

**MINUTES OF THE ANNUAL MEETING  
OF THE  
EL DORADO COUNTY FAIR ASSOCIATION  
WEDNESDAY, JANUARY 9, 2019 AT 5:00 PM  
THE BOARD ROOM ON THE EL DORADO COUNTY FAIRGROUNDS  
100 PLACERVILLE DRIVE, PLACERVILLE, CA.**

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**ASSOCIATION MEMBERS PRESENT:**

Tiffany Carter, Karen Feathers, Jody Gray, Fred Hunt, Dee Kobervig, Sam Bradley, Mick McGuire, Chris Whitaker, Kathy Witherow, Joy Knight, John Marino, Kathy Jurgens, Kami Arnold, Scott Russell, Mary Ann Harper, Ann McMillan.

**I. CALL TO ORDER:**

Carter called the meeting to order.

**QUORUM REQUIREMENTS MET:**

Carter determined that the requirements for a quorum were met.

**II. APPROVE AGENDA:**

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

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

Kobervig moved that the minutes be approved. Bradley seconded, motion carried to approve.

**IV. PRESIDENTS REPORT:**

2018 Fair was a great success, amazing weather, 81 degrees each day, record numbers with 62,550, which was up 15% from the year before, we had the best attended Sunday in the 17 years that we have record of with 13,749, the average has been 11,000.

Our website analytics show that 60% of our visitors are female, 40% male. Our largest age groups are 25-34 and 35-44, both coming in at 23%

Sacramento visited our site the most, with El Dorado Hills coming in second. We had 88,370-page views in the month of June alone.

The auction was a record breaker as well, with sales of \$440,743, up 27% and we sold the first Heritage Foundation Hog for \$15,945. It helped that our first Hog was also a Reserve Champion Hog. Thank you, Jared Darrah.

The Heritage Foundation continues to grow, it is a great program that will begin to take on its own life in the future. This year I hope to add a Heritage Foundation lunch during the auction for members.

Johnny's Gatehouse is coming along, all volunteer projects and ADA compliance issues take time. We have an architect that is drawing the plans for us, once we get final approval from the committee, we will be that much closer to breaking ground.

The Capital Bar/Tiki Bar revenue during Fair was \$46,000 in our 11<sup>th</sup> year, the first year, 2008 revenue was \$12,700. We have grown a lot.

The carnival had a record year as well, it was the first year any carnival has exceeded their guarantee and had to pay us \$600 over their guarantee.

Concessions were also up 18%

We had a new attraction, the Jeepers Jamboree Rubicon Challenge on Sunday of Fair, it was a great success and will be back this year.

Our Family Blast was another successful day, the weather was perfect, in the 80's. We raised over \$28,000 dollars, our highest earning Blast ever, second highest was last year at \$25,000.

We had great weather for our next event also, Buckles and BBQ. We added a backyard BBQ contest to the horse show, Mutton Bustin' and swap meet. This event is not very prosperous and is back to back to back with Fair and Blast. We are going to keep the horse show portion and drop the rest in the future.

The 13<sup>th</sup> annual crab feed sold out again, we sold 529 tickets. Our profit from this event was almost \$24,000. This event is supported by so many businesses, not just in our community, we get donations from all over California. We were told that our home-made Clam Chowder was the best that many had tasted. It was the hit of the dinner. Great job Kathy Jurgens.

Our 2<sup>nd</sup> annual winter swap meet is scheduled for this Saturday. We have been sold out for over a week and expect a great turn out.

We continue to have 8 horse shows per year on Sundays in addition to Buckles and BBQ.

We also had 159 riders who purchase passes to ride in the arena in 2018.

We are re-addressing the cannabis event policy and have created a committee to study what other fairgrounds are doing compiling rules and guidelines that they are using.

We received a grant to replace our well pumps and reconnect the wells so that we can get well water for the water tower and irrigation. The cost was \$192,000, it was completed the last week of 2018. We anticipate saving public water fees, we will see how the power and water outweigh each other. Either way, it is best for the environment.

