

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

MINUTES

Board of Directors Meeting

October 19, 2004

7:00 p.m.

Members Present: Bickford, Cooper, Fancher, Gray, Kennedy, Lucich, Lunsford, Pierce, & Vineyard

Others Present: CEO Brock Wimberley, AA Heather Belford, Becki Carlson - Placer County Strawberry Festival

I. CALL TO ORDER

CEO Wimberley 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 7:05 p.m.

II. INTRODUCTIONS

Becki Carlson of the Placer County Strawberry Festival was present to discuss her proposed partnership between the Placer County Fair and the Strawberry Festival. See item VII.

III. ACTION ON BOARD MEMBERS ABSENT AT THE LAST MEETING

Director Vineyard was excused from the September Board meeting.

IV. CONSENT AGENDA

Director Gray moved, Director Lucich seconded, and motion carried to approve the September 28 meeting minutes and October 19 agenda as mailed.

V. FINANCIAL REPORTS

Due to the absence of Director Henry, the full Board reviewed the financial reports. It was moved by Director Gray, seconded by Director Bickford and carried to approve the financial reports as mailed.

VI. COMMITTEE REPORTS

Premium Book & Livestock

Director Vineyard reported that the Junior Livestock Auction Committee met on October 18. The committee discussed the 2004 Fair and the changes that they would like to see implemented for the 2005 Fair. Concerns expressed by the committee were the judging of beef and the possibility of having three judges (commercial, packer, and ring) in an effort to improve the quality of meat. There was discussion on the impact Paylean has on the quality of meat, further discussion to take place at a later date. Weigh-in dates were tentatively scheduled for January 22 for Beef and April 23 for the rest of livestock.

Policy & By-Laws

No meeting to report.

Entertainment

No meeting to report.

Buildings & Grounds

CEO Wimberley reported on the meeting held by the Buildings and Grounds Committee on October 5. The committee discussed the Administration Building and the plans to get ADA access to the building. CEO Wimberley will contact the County Building Inspector and CCA for ADA requirements. CCA to draft plans for review by board.

Race

No meeting to report

Hospitality

No meeting to report.

Complaint

No meeting to report.

VII. CORRESPONDENCE

The Board acknowledged the e-mail from Bruce Lim of the Division of Fairs and Expositions granting the Placer County Fair's request for the 2005 Budget submittal extension. The budget will now be due November 15.

The Board acknowledged the partnership proposal submitted by Becki Carlson of the Placer County Strawberry Festival and requested that Becki review the highlights of her proposal. After the presentation the Board asked several questions and requested that CEO Wimberley send out some of the marketing information provided by Ms. Carlson (survey results, marketing sponsorships, marketing budget). The Board gave Ms. Carlson permission to proceed with the marquee design presented but enforced that she is not to enter into a contract on behalf of the Placer County Fair.

VIII. MANAGEMENT REPORT

CEO Wimberley reported on the Jones Hall Kitchen and that the roof put on by Zumwalt has failed and the sheetrock needs to be removed again. Zumwalt will repair the roof at no charge.

CEO Wimberley reported that he met with the Placer County Building Inspector regarding the ADA requirements for the Administration Building. They reviewed the plans submitted by CCA and recommended a few changes regarding the access to the building. CEO Wimberley also met with JMC Homes regarding the interior counters and cabinets and the exterior walkways and patios to tie in with the ADA ramps. Tileco will donate ceramic floor tile and granite counters. JMC is hoping for a finish date toward the end of November.

CEO Wimberley reported that the Speedway Paving project bids have gone out and about 19 plans have been picked up. Bids are due on November 2 at 2:00 p.m.

CEO Wimberley reported that he and Rick Poppert, Senior Maintenance, went through the tools in the electrical room and have come to the consensus that they are worth the \$3,000 that Coy Eastwood is requesting. Payment to Coy Eastwood will be placed on the November agenda for specific action.

CEO Wimberley reported that thank you letters to Signature Properties, West Park Associates, and Richland Communities for the donation of funds for the convection oven have been drafted and will be sent out with Director Fancher's signature.

CEO Wimberley also reported that Matt Martinez of Sinister Sports Paintball has expressed interest in the possibility of having an outdoor paintball field. CEO Wimberley requested that Mr. Martinez draft a proposal and send it to the Board for consideration.

