

MINUTES OF THE ANNUAL MEETING
OF THE
EL DORADO COUNTY FAIR ASSOCIATION
Wednesday, January 8, 2020 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, Maureen Carter, Jim Carter, Mike Denton, Karen Feathers, Jody Gray, Mary Ann Harper, Fred Hunt, Kathy Jurgens, Dee Kobervig, Tom Lemos, Mick McGuire, Ann McMillan, Brian Veerkamp, Heather Watson, Chris Whitaker, Kathy Witherow, Greg Witherow

I. CALL TO ORDER:

Whitaker called the meeting to order.

PLEGE OF ALLEGIANCE

Led by Hunt.

II. APPROVE MINUTES OF PREVIOUS MEETING:

Carter moved that the minutes be approved. Bradley seconded; motion carried to approve.

IV. PRESIDENTS REPORT:

2019 was a very busy and successful year:

The year began with a lot of excess water running through the Fairgrounds, as well as underground pipes collapsing. There has been a great deal of research to find out where its coming from, why the increase, what we should do about it and how. The City, County and Water Agency are working on it. We did have to replace 320 feet of cyclone fencing and posts because of the erosion the water caused. We also had to repair a sink hole in the race track. It is still a work in progress.

Along with the Veterans, we received a grant that assisted with the cost to upgrade the Beer Tree Booth, which benefits the American Legion Beer sales during Fair. This made the building larger and easier to move around in. We also added a hand washing sink with hot water. Concrete was poured around the outside of the building to make it easier to walk and the building was resided as it was suffering from dry rot.

2019 was also been a great year for relationship building:

- The Grand Jury researched the County and Fair Association relationship and this has inspired new relationships between us. We have started the 2 x 2 meetings, made up of the President of the Board, Fair CEO, County CAO and a Board of Supervisor, as well as an Ad-Hoc committee made up of 2 County Board of Supervisors, 2 Fair Board members, County CAO and Fair CEO. These meetings have been beneficial for increased communication and idea sharing.
- The Fair Board President and CEO also began meeting with the Race Track Promoters on a monthly basis in order to keep communication and that relationship more open.

We had a Record breaking Fair last year:

- Attendance was a record of 67,775 8.5% over 2018
- Parking was up 21%
- Concessions up 7.5%

- Vendors up 5.7%
- Jr Livestock Auction record year at \$538,854, up 22.3% over 2018.
- Carnival record year of \$317,871, increase by 8.4% over 2018.
- The Heritage Hog sold for \$18,300, increase of 33.6% over the first year.

The weather was perfect, 81-84 degrees during the day, the Wheel barrow Races celebrated their 75th year running, Our Board President got married at the Fair following the VIP night party.

4th of July Blast was another record breaker, weather was perfect and attendance broke records, 11.3% in attendance, 33% increase in revenue.

Crab Feed broke records, increasing our capacity to 571, up 8% over 2018. And the Bar was up 30%.

Our long time Maintenance Supervisor, John Marino retired in August. We hired a local contractor to replace him, Eric Freiburg, who started September 30. It has been a smooth transition with many new projects in store for that Department.

The County approved 3 projects for the fairgrounds from TOT money:

- 1- Tear down a quarantined dilapidated building at Fair side, one of the old college classroom buildings.
- 2- Create an RV park at Fair Side, utilizing the space where the building was and also the power from that building.
- 3- Replace the light poles at the Racetrack and the pit parking.

Our schedule continues to be busy, especially with adding events to our calendar.

We are looking forward to another great year and hope the weather continues to cooperate.

V. MANAGERS REPORT:

2020 will be a busy year:

We are currently updating most of restrooms on the fairgrounds with new counters, sinks, faucets, toilet seats and mirrors.

We are expanding the maintenance shop office.

The Heritage Foundation has two projects that should be completed this year:

- We are moving forward with replacing the Johnny Gatehouse, just waiting on plans and approvals.
- We are fundraising to build a beef wash rack and rebuild the swine wash rack for the Junior Livestock program. The fundraiser is a lasagna dinner, here at the fairgrounds, as well as a drive through pick up on Friday, February 7.

We are offering an email link for exhibitors to invite their friends and family to purchase tickets through that link and \$1 for every ticket will go to the wash racks project.

We have volunteers to help with the projects.

We have taken down one old building at Fair Side making room for an RV Park, we will be adding a new entrance to the RV park, adding power, water, gazebo and landscaping to make it a nice park and more room for RV's. Planning the layout is next.

We are turning the old apartment trailer in to a vacation rental in addition to the RV park, this will also be very beneficial at fair time to eliminate the need to rent trailers.

We are replacing the light posts at the Racetrack and pit area. Supervisor Veerkamp mentioned trying to get a grant for lights also. They are working on getting lights for the skatepark so he thought he could combine those, possibly?

We have been cleaning out many storage areas that have accumulated junk. We are trying to get the fairgrounds back, storage all cleared out by getting rid of things that we have not used in years and will not. We are having a swap meet this Saturday and will be selling items that are worth selling. The Swap Meet is sold out so there should be a lot of treasures to look through.

We are revamping our wine competition to encourage more El Dorado County wineries to compete, by offering a very low price for ED County wines to be entered. Also, a few other ideas that have not come to fruition yet. Stay tuned.

The Fair will be June 18 – 21 this year, always on Father’s Day weekend, which falls a bit later this year, hopefully our great weather will hold out through the 21st.

Our Theme is Stars and Stirrups, so get your thinking caps on for great decorating ideas.

We are moving our ticketing to working with Etix. We are anticipating significant savings on staff time.

The El Dorado County Home Show is coming back this year, we have a great promoter that is excited about this event in April.

The Race Track promoter is gearing up for a big season. It is looking like there may be 29 race dates if they get the November three day race in. Of course, the early Spring races are always threatened with rain. We should all pray for perfect weather.

Both Music Festivals are coming back in the Fall. These bring a lot of people to our community and are talked about for months after.

And of course, there are many other annual events and fundraisers here at our beautiful fairgrounds.

VI. Association Members Reports:

Mary Ann Harper commented on the exceptionally clean restrooms, even when large events are on grounds.

VII. Elections of Board Members (3 positions open for re-election):

Whitaker asked if any Association members would like to nominate for the open positions. Kobervig nominated the three incumbents, McGuire, Hunt and Witherow; Denton seconded. All accepted the nomination to run for the positions on the Board; motion carried to be approved.

Mary Ann Harper moved that since there were no nominations from the floor, McGuire, Hunt and Witherow would be re-elected to their seats; Kobervig seconded. Motion carried to be approved.

VIII. Proposal to Adopt Revised By-Laws:

Denton moved that the minutes be approved. Davis seconded; motion carried to approve.

IX. ADJOURN

Meeting adjourned at 5:35 pm

CERTIFIED TO BE A TRUE AND CORRECT COPY.

Chris Whitaker, President

Date

Jody W. Gray, CEO

Date