



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

MINUTES

Board of Directors Meeting

February 17, 2009

7:00 p.m.

LOCATION: Placer County Fair – Administration Office

MEMBERS PRESENT: Day, Gray, Henry, Kennedy, Mansch, Moore, Ronco & Vineyard

MEMBERS ABSENT: Lunsford

Others Present: CEO Brock Wimberley, Randy Dunham, & Scott Woessner.

I. CALL TO ORDER

The legal meeting notice requirements were met. Following the roll call, Director Moore determined there was a quorum and the meeting was called to order at 7:02 pm.

II. PUBLIC COMMENT: None to report.

III. ACTION ON BOARD MEMBERS ABSENT

Director Henry moved, Director Vineyard seconded, Gray abstained, and motion carried to excuse Directors Gray & Lunsford from the previous Board meeting.

IV. CONSENT AGENDA

Action Item A was moved to the beginning of the agenda. Director Vineyard moved, Director Gray seconded, and motion carried to approve the Consent Agenda with above change.

VIII. ACTION ITEMS

A. Confirmation of Board Member Elections and Terms – Board members confirmed:

- Director Ryan Ronco to serve through 2009
- Director Bob Kennedy to serve through 2011
- Director Don Lunsford to serve through 2011
- Director Mike Mansch to serve through 2011

V. FINANCIAL REPORTS

Director Vineyard moved, Director Gray seconded, and motion carried to approve the financial reports.

VI. MANAGEMENT REPORT

CEO Wimberley reported that the AAS web site has been brought back in-house to update and maintain. Jeff Macey has been hired as the AAS DOC. AAS staff are meeting with Dennis Gage and Jeff Macey in the Garden room tonight. Open meeting next Saturday at 11am for all drivers/competitors to meet the DOC. All AAS positions have been filled, ticket stock and wristbands are ordered, and we are ready for the race season. Cashflow has been sufficient to cover expenses without accessing the LOC. Continuing to upgrade/repair the electrical infrastructure, minor deferred maintenance, grounds look to be in good shape. Working with National Guard to clean-up dirt pile on West of property.

VII. COMMITTEE REPORTS –

- A. Race Committee – CEO Wimberley reported the race committee cleaned up the rules in all the divisions, closing several gray areas. .
- B. Executive Committee – No meeting, nothing to report.
- C. Sale Committee – Director Vineyard reported the Beef weigh-in took place January 24th. There were problems with the scale that were resolved after an hour of delay.

VIII. ACTION ITEMS

- B. Election of Officers – Director Gray moved, Director Day seconded, and motion unanimously carried to maintain the same Officers as follows:
 - a. President, Director Moore
 - b. Vice-President – Director Vineyard
 - c. Treasurer – Director Henry
- C. Board Committees – Board requested Directors email Director Moore their committee interests for his appointment and committee makeup for announcement at the March Board Meeting.
- D. 2009 Interim Rental Rates – Board agreed to increase the RV parking fees to \$30/night and \$180/week. Director Gray moved, Director Henry seconded, and motion carried to approve the proposed rental rates with above change.
- E. Approval of Interim, Commercial Exhibit, Concession, Judging, Standard Service, and Entertainment Agreements entered into in January 2009 – Director Henry moved, Director Day seconded, and motion carried to approve the list of agreements.

IX. CLOSED SESSION – No action to report.

X. PRESIDENT’S REPORT

President Moore commented on how nice the Corp Yard looks, noting the staff are taking advantage of the new space. Gate providing access to the new Corp Yard needs to be constructed and installed. Happy to be the President for another year.

XI. DIRECTORS COMMENTS

Director Day reported fairs are planning to offer a special family discount day are significantly reduced rate. Enlightened by the finance meetings, which provided cashflow examples, emphasized outreach programs, and provided copies of handouts. Website seminar focused on easy of navigation for information, include Twitter in online advertising efforts.

Director Vineyard commented on his attendance at the WFA Convention where WFA presented him with his 35 year pin. He emphasized the relationship between agriculture and fairs, and our role to provide agricultural education to the public. Security should not consist of off-duty officers, fair to determine the number and placement of officers. Was provided a book on fairs throughout he nation, the PCF was mentioned in the book, will pass it around for those interested. Emergency Evacuation use of fair facilities will continue.

Director Henry commented on the importance of community outreach and participation with local Chamber functions, suggested CEO Wimberley participate more.

XII. ADJOURNMENT

Having no further business to consider, the meeting was adjourned at 8:23 p.m. by Director Moore.

CERTIFIED TO BE A TRUE AND CORRECT COPY.

Brock Wimberley
Chief Executive Officer

February 17, 2009

Date

John Moore
Board President

March 17, 2009

Date