

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

MINUTES

Board of Directors Meeting

February 15, 2005

7:00 p.m.

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

Others Present: CEO Brock Wimberley, Business Assistant Gina Pratt

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 7:10 pm.

II. INTRODUCTIONS

Business Assistant Gina Pratt was introduced to the Board.

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

Director's Gray and Lucich were excused from the January Board meeting.

IV. CONSENT AGENDA

Director Vineyard moved, Director Lucich seconded, Director Bickford accepted and motion unanimously carried to approve the February 15 consent agenda.

V. FINANCIAL REPORTS

Director Lucich moved, Director Kennedy seconded, and motion carried to approve the January Financial Reports.

VI. COMMITTEE REPORTS

Premium Book & Livestock

Director Vineyard reported that beef weigh-in occurred on January 22.

Policy & By-Laws

No meeting to report.

Entertainment

Director Kennedy reported that planning was well underway for the Fair pageants, talent show, parade and "Kids Zone." She reported that the pageant participants and parents were assisting to plan and staff the above events for Fair.

Buildings & Grounds

No meeting to report.

Race

No meeting to report.

Hospitality

No meeting to report.

Complaint

No meeting to report.

VII. CORRESPONDENCE

The Board acknowledged the correspondence received.

VIII. MANAGEMENT REPORT

CEO Wimberley reported that Director Lucich was unable to attend the WFA Convention. He reported the convention was very informative: obtained information on self-service ticketing machines that accepted credit card transactions to replace a couple ticket takers, identified several potential entertainment acts for the 2005 Fair, and gained valuable information at numerous roundtable and concurrent sessions.

CEO Wimberley reported that the Jones Hall Kitchen area bathroom tile work was scheduled to begin February 21 with CCA scheduled to install fixtures and partitions after tile is complete.

CEO Wimberley reported the County was scheduled to dig trench for gas main this week, weather permitting. JMC is working to finish trim work on interior of building. Basalite supplier provided quote of \$20 for retaining wall and paver material, approx. 99 pallets of material will be delivered by end of week. Director Cooper suggested contacting County and Roseville Fire Department to determine final inspection and approval requirements.

CEO Wimberley reported the Speedway was paved last Thursday and looks good. Striping will be scheduled around weather. Also reported working with COOL 101 and KHWD 93.7 for Speedway sponsorship in exchange for radio advertising. Les Schwab, Rick's Carpet Care, Checkers Deli, and Hertz Car Sales expressed interest in sponsorship opportunities. Safeway is interested in offering pre-sale tickets at various locations in area. Infineon Raceway would like to develop partnership. Beer lottery applications due back February 21.

CEO Wimberley reported that John L. Sullivan agreed to expand fair grounds rental to include parking lot B at rate of \$300/day from February 21 to June 12.

CEO Wimberley reported that at some point in the past, two (2) heaters in Jones Hall were removed, but never replaced. There have been numerous complaints from renters about how cold the build has been for recent events. Two (2) new heaters were installed last week and are expected to be operational in next week at an estimated cost of \$5,000.

IX. PRESIDENT'S REPORT

Director Bickford reported an individual interested in promoting a go-cart race during Fair on June 24 or 25 approached him. CEO Wimberley was provided general information and promoter would be in contact to discuss possibility.

X. OLD BUSINESS

No action to report.

XI. NEW BUSINESS

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

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

B. Roseville Rock Rollers – Long-term rental of fair grounds

CEO Wimberley reported on the proposal from the Roseville Rock Rollers to enter a long-term agreement for location of hands-on workshop. Board inquired about existence of electric and water meter to easily determine usage and respective charges. CEO Wimberley reported there was an existing electric meter near prospective location, but water would have to be estimated for reimbursement. CEO Wimberley will negotiate terms to include usage of buildings for the Roseville Rock Rollers monthly meeting and report back to the Board. Board requested the addition of language in contract to cover the possible relocation of Fair.

XII. DIRECTORS COMMENTS

Director Vineyard inquired about an estimated move-in date for the Admin. Bldg. CEO Wimberley reported that public access was the current delay in occupying the building. ADA ramp and stairs need to be constructed and the weather was impacting the Fair's ability to complete the required access. Fair will begin retaining wall and paver installation as soon as weather permits.

Director Green inquired about community gardens for 2005, suggesting the Fair place an ad in the Press-Tribune.

Director Lucich inquired about dedication ceremony for Admin. Bldg., and suggested planning a barbeque dinner. CEO Wimberley reported he was working with JMC for plaque verbiage and will be setting a date for an inauguration ceremony as construction nears completion.

Director Kennedy suggested updating map of fair grounds.

The meeting adjourned at 8:30 p.m.

CERTIFIED TO BE A TRUE AND CORRECT COPY.

Brock Wimberley
Chief Executive Officer

Date