

MINUTES OF THE REGULAR MEETING FOR  
THE BOARD OF DIRECTORS  
OF THE  
EL DORADO COUNTY FAIR ASSOCIATION, INC  
WEDNESDAY, FEBRUARY 1, 2017, 5:30 PM AT  
THE BOARD ROOM ON THE EL DORADO COUNTY FAIRGROUNDS  
100 PLACERVILLE DRIVE, PLACERVILLE, CA.

---

PRESENT: Carter, Denton, Owen, McGuire, Kobervig, Davis, Forni-Feathers, Bradley, Hunt,  
Witherow

EXCUSED: Whitaker

ABSENT:

MANAGER: Jody W. Gray

OTHERS: John Marino, Marta Viola, Kathy Jurgens, Ann McMillan

I. CALL TO ORDER:

PLEGE OF ALLEGIANCE LED BY BRADLEY:

RECORD VERIFICATION OF LEGAL MEETING NOTICE:

Gray authenticated the verification.

QUORUM REQUIREMENTS MET:

Carter determined that the requirements for a quorum were met.

II. APPROVE AGENDA

Witherow moved that the agenda be approved; Bradley seconded; motion carried to approve.

III. APPROVE MINUTES OF JANUARY 2017 ANNUAL AND REGULAR MEETINGS:

Owen moved that both the annual and regular minutes be approved with changes, Bradley seconded; motion carried to approve.

IV. PUBLIC FORUM - None

V. CORRESPONDENCE – Gray acknowledged Horse Show participants and Bayside Church sent thank-you notes.

VI. OLD BUSINESS

A. Approval of Contracts entered in January 2017.

Davis moved, Forni-Feathers seconded; motion carried to approve.

B. Nominating Committee to recommend Executive committee positions for Vice President and Treasurer.

The Nominating Committee recommended Mike Denton for Vice President and Chris Whitaker for Treasurer. Bradley moved, Davis seconded; motion carried to approve.

VII. NEW BUSINESS

A. Approve new 2017 Association Members – None

B. Delegate Annual Authority for CEO to execute agreements up to \$ 25,000, checks up to \$ 3,500 and all payroll, utility checks and F&E loan payments.

Davis moved, Denton seconded; motion carried to approve.

C. WFA reports & award results:

**Reports:**

Gray asked the Board to share their thoughts on the convention.

**McGuire:** Stated he was disappointed with the entertainment and found attendance was not what he expected. He thought the trade show was good quality.

**Davis:** Thought keynote speaker – Jim Knight from Hard Rock was wonderful.

**Carter:** Attended and enjoyed the financial statement seminar. She also attended Animals at Fairs which dealt with animal rights activists during fair.

**Bradley:** Enjoyed the convention very much. Learned a lot especially on the financial side.

**Hunt:** Attended Board Manners Meeting and came away with how to act at a board meeting.

**Carter:** Was impressed that the entire staff attended WFA, except for McMillan who stayed to hold down the fort.

**Award:**

Gray announced 11 awards given to El Dorado County Fair at convention:

El Dorado County Fair was honored at the Western Fairs Association's Convention & Trade Show where over 125 fairs from throughout the Western United States attend to gather new ideas, attend seminars and participate in the annual Achievement Awards.

WFA's Achievement Awards recognize the best efforts that fairs put forth for their communities. This year, El Dorado County Fair received 11 Achievement Awards recognizing everything from the Fair's radio advertisements to guest services protocol.

At the Achievement awards ceremony, El Dorado County Fair collected a total of five first place, three second place and three third place awards.

**First-Place Awards:**

- Radio Advertisement
- "Post It" coupon advertising piece
- Social Media Campaign on Facebook
- New Innovative Use of Technology using texting in our "Code Adam" program. Code Adam is the fair's program for readily reuniting lost parents with their children during fair.
- Guest Services for our informational brochure educating our staff and guests.

**Second-Place Awards:**

- Give it your Best Shot—an adorable photograph of a brave Fairtime Mutton Buster
- Fair Advertising poster
- Fairtime innovative marketing strategy – Focusing on our Hispanic community

**Third-Place Awards:**

- Fairtime website
  - Interim event rentals marketing – the Fair's rental brochure and website
  - Fair Program—handed to all fairgoers and available around the county a week before the Fair.
- Jody stated she is excited to see how our team does each year with the Western Fairs Association Achievement Awards. Our awards reflect our innovative and excellent marketing strategies.

VIII. TREASURER'S REPORT

A. Approval of Expenditures for January 2017.

In the absence of Whitaker, Gray gave the report. She reminded the Board of the change from Compu-share to Quick Books and noted that reports from Quick Books were a work in progress. Owen suggested a review of three months of Quick Books run parallel with Compu-share. It was agreed that Whitaker, Owen, Viola and Gray participate on the review. Denton moved that the Expenditures for January 2017 be approved, Davis seconded; motion carried to approve.

IX. MANAGER'S REPORT

Woman's Fund grant application is due on February 17<sup>th</sup>.

Cal-Fest Awards, was held after WFA, presented us to two first place awards. One is for the wine competition tab, which came out in the Windfall, and the second for Give it your Best Shot—an adorable photograph of a brave Fairtime Mutton Buster.

The 2015 Financial Review report should be sent very soon.

X. DIRECTOR'S REPORT

**Forni-Feathers:**

Pass

**Kobervig:**

Pass

**Witherow:**

Pass

**Bradley:**

Thank you for the opportunity to attend WFA.

**Hunt:**

Pass

**McGuire:**

Was impressed with the Fair’s newsletter which he recently received.

**Owen:**

Is glad Marta is back.

**Denton:**

It would be a good idea to add to each agenda under public forum “Persons requesting to be heard before the Board may be given a three minute time limit to make their comments regarding a topic”. He then asked Gray to send out a press release on the Economic Study. Denton then commented that the Barrett/Jackson Auction held in Scottsdale Arizona had sales which were up on a sliding scale with busier days having the highest sales. Their tickets at the gate were on a sliding scale with the busiest days having the highest ticket prices. Is this something we should do at Fair?

**Davis:**

We are having a huge winter with Lake Tahoe being up 3’ and having 6’ of snow at the house.

**Carter:**

Carter gave the board members a short questionnaire to fill out to help direct board focus and goals for the year.

**XI. Adjourn 6:40 PM.**

\_\_\_\_\_  
Tiffany Carter, President

\_\_\_\_\_  
Date

\_\_\_\_\_  
Jody W. Gray, CEO

\_\_\_\_\_  
Date