A huge undertaking by our community held here at the fairgrounds was the fundraiser for the Camp Fire victims where over \$100,000 was raised.

## **V. MANAGERS REPORT:**

In 2019 we are looking forward to:

The fairgrounds continuing to be very busy outside of fair. We start this year off with a swap meet for the community and three Nonprofits having their fundraisers Boys & Girls Club Heroes Night, MORE's Art & Wine event, Search & Rescue Crab Feed in January alone.

There are so many events at the Fairgrounds that benefit our community:

Soroptimists Chocolate Affair

New Mornings Battle of the Badges Chili Cook Off

Big Bros & Sisters Crab & Country

El Dorado Chambers Bus Expo

Westside Church Easter Service

Women's Fund has two events here

Choices for Children Kids Expo

Stand up for MORE Comedy

Ag in the Classroom Farm Day

MORE Chili Cookoff and Car Show

El Dorado Peace and Justice Community Empty Bowls

EDCOE Cross Country Finals

Other events that showcase our communities' interests:

Placerville Speedway

Friends of NRA

Buck Stop Gun Shows

EQUUSfest New Celebration of all things Horses

Pacific Airgun Expo

Ducks Unlimited

Western States Farriers  
On Stage Productions Dance Recital  
Placerville Annime Comic Con  
Kennel Clubs (3 different dog shows)  
Gem & Mineral Show  
Food Truck Event  
Ponderosa High School 1999 20-year class Reunion  
The Circus  
Drive thru Flu Clinic  
Several Weddings and private events.  
Military Vehicle Preservation tour stop  
Mt Democrat Readers' Choice Awards  
And of course, the two large Music Festivals

Besides these events and the events that we put on, Fair, Blast, Beer & Wine Competitions, Buckles & BBQ, Crab Feed, Horse shows, open ride, we have construction going on constantly.

Currently, we have cleaned out the creek by Barns A & B, added rock and are replacing the chain link fence that eroded into the creek because of run off.

We have fixed 3 sink holes and an abandoned septic tank this past year and hope to avoid more.

We built up the Tiki Bar and would like to do something similar to the Capital Bar.

We received a Grant to give the Beer Tree a face lift.

We have been stripping & painting the buildings and doors around the fairgrounds for protection and aesthetics.

We had to fix fences and areas that are damaged from patrons.

This doesn't include the daily maintenance to the buildings, the preventative maintenance on the acres and acres of lawn, landscaping and sprinkler systems that we have to maintain.

In the office, we have been working on fair for the last few months, updating all rules and forms for entries, vendors, concessionaires, hiring judges, staff, vetting out and hiring entertainers, ordering ribbons and awards, adding art work and updating tickets and terminals, closing out 2018, refreshing with 2019.

The list for the entire staff continues to grow and things get done. I am very proud of the people that I work with, staff and Board members, we are group of people with a lot of heart.

## **VI. Association Members Reports:**

Kami Arnold reported that the Placerville Speedway's 2019 Schedule has been finalized with 27 races planned. The race scheduled for November 19- 20, USCA National Tour, will be similar to the World of Outlaws race. The tour goes from Arizona to Placerville to Turkey Night in Ventura. There may be 100 cars divided between classes. The start time will be earlier because of the time of year. McGuire inquired about the estimated attendance. Scott Russell answered between 800 – 1200 in attendance. Kami Arnold asked about the \$ 1.00 increase in the Fair's parking fees.

Kobervig said in has been a pleasure working with the Board and Staff.

McGuire updated the hierarchy of fair history with the State and CFFA history.

**VIII. ADJOURN**

Meeting adjourned at 5:40 pm

CERTIFIED TO BE A TRUE AND CORRECT COPY.

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

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Date

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Jody W. Gray, CEO

\_\_\_\_\_  
Date