

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

**MINUTES**

**Board of Directors Meeting**

**July 19, 2005**

**7:00 p.m.**

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

Others Present: CEO Brock Wimberley, Maintenance Supervisor Rick Poppert

**I. CALL TO ORDER**

CEO Wimberley verified the legal meeting notice requirements were met. Following the roll call, Director Lunsford determined that there was a quorum and the meeting was called to order at 7:00 pm.

**II. PUBLIC COMMENT**

Bill Aiken from the City of Roseville's Planning & Redevelopment Department extended an invitation to celebrate the completion of the Mighty 2252 relocation project on August 2, 2005 at 10:00 am.

**III. ACTION ON BOARD MEMBERS ABSENT**

Board agreed to excuse Director Kennedy from the June Board meeting.

**IV. CONSENT AGENDA**

Director Lucich moved, Director Henry seconded, and motion carried to approve the consent agenda with a change to the June minutes that Director Green was not absent.

**V. FINANCIAL REPORTS**

Director's did not like the check register format, requested a summarized version. Also, the five year comparisons were not useful as they showed full year's expenses compared to the current partial year. Director Vineyard moved, Director Gray seconded, and motion carried to approve the July Financial Reports.

**VI. ACTION ITEMS**

**A. Fair Review**

1. CEO Report of Activity – Fair went well. First year was a tremendous learning experience and anticipate 2006 Fair to be better. Attendance was down by approximately 20% as a result of inadequate marketing; however, related expenses were also down. Have several ideas for increased advertising effectiveness, without spending a tremendous amount of money. Received numerous positive comments on quality of entertainment. Grandstand events were challenged, with low attendance and related revenue.
2. Director's Critique – General consensus was that marketing/advertising for Fair was not sufficient to draw patrons. Suggested billboards, posters, banners downtown, Chamber E-blast, Washington marquee well in advance, and presale tickets to City employees. High dollar entertainment was not impressive (too loud) and no return on expenditure, but smaller stages were very good. Monster truck show and destruction derby were not impressive, need to reevaluate grandstand entertainment. Carnival was not good, quality of rides and operators poor. Need more quiet seating areas for patrons to relax. Competitive exhibits were light, need to revise flower show entries and reach out to increase participation. Livestock auction went too long, modifications needed to expedite existing process. Overall the Fair was good.

**B. Pageants** – Board engaged in discussion regarding the number of pageants and overall process. Director Gray moved, Director Vineyard seconded, and motion carried to table item for future discussion.

**C. Office Staffing** – CEO Wimberley requested consideration of additional Administration staffing for accounting and financial workload at Fair. Director Vineyard moved, Director Gray seconded, and motion carried to table item until further clarification presented on expenses and source of funding.

- D. Approval of Interim, Commercial Exhibit, Concession, Standard Service, Entertainment, and Judging Agreements entered into in June 2005  
Director Gray moved, Director Henry seconded, and motion carried to approve the list of Agreements.

**VII. MANAGEMENT REPORT**

**Admin. Bldg** – State inspector advised Fair that previous grade on ADA ramp was too great to prevent installation of handrails, in the process of correcting. JMC notified of County inspector items to correct and in the process of resolving. **Dub Star Universal** – Unsuccessfully attempted to contact promoter for refund of \$10,000 deposit for Fair-time concert. Plan to send certified letter requesting refund and proceed with collection efforts through Placer County District Attorney.

**VIII. PRESIDENT’S REPORT**

Director Lunsford requested a date in late October for the annual Board Retreat.

**IX. DIRECTORS COMMENTS**

Director Vineyard inquired about Board Members acquiring keys to office for access. He suggested sending a thank you card to Placer Co. Farm Supply for their assistance in delivering the outdoor carpet during Fair.

Director Gray suggested that Board members not be required to staff the Board hospitality, inquired about badges and parking on grounds Saturday’s, suggesting a guard be placed at J-gate to collect a fee for parking. He also suggested sending a thank you card to Mike Bickford and his wife for their assistance in coordinating Fair hospitality during Fair.

Director Green commented that flowers needed to be watered, power at pond is not working and there is electrical issue at Lauppe Hall that needs to be addressed.

**X. ADJOURNMENT**

The meeting adjourned at 9:45 p.m.

CERTIFIED TO BE A TRUE AND CORRECT COPY.

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Brock Wimberley  
Chief Executive Officer

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Date