

## MINUTES OF BOARD MEETING

20th DISTRICT AGRICULTURAL ASSOCIATION  
Gold Country Fairgrounds and Event Center  
1273 High Street, Auburn, California 95603  
(530)823-4533

### MEETING DATE & LOCATION

Thursday June 24, 2021 @ 6:00PM  
Auburn Host Lions Building  
1273 High Street, Auburn, CA 95603  
Notice and Agenda available on internet at [www.goldcountryfair.com](http://www.goldcountryfair.com)

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### TELECONFERENCE MEETING

Boards may meet by teleconference. (§11123) For the purposes of the Act, 'teleconference' means a meeting of a state body, the members of which are at different locations, connected by electronic means, through either audio or both audio and video. (§11123(b) (2)) This would include telephone conference calls, webinars, webcasts, and Skype.

Teleconference location: Auburn Host Lions Building – 1273 High Street, Auburn, CA 95603

Phone number: 530-214-9244

### PUBLIC COMMENT

Any member of the public wishing to address the Board on any matter listed on this agenda has a right to do so and will be afforded such opportunity when the Board is considering that agenda item. In addition, if a member of the public wishes to address the Board on a matter not listed on the agenda, you will be given such opportunity during the Public Comment item on the agenda. The Board President has the right to limit the time for public comment to a maximum of three (3) minutes or less to proceed with the agenda of the day and/or to place the item on the agenda (as an action item) of a subsequent meeting. Total time allotted for public comment is fifteen (15) minutes maximum.

### AMERICANS WITH DISABILITIES ACT

All Board meetings must be accessible to the physically disabled. Any person needing a disability-related accommodation or modification in order to attend or participate in any Board or Committee meetings or other Gold Country Fair activities may request assistance by contacting Karlee Long at Gold Country Fair Office.

### AGENDA

- I. **CALL TO ORDER:** President Parnell

- A. All matters noticed on this agenda, in any category, may be considered for action as listed. Any item not so noticed may not be considered. Items listed on this agenda may be considered in any order at the discretion of the President.

**II. PLEDGE OF ALLEGIANCE**

**III. ROLL CALL OF BOARD MEMBERS**

Director Present: Director Bedwell, Director Durand, Director Macon, Director Sands, and Director Parnell, and Director Smith (teleconference – arrived at 6:13 pm).

Directors Absent: Director Carson, Director Ebbert, Director Johnson

Staff Present: Don Ales – CEO and Karlee Long – Events & Exhibits Coordinator

**IV. PUBLIC COMMENT:**

- A. Since items under Public Comment are not listed and publicly noticed on the agenda, please be advised that the Board cannot discuss or take any action at this meeting.

1. Joe Tucciarone – One thing that I would like to hear at these meetings is about significant events. I would like to hear more about the fireworks and what the plan is with that. Also, I would like to know more about the movie night and who is the promoter.

a. CEO Ales – Joe if you would like, Karlee can send you the event calendar.

b. President Parnell – The calendar is also on the website.

c. Reese Browning – Is the calendar on the website different than the calendar that Karlee has?

d. Karlee Long – The calendar on the website is the same, although private events are all listed as private unless the rentor asks for it to be listed as a public event.

e. President Parnell – The public comment is not meant to get this informal. Staff and Directors are not allowed to respond during this time.

2. Reese Browning – I did not understand the rules, I will not be to get through my list in three minutes, but I have a handout. If the board likes what they see, I would be willing to come back and speak to the board further. I have always been a super fan of the fairgrounds, but now I am even more, as I have a vested interest. Five years ago, I really liked what was happening at the fairgrounds with the renovations of the stage and the addition of the VIP area. I could go on and on, but you guys know as Board Members. My concern is and what I want to learn more about as a member of the public and a business owner renting the fairgrounds is what the future looks like. What do you need money for? What has been scheduled? I have made a list of things that would be improvements to the fairgrounds. I am not sure if you are already considering some of these projects and/or they are in progress. I am frustrated that I cannot find any of this information on the website. When I push the donate button of the website, it gives the impression that the fair could go away at any moment, which I know not to be true. I would be interested in attending a board meeting or committee meeting to learn what the plans are to make this place continually better.

a. President Parnell noted in the future you can be put on the agenda with advance notice.

