

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

**M I N U T E S**

**Board of Directors Meeting**

**June 15, 2004**

**7:00 p.m.**

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

Others Present: Interim CEO Moore, AA Heather Belford

**I. CALL TO ORDER**

Interim CEO 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 7:10 p.m.

**II. INTRODUCTIONS** – None

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

Director Bickford was excused.

**IV. CONSENT AGENDA**

After moving items VI-A and VII-C before item V, and adding items XI-D Gate Policy and item XI-E Jones Hall Kitchen, Director Vineyard moved, Director Bickford seconded, and motion carried to approve the May meeting minutes as mailed and June agenda as amended.

**VI-A. BUILDINGS AND GROUNDS COMMITTEE**

**VII-C. LETTER TO ALL AMERICA DEVELOPMENT PARTNERS/KT DEVELOPMENT**

Director Gray queried the Board as to whether to release an RFP at this time for the relocation of the Fairgrounds. After a heated discussion President Fancher requested a roll-call vote on the issue. Directors Bickford, Cooper, Kennedy, Vineyard and Fancher voted no. Directors Gray and Henry yes. Director Gray requested that Interim CEO Moore write a letter to KT Development, Cobra Properties, and JMC Homes thanking them for their interest but that we are no longer interested in relocating the Fairgrounds at this time.

Following the vote, further discussion ensued regarding relocation. Several board members expressed their interest in discussing the relocation at a later time when more time could be devoted to the topic, perhaps during a retreat session in the fall. Noted and that we need to look for an easily accessible property that people will be willing to travel to, get an idea of the community response if we decided to move, as well as producing a strategic plan for the fairgrounds including the relocation. Interim CEO Moore suggested that each board member read the relocation section of F & E's book, Creating the Magic, and offered to arrange for copies for the entire Board.

**XI-D. GATE POLICY**

Interim CEO Moore requested a policy from the Board regarding admission costs for military persons in uniform and patrons in wheelchairs. Director Gray moved, Director Henry seconded, and motion carried to allow military, police, fire, etc in uniform free admission but handicap and attendants must pay admission.

**V. FINANCIAL REPORTS**

Following managements explanation of a few payables including D&D Enterprises for the Jones Hall Kitchen remodel supplies, State Farm Insurance for insurance on 3 cars, Sinclair, Wilson, and Bedore for Texeira Case Filing Fees, and payments made to members of the All American Speedway for gasket replacements for tear downs, Director Henry noted the strong financial position of the fair as reflected on the Balance Sheet.

Director Henry also noted that in comparison to the 2002 season, the only other season without rainouts, the Speedway revenues are down approximately \$5,000, however, expenses are also down creating an increase in speedway net of approximately \$15,000. Director Henry noted that interim revenue is up, maintenance expense is

down, and publicity expense is up over this time last year. Interim CEO Moore explained that publicity expense is up this year because we paid more in May as compared to last year.

Director Henry moved, Director Bickford seconded, and motion carried to approve the May Financial Reports as mailed.

## **VI. COMMITTEE REPORTS**

### Premium Book

Director Vineyard reported that at the last meeting, held on June 7, the Junior Livestock Auction Committee assigned jobs for Fair and went over last minute details with regards to the auction.

### Policy & By-Laws

No meeting to report.

### Entertainment

No meeting to report.

### Buildings & Grounds

As reflected in the committee meeting minutes of June 3, 2004, the committee met to discuss the Youth Academy proposal, Jones Hall Kitchen Roof, and the Fairgrounds relocation. Chairperson Cooper recommends proceeding with Feather River Roofing to repair Jones Hall Kitchen Roof. Due to the low turnout of committee members, Chairperson Cooper recommends waiting for the July meeting to seek feedback from the entire Board on the Youth Academy and Relocation issues.

### Race

No meeting to report.

### Hospitality

No meeting to report.

### Complaint

No meeting to report.