CEO Wimberley also reported that the Division of Fairs and Expositions is working on getting the funding for our UST Remediation and hopes to do so within the next 30-60 days. Once the funding is secure the actual remediation will begin.

CEO Wimberley will be scheduling a meeting with the Roseville Police Chief to discuss fairtime security and the use of the fairgrounds for their trainings. He is also going to request that the Police Department sweep the grounds at night to make their presence known.

CEO Wimberley reported on his meeting with Scott Thomas of That's Entertainment International to discuss fairtime entertainment. He informed Mr. Thomas that the fair theme was focused on Mardi Gras and requested that the entertainment proposals be geared toward that theme.

CEO Wimberley also had a meeting with Michelle Mahan of the Roseville Urban Forest Foundation to discuss the possible locations of the trees the foundation plans on donating. Discussion focused on the new Admin. Bldg. And

Mahan Lawn area. The Foundation has landscape designer on their Board who could assist with tree locations layout. The Foundation will also prune trees annually.

CEO Wimberley reported that Steven Blakesley has agreed to conduct the interviews of the track champions for the 2004 season for the awards banquet. The Speedway will pay him \$100 for his services.

IX. PRESIDENT'S REPORT

President Fancher had nothing to report.

X. OLD BUSINESS

XI. NEW BUSINESS

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

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

B. Approval of 2005 Operating Budget

CEO Wimberley handed out a revised copy of the budget that included the possibility of two rainouts during the regular speedway season. Director Bickford pointed out that the Interim Revenue Accounts were not added correctly and the revenues are understated by about \$55,000. CEO Wimberley asked if the Board would like to do anything with the additional revenue and consensus was to hold it in reserve and decide if we wanted to use it at a later date.

It was moved by Director Lunsford, seconded by Director Gray and motion carried to approve the 2005 Operating Budget dated October 19, 2004 as amended.

C. Approval of Director Fancher Reimbursement request

It was moved by Director Gray, seconded by Director Bickford and motion carried to approve Director Fancher's reimbursement request for his hotel room at the state pageant.

D. Approval of Bill Head as Buildings and Grounds Committee Member

It was moved by Director Vineyard, seconded by Director Lunsford and motion carried to approve Bill Head as a member of the Buildings and Grounds Committee.

E. Corporate Sponsorship ideas

CEO Wimberley will e-mail the directors his ideas for corporate sponsors. The directors will review and will discuss any other ideas at a later date.

F. DMV Rental

CEO Wimberley reported that the Department of General Services has contacted him regarding a possible one to two year rental of Lauppe Hall for the Rocklin DMV. The current lease for DMV will end December 31, 2004 and they are looking for another location. CEO Wimberley would like to look into rental prices in the area but is considering offering Lauppe Hall to DMV at a price of \$2.00 per square foot (approximately \$72,000 per year). The Board expressed concerns about losing the building during fairtime as well as eliminating rentals that currently use the building. The Board suggested that CEO Wimberley look at our current contract with the Armory to make sure that the Fairgrounds can use that facility during the Fair.

The Board is willing to discuss the idea and recommend that CEO Wimberley gather more information about the possible rental, and if needed, schedule another Board Meeting to discuss the idea.

G. Placer County Treasury – reserve account

CEO Wimberley reported that he looked into the possibility of having funds transferred electronically from the County account to our operating account, however, the County does not offer the service at this time so there is no need for further discussion.

H. Roseville Interior Design and Outdoor Living Expo – donation of a 100' x 250' building

CEO Wimberley met with the promoters of the Roseville Interior Design and Outdoor Living Expo and they have expressed their willingness to donate a permanent, steel-frame structure to the Fairgrounds. The cost of their tents for the 2004 Expo was close to \$100,000 and they would like to have something permanent rather than continue to rent the tents. The Board agreed to pass this item to the Buildings and Grounds Committee to look at possible areas for the structure and report back at a later date.

XII. DIRECTORS COMMENTS

Director Bickford expressed concern regarding the vehicles that are permanently parked in J Lot. CEO Wimberley will work into it to see who they belong to.

Director Pierce hopes that the Administration Building gets done soon so that the Board Meetings will be held in the same location every month.

The meeting adjourned at 9:25 p.m.

CERTIFIED TO BE A TRUE AND CORRECT COPY.

Brock Wimberley
Chief Executive Officer

Date