**V. CONSENT CALENDAR:**

- A. Approval of Meeting Minutes as written:
  - 1. Board Meeting Minutes dated May 27, 2021
- B. Approval of Expenditures, Home Depot, Cal Card
  - 1. See Checks and Payments Report
- C. Approval of Monthly Financials
- D. Approval of the following Agreements
  - 1. F-31 Interim Rental Agreements: 21-77, 21-86, 21-87, 21-88, 21-89, 21-90, 21-91, 21-92
  - 2. Standard Contracts: None to consider
- E. Refunds: None to consider
- F. Excusal of Director Absences: None to consider

Director Sands commented that in section 6, item b the spelling of Peggy Seitzinger's name is incorrect.

Director Bedwell made a motion to accept the Consent Calendar with the changes mentioned by Director Sands; Director Durand seconded the motion.

<b>Board Member</b>	<b>Approved (Yes Vote)</b>	<b>Not Approved (No Vote)</b>	<b>Abstain</b>
Debby Bedwell	X		
Mike Carson (absent)			
Julia Durand	X		
Dave Ebbert (absent)			
Peg Johnson (absent)			
Samia Z. Macon, DVM	X		
Luke Parnell	X		
Tim Sands	X		
Ray Smith (absent)			

## **VI. HERITAGE FOUNDATION:**

- A. Update: Gold Country Fair Heritage Foundation (GCFHF) Board Member Jack Haugen explained that the GCFHF has multiple things going on right now. The Placer Building roof has been finished and the ceiling painted. The Auburn Host Lions Building will receive extra money in a three-part agreement between Gold Country Fair, GCFHF, and Auburn Host Loins. GCFHF will start doing committee meetings for the Fair separate from the regularly scheduled Board Meetings.
- B. President Parnell asked what is the biggest item in relation to Fair preparation?
- C. Jack Haugen responded that we have not started to meet yet. We will make sure everyone has completed the alcohol training program and is qualified to sell alcohol. We will gather volunteers. I would like to ask the Board Members to do a shift at a booth. The goal is to have at least one GCFHF or Fair Board Member at each booth at all times to ensure security with cash collection and tips.

## **VII. COMMITTEE AND STAFF REPORTS:**

President Parnell apologized for not having the committee assignments out earlier. He reminded the committee members to form the committees and meet with staff. This is an important part of the function of the Board. He expressed that we are coming up on Fair preparation and the next few months will be busy. The chair is the first person listed in each committee.

### **A. CEO Report:**

- 1. SVOG – Shuttered Venue Operators Grant
  - a. CEO Ales said that our application is still under review. The website said that 25 days from June 24 is when all applications should be reviewed. CEO Ales mentioned that Colleen Sands with the State Theater said that they received an email saying that there is enough money to accommodate all three tiers. This means it is not a matter of whether there is enough money, but whether we qualify. CEO Ales said he will update everyone when he receives more information. The application has not been rejected.
  - b. President Parnell asked if we have been notified of our tier.
  - c. CEO Ales responded that we are currently listed under the first tier but we do qualify for all three tiers. There is money for all three tiers.

Director Smith joined the meeting at 6:13 pm.

