

**PLACER COUNTY FAIR ASSOCIATION  
800 ALL AMERICA CITY BOULEVARD  
ROSEVILLE, CA 95678**

**MINUTES**

**Board of Directors Meeting**

**February 17, 2004**

**7:00 p.m.**

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**Members Present:** Bickford, Cooper, Fancher, Gray, Henry, Kennedy, Lucich, Pierce, Vineyard

Others Present: CEO Bill Dale, AGM Carlene Moore

**I. CALL TO ORDER**

AGM Moore verified the legal meeting notice requirements were met. Following the roll call, President Fancher determined that there was a quorum and the meeting was called to order at 7:00 p.m.

**II. INTRODUCTIONS**

No members of the public were present.

**III. ACTION ON BOARD MEMBERS ABSENT AT THE LAST MEETING**

Director Lunsford was excused for being out of town.

**IV. CONSENT AGENDA**

Director Gray moved, Director Henry seconded, and motion carried to add Closed Session, following item XII, per Government Code Section 54957.

Director Gray noted that in the last paragraph of the January minutes, John Marin was incorrectly referred to as Jim Marin. Director Gray moved, Director Lucich seconded, and motion carried to approve the January meeting minutes as amended.

**V. FINANCIAL REPORTS**

Following management's explanations of several payables including payments to Roto Rooter for fixing the speedway sewer lines still left over from the season as a result of children stuffing paper towels in the urinals, The CIT Group for our monthly copier lease payment, AT&T and Zone Telecom for long distance services on three different phone lines, Calaveras County Fair for hauling our Wenger stage to Gold Country Fair and Yuba City, Rick Poppert for reimbursement of his expenses at the racing promoters workshop, and Rocklin Trophies for the speedway banquet trophy order, Director Henry went on to review the December Budget Comparison and Balance Sheet. Director Henry noted that our total revenues were nearly on target with our budgeted numbers, and our total expenses were right on. CEO Dale added that we increased our actual bottom line by \$15,629 versus only the \$948 budgeted increase. Director Henry noted that the cash in bank accounts is down over 2002 as well as our accounts receivable and payables. AGM Moore explained that in December of 2002, we had already received ¼ of our State Allocation (\$31,000) for 2003 and that the 2004 allocations had not arrived prior to December 31, 2003. In addition, our improved billing procedure has resulted in more efficient collections.

AGM Moore explained the two versions of the 2003 Statement of Operations provided. When performing the mid-year adjustments to the equipment and retirement accounts, both the CDFA auditors as well as staff, forgot to re-close the books for 2002. This resulted in the journal entry posting in 2003, thus resetting the Beginning Resources back to January 1, 2003 and the Prior Year Expense for 2003 reflecting the offsetting adjustment. CFSA staff was unavailable prior to the Statement of Operations deadline of January 20 to assist with the explanation and in order to comply with State reporting requirements the first Statement was submitted on January 15. Following consultation with CFSA and review of the affected accounts, a revised, corrected Statement was submitted on January 27. The bottom line did not change and we closed the year at \$147,035.

Director Henry continued with the review of the January Budget Comparison and Balance Sheet. Following management's explanations regarding the Attractions Expense balance which was for the pageant winners registration

for state competition, Speedway Expense balance due to the January phone bill which was not paid in the previous year until February, and Speedway Revenue as a result of not being able to accept registrations and membership until the racing divisions were finalized (which in previous years was done in December), and CEO Dale's note of the decrease in Compensated Absences as a result of consistent monitoring, Director Henry moved, Director Gray seconded, and motion carried to approve the December financials, 2003 Statement of Operations, and January 2004 financial reports as mailed.

## **VI. COMMITTEE REPORTS**

### Premium Book

Director Pierce reported that 58 head of steer were weighed-in on Saturday, January 17.

### Policy & By-Laws

No meeting to report.

