

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

MINUTES

Board of Directors Meeting

September 20, 2005

7:00 p.m.

Members Present: Bickford, Cooper, Gray, Green, Henry, Kennedy, Lunsford

Members Absent: Lucich

Others Present: CEO Brock Wimberley, Admin. Asst. Alice Wright, Association Member Bob Kennedy

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 7:04 pm.

II. PUBLIC COMMENT

No comments were offered.

III. ACTION ON BOARD MEMBERS ABSENT

Director Bickford moved, Director Gray seconded, and motion carried to excuse Director Henry from the previous Board meeting.

IV. CONSENT AGENDA

Director Gray moved, Director Kennedy seconded, Director Henry abstained, and motion carried to approve the consent agenda.

V. FINANCIAL REPORTS

Director Gray moved, Director Bickford seconded, and motion carried to approve the Financial Reports.

VI. ACTION ITEMS

- A. 2006 Fair Theme - Directors and CEO discussed Polynesian/Hawaiian theme. Director Kennedy shared idea for Cruise theme with a cruise for 2 give-away, possibly sponsored by a local travel agency. CEO Wimberley suggested that Hui 'O Hawaii (annual interim renter) may be willing to help coordinate and direct theme. Consensus was to think over and make an action item at October Retreat.
- B. 2005 Fair Pageant & Talent Show - CEO Wimberley discussed revenue side of pageant accounting – Brick funds still to be reflected in summary, changes in expenses to be booked as liabilities, discussed ideas for Brick patio areas with trellis which is funded by brick sales, expenses of pageant included decorations, paint, sashes, crowns, etc. Director Lunsford brought up if fair should, as a policy, annually underwrite some of the pageant expenses given the publicity and exposure the pageant/princesses bring to the fair. CEO Wimberley suggested that Directors roles be discussed further during retreat. Director Vineyard asked for discussion on level of director involvement in fair, not just with pageants – do we want Directors to take on a more hands-on roll, i.e., barns, parking, security, etc. Concern about reporting relationship when a Director becomes an employee of the person the Director has termination powers over and the possible conflict it may present the CEO. All questions on this matter were satisfied. Consensus was to make this discussion a part of the October Retreat.
- C. Approval of Interim, Commercial Exhibit, Concession, Standard Service, Entertainment, and Judging Agreements entered into in August 2005
Director Bickford requested that date(s) of interim events be added to report. Director Henry moved, Director Cooper seconded, and motion carried to approve the list of Agreements.

VII. MANAGEMENT REPORT

CEO Wimberley invited and Director Cooper reported on B&G Committee meeting:

#1 Priority – Admin Building: plans include stair rails, asphalt paving of Director lot, landscaping in front (layout drafted), fence around Patio area, sprinklers out front, planting grass in dirt area.

#2 Priority – Front Gate Plan: need new plan that is less costly and incorporates ADA issues, discussed original plan and re-designed slopes, construction of 3 ticket booths, fencing, gates, moving of Mahan stage and grass area.

#3 Priority – RV Lots – old and new: park rules undergoing revisions, increase fee from \$20/night to \$27/night, new park plans under draft at CCA.

Directors and CEO Wimberley held a general discussion of:

Denio plaque relocation – family was contacted and is agreeable to plaque relocation, suggestion made to contact the Host Lions (plaque sponsor) to obtain concurrence of new plaque location.

Eagle Scout Project – scouts conducting 3rd project this year, planting 18 trees with drip system and timers in C Lot along Lawton Avenue; trees to be set 30' apart. Holes were dug on Thursday; a variety of trees are scheduled for planting this week.

Cell Tower – suggested as land lease terms: Windmill style capable of signage/marquee, phones for staff, and \$800/month. Tower to be placed at existing marquee location. Contractor has indicated that phones for staff might be a possibility through one of the subsequent cell phone companies that will contract for tower use. CEO Wimberley will meet with vendor to discuss lease details. Cost of a new electronic marquee, which is programmed from the office, is estimated at \$20-\$30K and the contractor has indicated an estimated \$10K in their budget to assist with our costs.

Fairground Relocation – recommends that developer's proposal be revised to demonstrate that no costs or liabilities will be passed on to Association, include details of full funding sources, and how the new facilities would be a turnkey operation. Directors also recommended that developer begin discussions with the Armory, and possibly the City, as these entities hold separate property leases that would be impacted by the development plans.

Grounds Review – Director Cooper identified areas that require attention: Broken sky light in women's restroom by the old office (this needs immediate attention as the rainy season is nearly here); spruce up entryway and backside of speedway, remove dead trees, dry rot in concession stands to be R&R'd, refurbish the Johnson Hall BBQ pit, paint grandstand, Lauppe Hall restrooms and kitchen needs to be refurbished (possibly use revenue generated by the new RV lot to fund), Director Henry suggested possible use of revenue from the Cell Tower.

Royal Court Brick Patio – discussed possibility of setting in sand for future move ability (at time of Mahan Stage relocation)

Comment was made by Director Grey regarding the City Manager having mentioned planning for capital improvements along Washington Blvd. of a sidewalk in the near future budget.

Equipment – CEO Wimberley reported the purchase 2 golf carts for approximately \$5k, one workhorse with flat bed and one with 4 passenger seating; and the purchase of a commercial riding lawn mower through a surplus equipment program at CFSA, at a cost of \$1,100.

Office safe – CEO Wimberley discussed the need for a data/fire safe capable of holding checks, cash, ticket stock, server backup tapes. Proposed safe (through a sponsorship) is 23 cf, 16 pins, and fire rated to meet data storage requirements. Bob Kennedy offered some fire data safe insight and CEO Wimberley will visit with Bob Kennedy to discuss details and fire protection needs prior to making a commitment.

CEO Wimberley reported that Peggy is working on numerous recompilations (speedway, JLA, interim events revenues, etc)

Interim events – CEO Wimberley reported that a music/concert promoter (H2O) has expressed desire to have monthly venue in Jones Hall. H2O has conducted two events so far with no concerns or problems, will hold a 3rd event next month at a facility rental fee of \$5K. If all goes as anticipated, this could generate a monthly income of \$5-\$10K.

Correspondence – CEO Wimberley comments: received F&E Budget Letter and will request an extension so that Board may include in the Oct Retreat, CFA to be held Nov. 6 & 7 in San Mateo, received the CFSA annual report, WFA will be Jan 8-12 in San Diego, Audit Exit Interview was good overall with a few recommended improvements, Peggy is working at implementing recommendations/suggestions.

VIII. PRESIDENT’S REPORT

Director Lunsford reported no comments.

IX. DIRECTORS COMMENTS

Director Cooper requested that if anyone has items that are intended to be distributed and/or discussed during board meetings to be included in board packets. This will allow ample time to review and have comments/questions for discussion.

Director Henry went to the Nevada County Fair JLA, liked the way trash cans had covers that gave containers a Holstein print; this really enhanced the grounds appearance. Talked about State Fair’s wildlife exhibit in one of the halls, very educational and suggest we consider this type of exhibit for our fair. Commented that Placer County Fair had this type of exhibit in years past and was very successful. Fair staff will contact State Fair to get exhibitor information.

X. ADJOURNMENT

The meeting adjourned at 8:45 p.m.

CERTIFIED TO BE A TRUE AND CORRECT COPY.

Brock Wimberley
Chief Executive Officer

Date