- 2. Placer Building Construction/Completion Update
  - a. CEO Ales explained that the Placer Building ceiling has been painted and looks great. The new cooling system has been installed. It makes cooling the building very effective. He said that he received a call over the weekend that it was too cold. The sixth cooler needs to be repaired, but the State is aware and will be coming out to address the issue. The new speaker system will be installed in the building next week. This will include 14 speakers, an amp system, and 2 wireless microphones. Jack Haugen has plans to add acoustical paneling to help absorb sound in the building. By the end of June, the State will need to sign off on the grant. As a result by July 1<sup>st</sup> Phase 1 and Phase 2 of the Placer Building Remodel will be complete. We will then start talking to potential donors about Phase 3.
- 3. Gold Country Fair Metrics
  - a. CEO Ales said the metrics are still not high, but we like to include them in the packet, so the Board will know where we are in Fair preparation. We don't normally see an increase until the middle of

- July. CEO Ales said that all but one or two food vendor spaces are filled and the Placer Building is filled at about 50%. His fear is long food lines. CEO Ales explained he will be meeting with food vendors to create serpentine lines and reduce wait times. All the recent events show that will be having a larger fair and we want to be prepared. The Cornhole Tournament will be on Saturday and longer than in the past. The Fair Beer will be created by Slice Beer in Lincoln. The Friday entertainment for McCann Stadium is still in progress and for Saturday entertainment we are looking at having a horse event.
- b. Director Bedwell mentioned we may have a better idea on attendance since Placer County Fair is this weekend and Karlee is working there.
  - c. President Parnell asked Karlee Long how many beef weighed in this year.
  - d. Karlee responded with Kori Wittinger that there were about 21 or 22.

B. Committee Assignments:

- 1. Buildings & Grounds Committee Update
  - a. CEO Ales explained that the doors were just delivered and the Auburn Lions Building will be ready for the Auburn Host Lions Annual Meeting on June 30th with the exception of the final painting. CEO Ales encouraged all Board Members to take a look at it if they haven't already.
  - b. The painting for the Placer Building has been completed and it was less than a dollar a square foot. The building was left extremely clean you can't find paint anywhere.
- 2. Annual Fair Committee Update
  - a. Director Bedwell explained that everyone should have a copy of the handout for our report. Director Bedwell said that almost all directors are on Facebook, so we want you to be posting and sending invites to Facebook friends. Directors should be posting local sites, like NextDoor. Director Bedwell said that they are looking into doing an eblast with the chambers (Auburn and Roseville). This goes out to thousands of subscribers. Director Bedwell said that we are planning to do the GoodDay Sacramento interview, which brings positive feedback.
  - b. Based on feedback, the VIP Dinner will still be hosted on the Thursday Night of the Fair. Postcards will be sent to all attendees. The RSVP will be added to the postcard. Director Bedwell also said that the event will only allow for one additional guest. The umbrellas will also be placed on the tables. The committee is considering a family-style meal. Director Bedwell said that we will be purchasing a new PA system. Each guest will receive three beverage tickets. If they wish to have more drinks, they will be directed to the Fair to visit our vendors. This is to encourage guests to go out on the fairgrounds. Water will be free, but we will limit alcoholic drinks to three per person. Director Bedwell noted that there will be entertainment at this year's VIP Dinner. This includes a caricature artist, a magician, and music to play through the PA system. The goal is to make the event more celebratory. Director Bedwell expressed that almost all setup should be done the Wednesday before. There will be a sign-up list for Board

Members to sign up to help. There will be a goodie bag provided to the guests. There will be buttons to identify VIP Guests. There will be a color guard and national anthem. There will also be a consideration for more awards. There have been many individuals who supported the fair over the last year. Director Bedwell asked Board Members to bring suggestions to the next meeting.

c. Director Bedwell announced that Special Person's Day will now be during the normal hours of the Fair not before the Fair is open. One Board Member will be assigned to coordinate RSVP's for this event. Director Bedwell explained that the Special Person badge will be eliminated. Feedback suggests that when people inquiry about why someone is a special person, it makes the conversation awkward and uncomfortable. Instead, something else will be put together. They will receive a similar goodie bag as the VIP guests.