### Entertainment

No meeting to report, but Director Kennedy did note that she is accepting applications for the pageants and distributed recruitment flyers to the other Board members.

### Buildings & Grounds

Director Cooper reported on the meeting with JMC Homes attended by herself, Directors Gray and Fancher, and AGM Moore, at which a floor plan was selected and JMC was directed to proceed with the plans and permits. Director Gray reported on his conversation with Jeff Frye of Teichert who is considering the donation of the pad preparation for the administration building as well as roadway to the RV park. AGM Moore reported on her phone conversation with Frank Huggard of JMC who is preparing the plans and working with CCA to finalize the site plan. The Board concurred that a meeting be set with Teichert, JMC Homes, CCA, Buildings and Grounds committee, and staff to bring all the role players up to speed and be sure that everyone is aware of their areas of responsibility. President Fancher directed staff to obtain the costs for removal of the JLA/Security office building and replacement of it with a refurbished modular. Director Vineyard moved, Director Lucich seconded, and motion carried to authorize the Executive Committee to meet with staff and finalize the temporary office situation.

Director Gray reported on his meeting with Williams + Padden who are representing a client interested in purchasing the existing fairgrounds from the County and relocating us elsewhere. AGM Moore noted that a meeting with Williams + Padden, Director Gray, Director Lunsford (if he's available), and CEO Dale has been set for Thursday, March 4 at 9 a.m. at Williams + Padden office.

### Race

In the absence of Race Committee Chairperson Lunsford, AGM Moore reported on the meeting of January 27 at which the committee approved the racing schedule. Only four divisions, Modifieds, Mini Stocks, Street Stocks, and Bombers, will be competing for season points. Each week will feature a different specialty race including six Pro Stock races, three Legends, five Mini Cups, and six Hardtops. Director Bickford reported that Castle AFB is opening a 3/8 mile track in 2005, and directed staff to research the Lake Perris promoter contract. Director Bickford also noted that he had copies of the concession agreements for Las Vegas speedway and would share them with the committee.

### Hospitality

No meeting to report.

### Complaint

No meeting to report.

## **VII. CORRESPONDENCE**

The Board acknowledged the confirmation of our speedway project monies letter from CCA, the Rotary Club thank you letter, receipt of the 2004 Budget Approval Letter from F & E, CFA board list, WFA's budget update, thank you letter sent to Toni and John Rosasco, and update for the recruitment of the F & E director. Following discussion of the items brought up in Carol Hendrix's letter, the Board directed CEO Dale to respond with a thank you letter outlining an action plan to resolve the issues.

## **VIII. MANAGEMENT REPORT**

AGM Moore solicited the Board's feedback on two proposed conceptual designs for enhancing the marquee located along Washington. Becki Carlson of the Strawberry Festival has taken on the project and is working with staff to obtain a sponsor to pay for the construction. The Board expressed their gratitude to Becki, and provided feedback on the attributes desired in the new sign.

AGM Moore reported on her attendance at the Colusa Farm Show at which she met with Secretary of Agriculture A.G. Kawamura, her meeting with Jonelle Norton with South Placer Tourism, participation in the MCI training planning meetings with Placer County OES to take place here in April, and meeting with JMC Homes regarding the administration building project. AGM Moore also reported on the Maintenance Department's attendance at Maintenance Mania.

AGM Moore requested that each Board member return to the next Board meeting, or contact her in the meantime, with at least one business and contact name for soliciting sponsors for the Fair. Director Vineyard inquired if Les Schwab had been contact yet, at which CEO Dale reported that it was in the plans for the near future.

AGM Moore reported on staff's plans to decorate the entrances into each of the buildings during the Fair with the old photographs and newspaper clippings as part of the incorporation of our theme, Remember When..., into the entire Fair.

Finally, AGM Moore reported on staff's efforts toward increasing community participation and the positive responses from both the Strawberry Festival and Seascape Productions in assisting with donated garden areas, and the continued recruitment of local dance schools, martial arts, gymnastics, and cheerleading demonstrations for the Fair.

