

**MINUTES OF THE REGULAR MEETING FOR
THE BOARD OF DIRECTORS
OF THE
EL DORADO COUNTY FAIR ASSOCIATION, INC
WEDNESDAY, FEBRUARY 7, 2018, 5:30 PM AT
THE BOARD ROOM ON THE EL DORADO COUNTY FAIRGROUNDS
100 PLACERVILLE DRIVE, PLACERVILLE, CA.**

PRESENT: Carter, Whitaker, Denton, McGuire, Kobervig, Forni-Feathers, Witherow, Knight
EXCUSED: Hunt, Davis
ABSENT: Bradley
MANAGER: Jody W. Gray
OTHERS: Brian Veerkamp, Kathy Jurgens, Ann McMillan

I. CALL TO ORDER:

PLEGE OF ALLEGIANCE LED BY Denton.

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; Denton seconded; motion carried to approve.

III. APPROVE MINUTES OF JANUARY 2018 ANNUAL AND REGULAR MEETINGS:

McGuire moved that both the annual and regular minutes be approved with the Annual Meeting be approved again in 2019 at the next annual meeting, Davis seconded; motion carried to approve.

IV. PUBLIC FORUM

Kathy Jurgens stated that since fairgoers have asked that more fair vendors be from local businesses she would like help reaching out to them. She passed out cards with information on Fair attendance, her contact number and email, Fair dates and booth fees for the Board to share with local businesses. She added that the Pleasant Valley concession stand vacancy had not yet been filled.

V. CORRESPONDENCE

Gray said she had received a letter from PG&E saying, that due to the wild fires, charitable giving may not be an option for this year.

VI. OLD BUSINESS

A. Approval of Contracts entered in January 2018.

Denton moved, Kobervig seconded; motion carried to approve.

VII. NEW BUSINESS

A. Approve new 2018 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, McGuire seconded; motion carried to approve.

C. Interim Pricing, Rules and Fee Update:

Gray shared the new Interim Pricing that staff recommended and the discontinuing of concession fees at interim events. The slight increase in rates was to offset the revenue which would be lost. Gray continued saying concession fees were highest from music festivals. This prompted much discussion within the Board and also staff.

D. Armory Future

The Board along with Veerkamp discussed the future of the Armory including the possible sale, who the sale would be offered to (schools, government, Fairgrounds, etc) and CSA's view on deed problems for armories located on fairgrounds. McGuire stated that his understanding was once the armory was closed it would revert back to the Fairgrounds.

VIII. TREASURER'S REPORT

A. Approval of Expenditures for January 2018.

Davis moved that the Expenditures for January 2018 be approved, Knight seconded; motion carried to approve.

IX. MANAGER'S REPORT

Gray told the Board that she and Jurgens were working on the STOP.

Gray reviewed "Animals at Fairs: Protecting Our Fairs from Extremism" which McGuire received at a WFA workshop and then emailed. It outlined how to be prepared for extremism pre-fair and during fair. It also noted things which should be kept in mind such as free speech areas, onsite inspections and legislation and ended with websites on the issue.

She then went over ticket give away promotions for El Dorado Hills Chamber, Farm Day and Opening Day of Baseball.

Gray continued with talking about Sunday of Fair events saying highlights will be Jeepers Jamboree Rock Crawl, El Dorado Legends and Vintage Tractors. Saturday will be the John Studebaker Wheelbarrow Races at 7:00 pm. Veerkamp stated he has arranged for the vintage tractor display and the Jeepers Jamboree rock crawl.

Another idea mentioned by Gray is a promotion for a guest judge at the Open Wine Competition. In order to be considered the person would have to be a Heritage Foundation member.

X. DIRECTOR'S REPORT

Witherow:

Pass

Forni –Feathers:

Pass

Whitaker:

The El Dorado County Mineral and Gem Society is looking for a store front to house El Dorado Gold and would like to have direct access to the Museum. He mentioned the Floriculture Building which was suggested to them as an option.

Denton:

Met with Russell Motor Sports, Gray and Carter. It was an excellent meeting which will lead to better communications. The Barrett/Jackson Auction held in Scottsdale Arizona had sales which were up again. This year's prediction is that because of their increase, the Junior Livestock Auction will also be up.

McGuire:

Suggested adding "smoke free fun place" on the bottom of the newsletter.

Kobervig:

EID is being sued therefore she is concerned if the lawsuit is successful Ag water rates will drastically increase, which would kill agriculture.

Knight:

Requested to use the Board Room refrigerator to store deserts for the NRA dinner. She then asked to be an administrator on the Fair's Facebook page. Gray explained the Fair had at least two administrators and therefore did not need another one.

Carter:

Asked McGuire, Kobervig and Forni-Feathers if they could get together after the meeting to talk about the Heritage Foundation.

XI. Adjourn 6:45 PM.

Tiffany Carter, President

Date

Jody W. Gray, CEO

Date