- a. Director Durand asked to confirm that this is eliminating the Special Person's Day being prior to the Fair opening.
- b. Director Bedwell confirmed that statement.
- c. Director Durand followed up that she agrees.
- d. Director Bedwell said it will allow them to experience more parts of the fair, so all vendors and entertainment will be open.

d. Director Bedwell explained that they would like to reintroduce the Community Day. In the past, there is a lot of people but not that much gets done. The new idea is to have each Board Member be the leader of a group of volunteers. The volunteer day should be before the Fair, but not too early as it will not last for the Fair. Each Board Member will be assigned to different zones throughout the fairgrounds. The handout includes various zones that each board member may choose from.

- a. Director Durand recommends that we have the volunteer section on the website.
- b. Director Bedwell said that yes, it will be. The idea is to go after a specific group or non-profit.

e. Director Durand asked if there is going to be a bar in the McCann Stadium.

f. Director Bedwell said that there will not be an open bar at McCann Stadium as there has been in the past

g. CEO Ales responded that we will have the VIP area for sponsors in the clubhouse but it will not be manned and beverages will not be served.

h. Director Durand said she is now confirmed that will not be a bar but they can go elsewhere to get beverages. Director Durand asked if the award can be for a vendor.

i. Director Bedwell said it could be. All suggestions are needed by the next board meeting.

j. Reese Browning asked if there was an update on sponsorships.

k. CEO Ales explained that he has not spoken about it, but he will in the CEO Comments.

3. Other Committee Updates

- a. None to consider

## **VIII. CORRESPONDENCE:**

- A. Items provided via email to Directors with copies available at meeting.
  - 1. PMIA/LAIF Performance Report
  - 2. 20<sup>th</sup> District Agricultural Association Committee Assignments
    - a. President Parnell explained that he did not appoint all the committees as some of the committees are redundant. President Parnell announced that by July or August, there will be policy revision for the Fair Board to consider. President Parnell said that these are the committees for the meantime. If a Board Member would like to add a new committee, President Parnell asked them to reach out to him to approve the committee at the next board meeting.
    - b. Director Durand asked if she could defer the chair position to the Vice President (Director Johnson) for the Financial Committee.
    - c. President Parnell responded yes we can note that. If any Board Member would like to defer their chair position to the other Board Member, President Parnell asked for you to notify him.
    - d. Reese Browning asked if committees are only made up of Board Members.
    - e. President Parnell responded the committees are only made up of Board Members. There are some committees that have sub-committees, such as the JLA committee. The Committee itself is only Board Members.
  - 3. California Code of Regulations – Title 19 Public Safety
  - 4. Letter to CAL FIRE/ Office of the State Fire Marshal
  - 5. Governor's Office of Legal Affairs – Ethics Reminder During Election Contest
  - 6. CDFA – Business and Professions Code 19620.2 – Allocation for Operational Support

## **IX. FINANCIALS:**

- A. Finance Committee to discuss monthly finance report
  - 1. Director Durand asked Director Bedwell if the cash account is correct for having a large increase.
  - 2. Director Bedwell responded that when you look at cash you are looking at the money market, as this reflects our cash on hand for operations.
  - 3. Director Durand expressed that this is the report and she has not had a chance to ask questions on it yet. If any Board Member has any questions, Director Durand asked to direct the questions to her. Director Durand said we are still on target to sustain the fairgrounds until August.
  - 4. Director Bedwell mentioned that we may go beyond that.
  - 5. CEO Ales said that the cash on hand is over \$400,000, which is a surplus. The fairground not only will be able to go into Fair being able to pay our bills, but also have cash reserves.
  - 6. Director Bedwell mentioned that the cash burn analysis does not include any future cash the fairground would receive.
  - 7. President Parnell explained that there is always a difference in our bookkeeping, due to the way it is kept. The State accounts for it as Net Income, but we try to make it reflect without those numbers as true as

possible. President Parnell mentioned to Reese Browning that sponsorship is listed in the financials.

