attendance continues to increase. Attendance was up by 10%, gate revenue by 12% and concessions by 16%. Our presence on social media has increased phenomenally. The Jr Livestock auction grossed \$322,258 which was a 10% increase over 2014, 261 animals were sold.

The 2015 El Dorado County Fair themed “Hog Days of Summer” was held Father’s Day Weekend , June, 18-21. Our Fair may be on the smaller side but it gives us the advantage over larger fairs to really connect and showcase all the wonderful people that make-up our community.

Kelsey Rees, for example: now 22, has been the Baked Goods Department Head since she was 15. Now a college graduate with a Biology degree is still a dedicated Fair Volunteer! We are so thankful for all our volunteers, 763 of them to be exact, as well as our event staff, carnival workers, board members, vendors, concessionaires and local community groups.. We could never do all this without their(your) support and dedication. It takes a community working together to put on a successful fair!

In the interest of showcasing our community, we had 1,049 livestock entries and 4,563 non-livestock entries. 20 Needle Arts projects, submitted by men, made up the “Man Cave” exhibit in the Fine Arts Department. It is never too late to enter the Fair. 91 year old William Nilsen proved that , by taking home a blue ribbon for his beautiful oil painting. On the other end of the age spectrum, four year old boys, Luke Disney and Drew Merlo won Best of Show for their jams, jellies and baked goods.

A special thanks to El Dorado Transit and the Air Quality Management District for the grant that allowed our FREE Shuttle buses to ferry 10,525 fairgoers from off-site locations to the front gate of Fair! With limited parking here on our Fairgrounds, we are very grateful for this opportunity.

The weather was perfect this year. Low 90’s, in the afternoons and cooling down in the evening to mid-60’s. Attendance was great with a 4 day total of over 56,000. Saturday was the busiest day of fair with 16,002 Sunday had the largest increase in attendance in comparison to last year. We attribute this increase partly to moving the Annual Wheelbarrow Races, now in its 71st year, back to Sunday night, as well as hosting the musical act ‘Legends of El Dorado’ on the main stage. This was the brain child of Scott Thomas of TEI North. These two events are the perfect example of how it takes a community to put on a successful fair. We look forward to hosting the 72nd annual Wheelbarrow races and bringing back performers with roots in El Dorado County back next year on Father’s Day!

Save the date for our 2016 Fair, Father’s day weekend, June 16-19.

V. MANAGERS REPORT:

2016 Fair –will be held June 16 – 19 “Cowboys & Carousels” Art work will be coming soon. The entry guide is already online. Concession and vendor applications have been mailed, we are starting to book entertainment. The Fair will be working with the Windfall again this year to produce the Fair Guide. We will also continue promoting online with Google, & all of the Social Media, direct mail marketing, posters and signs around the county, Mountain Democrat newspapers, ED Hills & Folsom Telegraph, and radio

We hope to again be working with the Windfall with our Commercial Wine Competition. They were the title sponsor last year and created a separate wine tab following the competition and helped market the wines and the competition, especially in El Dorado, Amador & Lodi areas.

Cowboys & Cornbread:

We again partnered with the El Dorado County Chamber of Commerce. Events included: A harmonica contest, cowboy poetry, a chili and salsa contest, a kids corral, a Cornbread Contest, Brew Fest, Mutton Bustin, Pee Wee rodeo (stick horse barrel racing & hay bucking for kids), a horse show, music and Virginia reel classes. We each shared in expenses: They promoted, and advertised, we advertised with outdoor signs, we provided the venue, extra help staffing and garbage costs. We absorbed our own permanent staff costs and kept the revenues from the events that we produced, as well as incurred the expenses of those events. We split the

gate/parking/concessions and bar. We are hoping to grow the event next year and make it an El Dorado County event to be proud of. The date for this event will be Sunday, July 17.

9th Annual Crab Feed & Chowder Gala:

With the scare of the California toxic crab, we were concerned for our event. We have always gotten our crab from Washington, we checked with the health Department and our supplier to ensure safety. We promoted through Facebook and our web site the origination and safety of our crab. We sold out again, with 350 attendees. We had a very successful night with record numbers of local donations for our silent auction.

Gold Week 2016:

Many of you have heard of the International Gold Panning Championships that will be coming to The Fairgrounds in September. We are planning, with the Gold Week Committee, events here at the fairgrounds starting Sunday September 11 with MORE's Chili Cook-off and car show. There will be other events scheduled throughout the week, with the panning starting on Wednesday. There will be kids and senior days with demonstrations and exhibits on display, there will be the gem and mineral show 3 days of the event, wine and beer tasting, a grape stomp, music nightly, old Coloma theater will have mellow drama type plays on stage, the Chamber will have a booth selling day trips within the county, The downtown Marshalls will be here and local vendors and concessionaires.

Gray thanked our partners with businesses, organizations and residents of El Dorado County.

VI. ELECTION OF BOARD MEMBERS.

Kobervig stated that current director McGuire is up for reelection and there are 2 empty positions. She then told the Association what some of the directors responsibilities are and reviewed the policies:

- Sitting Board members shall not bid on a Request for Proposals (RFP) for contracts with the Fair Association.
- For the benefit of diversity, not more than two board member's may belong to any private or non-profit organization or club that holds a contract with the Fair Association. This maintains the Boards transparency and avoids potential favoritism.

Kobervig asked if any Association members would like to nominate for the open positions. Mick McGuire was nominated by Mike Owen with Tiffany Carter seconding, Fred Hunt was nominated by Carlan Meyers with Dee Kobervig seconding, Kathy Witherow was nominated by Kathy Jurgens with Ann McMillan seconding and Charlie Wigglesworth was nominated by Dan Mainwaring with Tom Davis seconding. All accepted the nomination to run for the vacant positions on the Board; motion carried to be approved.

Mick McGuire, Fred Hunt and Kathy Witherow won the three open seats.

VIII. ADJOURN

Meeting adjourned at 5:40 pm

CERTIFIED TO BE A TRUE AND CORRECT COPY.

Dee Kobervig, President

Date

Jody W. Gray, CEO

Date