CEO Dale displayed one of the newly purchased chairs and noted staff's enthusiasm regarding the ease of setting them up.

CEO Dale provided an update on the Teixeira case. On February 10, Judge Gattis tentatively ruled in our favor for attorney fees. On February 13, Mr. Teixeira's attorneys requested an oral hearing to plea their side. Our attorney's office has advised us that rarely do tentative rulings get overturned and the matter should be settled within the month.

CEO Dale advised the Board that Nor-Cal Beverage no longer carries Doc Otis or other similar product and so would be working with the non-profit groups to sell an alternative alcoholic beverage such as wine coolers.

CEO Dale reported that CCA believes they can complete the Jones Hall kitchen remodel prior to the Fair, and the Lauppe Hall kitchen and restroom construction in late summer or fall.

CEO Dale solicited the Board's feedback regarding staff's recommendation to remove the southside green concession stands as they are extremely difficult to fill since they do not have the amenities for cooking, and bringing them to code is very costly. Director Kennedy moved, Director Pierce seconded, and motion carried to remove the southside green concession stands.

CEO Dale reported on staff's recommendation to remove the stage in Jones Hall, cut away the stub concrete wall, and replace the rollup door with one that goes to the ground, thus allowing access into Jones Hall directly from the parking lot. In addition, staff recommends purchasing a portable stage to be set up for a fee, thus allowing more options for building layouts. Staff is still developing plans to increase foot traffic in Jones Hall during the Fair by directing patrons from the parking lots through Jones Hall. President Fancher suggested that if the project was not complete by Fairtime, perhaps patrons could be directed through the side rollup door located between the parking lot and Garden Room.

## **IX. PRESIDENT'S REPORT**

President Fancher expressed his concerns over the employee health insurance plan. Following discussion and explanation by staff that employees are not being paid, that only payments directly to the health insurance provider are being made, it was agreed that staff would continue to search for affordable group health insurance and report back to the Board as affordable group plan options are found.

**X. OLD BUSINESS**

There was no Old Business to report.

**XI. NEW BUSINESS**

**A. Committee Appointments**

President Fancher removed himself from the Policy & By-Laws, Budget & Finance, Entertainment & Community Relations, and Complaint committees. As the President, he will act as a non-voting member on all committees. At their request, President Fancher removed Tony Lucich and added Jim Gray to the Buildings and Grounds committee, added Mike Bickford as Chairperson for the Policy & By-Laws committee, and Patty Kennedy as Chairperson for the Complaint committee.

**B. Approval of Interim, Commercial Exhibit, Concession, Standard Service, Entertainment, and Judging Agreements entered into in January 2004**

Director Vineyard moved, Director Gray seconded, and motion carried to approve the list of Agreements entered into in January 2004.

**C. 2004 Speedway Concession contract award**

CEO Dale reported that two proposals were received and scored by Directors Fancher, Henry, and Lunsford, and AGM Moore. The 2004 Speedway concession contract has been awarded to Sue Watkins of Watkins Event Services. Director Bickford suggested that staff research the cost of portable hot dog carts that Watkins could set up at strategic locations to alleviate some of the pressure on the grandstand concession line.

**XII. DIRECTORS COMMENTS**

Director Vineyard expressed his irritation with receiving the preconvention issue of the WFA Fair Dealer in February, when the convention was held in early January.

AGM Moore distributed WFA datelists and credentials to all members in attendance. Director Lunsford's will be mailed to him.

**CLOSED SESSION**

Members of the public were asked to leave as the Board adjourned into Closed Session at 9 p.m. This item was left open until the March 16 meeting.

The meeting adjourned at 10:45 p.m.

CERTIFIED TO BE A TRUE AND CORRECT COPY.

\_\_\_\_\_  
Carlene Moore  
Interim Chief Executive Officer

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Date