## **VII. CORRESPONDENCE**

The Board acknowledged the letter from the Roseville Police Department regarding the Vaisakhi Mela Indian Festival, congratulatory letter to Bill Dale, letter to All America Development/KT Development, WFA announcement regarding the Del Mar open house, WFA announcement regarding the welcoming of Treacy as the new director of F&E at the Del Mar open house, the CEO recruitments for Gold Country and Kern County Fairs, and the Sacramento Magazine article about the Placer County Fair.

## **VIII. MANAGEMENT REPORT**

Interim CEO Moore requested the Board's input on the presentations of the WFA Blue Ribbon awards. The Board concurred to merely list Jim Janssen on the perpetual plaque and to present Dusty Frazer's plaque to him at the Speedway Banquet. Interim CEO Moore also requested approval to order the WFA Blue Ribbon Award perpetual plaque. Director Henry moved, Director Kennedy seconded and motion carried to order the perpetual plaque.

Interim CEO Moore reported that the off-road scooter races for Thursday night of the Fair have cancelled due to the cost of insurance. She also reported that the Thunder Valley Casino has become the official sponsor of the championship cup series at the Speedway in the amount of \$25,000.

Interim CEO Moore suggested that Board members, their families, and staff park in the Pit Area (Gate H) during the Fair and that the pageant judges, respective staff, and contestants can park in Lot D (near locomotive).

Interim CEO Moore reported on her attendance at the American Business Women, 20/30 Club of Roseville, Granite Bay Rotary, Roseville Kiwanis, Auburn Oddfellows & Rebekahs, and the Performing Arts of Roseville meetings where she promoted the fair and fundraising opportunities available to service groups.

Interim CEO Moore reported on the special promotions for the fair including a weekly booth at Downtown Tuesday as well as street signs throughout Placer County with the dates of the Fair. Many Directors commented on having seen the street signs.

**IX. PRESIDENT’S REPORT**

President Fancher reported that he is pleased with the progress being made throughout the Fairgrounds.

**X. OLD BUSINESS**

A. Administration Building Project

Interim CEO Moore reported that Teichert is unable to donate the cost of the grading work and pad for the Administration Building Project. Director Henry offered to work with Interim CEO Moore to find someone to do the grading and pad preparation. Director Bickford moved, Director Kennedy seconded and motion carried to authorize Director Henry and Interim CEO Moore to pursue the pad preparation for cost rather than donation.

**XI. NEW BUSINESS**

A. Approval of Interim, Equipment, Commercial Exhibit, Concession, Judging, Standard Service, and Entertainment Agreements entered into in May 2004

Director Bickford moved, Director Vineyard seconded, and motion carried to approve the Interim, Equipment, Commercial Exhibit, Concession, Judging, Standard Service and Entertainment Agreements entered into in May 2004.

B. Authorize expenses over \$5,000

No expenses to report.

C. Approve Director Henry to purchase animal at Junior Livestock Auction

The Board authorized Director Henry to purchase an animal on behalf of the Board in the amount of \$25.00 per member after resale is calculated.

E. Jones Hall Kitchen

Interim CEO Moore presented the Board with the stainless steel countertop estimate of \$4,809, which exceeds the overall estimated project budget. The Board discussed cheaper alternatives but noted that the life expectancies are much shorter. Director Henry moved, Director Kennedy seconded and motion carried to authorize the purchase of the stainless steel countertop for Jones Hall Kitchen.

**XII. DIRECTORS COMMENTS**

Director Pierce expressed his pleasure at the removal of the old green concession stands and thinks the area looks much better. Director Vineyard reminded the Board and staff that he would not be at the Fair on Thursday due to a Farm Bureau meeting in Monterey. Director Kennedy reported that the pageant queens would be celebrating Ken Brooks’ birthday at the speedway on Saturday night. Director Bickford requested a dinner for the Board and permanent staff in August, similar to what was done last year.

The meeting adjourned at 8:45 p.m.

CERTIFIED TO BE A TRUE AND CORRECT COPY.

\_\_\_\_\_  
Carlene Moore  
Interim CEO

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Date