

**MINUTES OF THE ANNUAL MEETING
OF THE
EL DORADO COUNTY FAIR ASSOCIATION
WEDNESDAY, JANUARY 11, 2017 AT 5:00 PM
THE BOARD ROOM ON THE EL DORADO COUNTY FAIRGROUNDS
100 PLACERVILLE DRIVE, PLACERVILLE, CA.**

ASSOCIATION MEMBERS PRESENT:

Sam Bradley, Tiffany Carter, Mike Denton, Karen Feathers, Jody Gray, Fred Hunt, Dee Kobervig, John Marino, Mick McGuire, Ann McMillan, Mike Owen, Chris Whitaker, Kathy Witherow.

I. CALL TO ORDER:

In the absence of Davis, Kobervig called the meeting to order.

QUORUM REQUIREMENTS MET:

Kobervig determined that the requirements for a quorum were met.

II. APPROVE AGENDA:

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

III. APPROVE MINUTES OF PREVIOUS MEETINGS:

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

IV. PRESIDENTS REPORT (Presented by Jody Gray, CEO):

The fairgrounds continue to host more and more events every year. We are an event center as well as a Fairground. We continue to upgrade and/or take care of our aging buildings and grounds. In 2016, we went in to contract with a new race track promoter. It has been a great relationship with both of us working together to give the area a facelift. The Blue Gate (near Raley's) is in dire straits, we are concerned with the safety of the overhead structure and some of the posts with dry rot and stability as they have been hit many times. The overhead structure and any unnecessary posts will be taken down this week and the gates will stay intact. Getting the structure safe is first and foremost. What to do for the future will be designed later and built as funds are available.

Green Gate Ticket House (the Rock building on Placerville Drive) is in need of being replaced. The building is too old to bring to code and the walls are deteriorated inside the stucco. We have plans that were created by Anova Architectural Firm in the past to replace the entire front; however, we will modify their ideas to fit within a budget that we can handle.

Our annual Family Blast event on July 4th was well attended; however, there was a \$665, a 2.7% decrease in gate sales over 2015.

Cowboys & Cornbread, a July event co-hosted with The El Dorado County Chamber of Commerce, was a nice event, however, too small to continue. A lot of resources are put in to it with a barely break-even point, not counting staff hours. Both entities felt that it was not an event that we should continue.

A new event this year, "Buckles and BBQ" in August will take on some of the Cowboys & Cornbread events, such as the Mutton Bustin' and Pee Wee Rodeo, which is a crowd pleaser. We will move the Buckles and BBQ to July and the sister event in Amador County will be held in September. The event has a horse show, music, vendors and BBQ trucks.

The annual November Crab Feed sold out this year with 425 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 and raffle. Our covered arena has continued to increase in usage, with 22 daily riders and 92 monthly/annual riders using the arena to exercise their horses, a 34% increase.

With Gold Week and many new visitors to the community in mind, we repaired the asphalt in front of Green Gate with the help of the County & the City of Placerville this year trying to enhance the first impressions of our facility. Board member Whitaker also took over an abandoned adopt a spot area, Board Member Kobervig spruced up the median in the roadway, these items also helped spruce up the front. We had 51 RV's and 15 tent campers for the week in September, bringing in many people from all around the world.

The 2016 El Dorado County Fair themed "Cowboys & Carousels" was held Father's Day Weekend, June, 16-19.

Fair attendance continues to increase. Every day broke records over 10 years old. Attendance was up over 2015 by 7% and concessions by 10%. Carnival increased by 20.6%, Capital Bar increased 36.7 % in sales. The Fair Shuttle had record ridership with 12,100 riders taking advantage of the free shuttle to and from the fairgrounds. The weather was incredible, 74 degrees on Thursday – Saturday and 86 on Sunday. Our presence on social media has increased phenomenally. At the Jr Livestock auction, 239 animals sold, a decrease of 8.4% animals were sold, however the sale brought in \$342,707, which is an increase of 6.3% in sales.

Our promotions continue to be a success: over 35,000 hits on our website in June alone, and over the three months leading to fair, we had 33,000 NEW visitors.

In June our visitors looked like this:

64% female

36% male

19% 20-24 year olds

22% 25-34 year olds

24% 35 – 45 year olds

16% 46 – 54 year olds

13% 55-64 year olds

6% 65 and older

61% more from El Dorado Hills, El Dorado Hills being our #2 city on our website.

12,239 searched us on their iphones and 5,462 on their Samsung phones.

Facebook has 8,602 fans with 219,887 people seeing our posts, 26,597 interacted with us or shared our posts.

Pinterest has 210 followers and average daily impressions of 515.

1,711 people used Google maps to get here, of those 463 came from Sacramento County.

1260 people used coupons to get a discount at the gate for admissions.

Save the date for our 2017 Fair, Father's day weekend, June 15-18.

V. MANAGERS REPORT:

2017 Fair –will be held June 15 – 18 "Ribbons and Rides" Art work 1st draft is here. The entry guide is already online. Concession and vendor applications have been mailed, ribbons are in, judges are hired and 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, Auburn Journal & Folsom Telegraph, as well as radio.

Some other exciting events to mark your calendars for:

MORE Art & Wine January 21

Search & Rescue Crab Feed January 28

Chocolate Affair – February 11

Air Gun Show March 25 - 26

3rd annual WORLD of OUTLAWS race on Wednesday, March 28.

EDC Home Show April 29-30

May 4, Women's Fund Celebration

May 6, Kids Expo

May 19, the El Dorado County Commercial Wine Competition awards reception.

May 26 – 29 Hangtown Kennel Dog Show

We will of course have the 4th of July Family Blast on Tuesday, July 4th in conjunction with the races.

July 23 Buckles and BBQ

Sept 2 – 3 Dry Diggins Music Festival

Sept 16 MORE's Car Show & Chili Cook – Off

Oct 5, Women's Fund Membership Celebration

Oct 21 – 22 Gem & Mineral Show

Oct 26 – 29 – Hangtown Music Festival

Oct 31 – Harvest Night

10th Annual Crab Feed & Chowder Gala will be held November 11, this past year we sold out at 425, we may go to 450 or 475, however, we do not want to increase too much more, as we want to keep it less crowded than some.

VI. Association Members Reports:

None

VIII. ADJOURN

Meeting adjourned at 5:25 pm

CERTIFIED TO BE A TRUE AND CORRECT COPY.

Tiffany Carter, Vice-President

Date

Jody W. Gray, CEO

Date