

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

MINUTES

Board of Directors Meeting

April 19, 2005

7:00 p.m.

Members Present: Bickford, Cooper, Gray, Green, Henry, Kennedy, Lucich, & Vineyard

Others Present: CEO Brock Wimberley

I. CALL TO ORDER

CEO Wimberley verified the legal meeting notice requirements were met. Following the roll call, Director Bickford determined that there was a quorum and the meeting was called to order at 7:05 pm.

II. INTRODUCTIONS

No members of the public were present.

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

Director Gray moved, Director Green seconded, motion carried to excuse Director's Cooper and Henry from the March Board meeting.

IV. CONSENT AGENDA

Director Gray moved, Director Kennedy seconded, and motion unanimously carried to approve the consent agenda with correction to March minutes under item XI A where Director Bickford moved on the motion to approve the list of Agreements.

V. FINANCIAL REPORTS

Director Henry moved, Director Vineyard seconded, and motion carried to approve the March Financial Reports.

VI. COMMITTEE REPORTS

Premium Book & Livestock

No meeting to report.

Policy & By-Laws

No meeting to report.

Entertainment

Director Kennedy provided revised calendars with a schedule of planning currently underway. She reported meeting with CEO Wimberley prior to the Board Meeting to discuss pageant budgets and entertainment planning progress. Pageant girls have been busy with their community service and working hard to assist for Fair.

Buildings & Grounds

Met on March 30, 2005 - **BMX** – Bruce Minton, owner/operator of Oak Creek BMX, attended committee meeting to discuss proposal for track. Mr. Minton explained potential for National event at track and South Placer County Tourism's proposed three-year commitment for funding to bring National event to Placer County. Committee expressed concern about rental rate vs. amount of space utilized. Questions arose about the language in the County contract that may require County approval and permits similar to the driving range. Discussion also ensued about how the noise and lights would affect the local residents. There were suggestions to hold a public comment meeting to obtain local input. Suggested adding language to address potential relocation of fair grounds. CEO Wimberley to obtain requested information and resubmit to Committee for review. **Admin. Bldg.** – Progressing nicely and set ribbon-cutting for June 3rd at 10:00 am. **Front Gate** – Committee suggested the addition of a shade structure for main gate and ticket booths. CEO Wimberley reported that CCA has not yet provided construction plans or cost estimates to obtain construction bids for project.

Race

No meeting to report.

Hospitality

No meeting to report.

Complaint

No meeting to report.

VII. CORRESPONDENCE

The Board acknowledged correspondence received.

VIII. MANAGEMENT REPORT

Admin. Bldg. – Construction of retaining walls, stairs and ADA ramp are progressing nicely. Plumber was out today to take measurements and provide bid for gas main installation, preliminary estimate of \$3,000. Decided not to wait on donated plumbing contractor from JMC. JMC still needs to finish interior trim work.

Financial Reports – F&E accounting resource making 2004 final closing entries. Statement of Operations expected to be complete next week. Fair still experiencing difficulties with CFSA accounting services. Plan to purchase Business Works accounting software in the next week and perform accounting functions in-house. Expected to provide substantial annual savings and better accounting accuracy. May continue utilizing CFSA for payroll due to direct deposit and payroll tax submittal. Several directors suggested looking into payroll services such as Paychecks.

Speedway – Weekly program will be provided to patrons this weekend. Races have been going well with record car counts. Racers have made positive comments on the track surface. The repaving has allowed more side-by-side competition for more exciting races. Concessionaire experienced problems with excessively long lines and shortage of food on opening day, but hired additional staff and increased food orders to resolve the problem.

Revenue Generating Program – Fair was approved for \$23,000 for RV Park expansion.

Fair Marketing – Dennis Poarch has made numerous contacts and making good progress with short timeframes. Solidifying print and radio advertising with emphasis on trading sponsorships for media exposure. Speedway and Fair advertising for summer issue of Inside Roseville Magazine was provided to Board.

Entertainment – Plan to conduct a concert with Papa Roach (alternative) in the Speedway on Thursday night of Fair with anticipated attendance of nearly 5,000. Headline entertainment: Thursday- Tommy Castro (Blues/Jazz); Friday - Starship (classic rock); Saturday – not solidified; and Sunday – Freddy Fender. Additionally, Doowah Riders (Country); Audioboxx (alternative); and Left of Center (rock) are schedule for Coors and Miller stages. Planning on celebrity race at Speedway on Friday night with local sports broadcasters should result in good media coverage. Saturday Enduro race and Sunday Destruction Derby.

IX. PRESIDENT'S REPORT

Nothing to report.

X. OLD BUSINESS

A. Front Gate – Feasibility for completion prior to Fair

CEO Wimberley reported that he met with CCA on April 16th and received preliminary plans, but still have not received cost estimates and construction plans to obtain bids. Suggest looking to other businesses for future architecture work. Also, did not want to rush front gate given the large scope with ADA considerations. Consensus of the Board was to postpone focus on project until after Fair.

XI. NEW BUSINESS

A. Approval of Interim, Commercial Exhibit, Concession, Standard Service, Entertainment, and Judging Agreements entered into in March 2005

Director Gray moved, Director Henry seconded, and motion carried to approve the list of Agreements.

XII. DIRECTORS COMMENTS

Director Lucich suggested making an effort to increase senior citizen attendance. Suggested contacting City Transit department to increase service during Fair to Sun City Roseville and Lincoln Hills.

Director Kennedy believed that progress on the fair grounds was going well.

Director Vineyard inquired about the Green Acres sign on the Red Barn. CEO Wimberley reported that Green Acres was not a Fair sponsor this year and the sign would be removed. Director Vineyard also inquired about Krispy Kreme as a Fair sponsor to provide food for Livestock area. CEO Wimberley reported the Speedway concessionaire would be serving cinnamon rolls during Fair and he would inquire about making them available for service in the Livestock area.

Director Gray would like to take occupancy of the new Administration Building prior to Fair.

Director Lucich complimented Fair staff on how nice the fair grounds look.

Director Henry requested the financial reports include budget comparisons before heading into Fair to provide a solid financial picture.

Director Cooper suggested having a Buildings and Grounds Committee meeting in two weeks to discuss the proposed pageant brick patio for the Mahan Stage area. She also requested the Board packages are three-hole punched for insertion in binders.

Director Bickford provided a contact fax number for sending Speedway results and press release to the Sacramento Bee for inclusion in their sports section. He also commented on the need for badges and parking passes for Board members to the Speedway and Fair.

The meeting adjourned at 8:30 p.m.

CERTIFIED TO BE A TRUE AND CORRECT COPY.

Brock Wimberley
Chief Executive Officer

Date