8. Reese Browning asked if those are all Fair Sponsorships.

9. President Parnell replied that it is all sponsorships of the fairgrounds.

10. Reese Browning asked what other sponsorships would be included that are not a Fair Sponsorship.

11. CEO Ales responded the sponsorship is not broken down unless allocated.

12. Reese Browning asked if a non-Fair Sponsorship example would be naming rights?

13. CEO Ales agreed and said that another example would be the person who donated \$5,000 for the Auburn Host Lions Building Remodel.

**X. OLD BUSINESS:**

A. None to consider

**XI. NEW BUSINESS:**

A. None to consider

**XII. RECOGNITION OR CELEBRATION: None to Consider**

**XIII. MATTERS OF INFORMATION:**

A. CEO Comments: CEO Ales said that we are one certificate away from getting our State Allocation. The last certificate will be in tomorrow. The State Allocation will hopefully be reflected on our next Board Packet. CEO Ales said thank you to the Board for working hard to get the certificates done so we can receive our State Allocation.

B. CEO Ales reported that we have a new sponsorship for the Fair, Gieco. CEO Ales thanked Karlee for answering the phone and starting the process for the sponsorship. CEO Ales said the application was filled out and now we have a new sponsor.

C. CEO Ales said that we have 16 lanes to sell for the Cornhole Tournament this year. The lanes are already half sold and he just started contacting people. CEO Ales said there will be an overall Cornhole Sponsor this year. CEO Ales said they will also be hosting two tournaments at the Farmers' Markets.

D. CEO Ales said that there are some businesses with tight cash as they have not been able to open. CEO Ales said he sent the Stage Sponsorship out and hopes to hear back from them soon. CEO Ales said that he is trying to reach out to other Placer County businesses as well.

E. Director Durand asked what the cost is for the Cornhole sponsor.

F. CEO Ales responded we do not have a price for the overall sponsor yet, but the lane sponsors are separate.

G. Director/Staff Comments:

H. Director Sands: Good to be back.

I. Director Durand: Thank you for the excellent report Debby.

J. Director Macon: Welcome back Tim!

K. Director Bedwell: No Comment

L. President Parnell: I have a question and a couple of comments. Don where are we at with labor?

1. CEO Ales responded that we have hired two new maintenance workers. They have been excellent and we are thrilled to have them. I asked them to clean the weeds before the Fourth of July. They did it in a week. The Fire Marshall said he had never seen it so clean and passed us in 40 minutes. Both of them are terrific. Mike is our part-time maintenance worker and has been great. Next week, we will be bringing on a part-time person to help Karlee with the Fair. Mark Vose and Judy are not able to be here. She will start next week with 20 hours per week.

2. President Parnell: In regards to the public comment, the fair is subject to the Bagley-Keene Act. It is very specific how we run our meetings. The Fair Board set the time at 3 minutes and can be adjusted by a Fair Board vote. It is by no means a restriction on getting people's input. We do value the input of the community. If there is anything we need to discuss in length, once it is on the agenda anyone can engage in the discussion at length.

3. Director Durand expressed that it is hard for the Board Members because a lot of times we want to respond but it is not appropriate for us to respond.

4. President Parnell: Thank you Reese for putting together this list. It is great to see it overlaps a lot with the lists of Staff and the Heritage Foundation. Joe, maybe there is a way we can publish these things a little bit better.

5. Director Durand said that the calendar of events used to be included in the Board Packet.

6. President Parnell responded that it is published on the website for reference.

M. Director Smith: None

N. Board Meeting Dates:

1. Thursday, July 22, 2021
2. Thursday, August 26, 2021

#### **XIV. ADJOURNMENT**

The Board of Directors may or may not act on all items appearing on this agenda. Further information regarding this regularly scheduled meeting of the Board of Directors for the 20th District Agricultural Association may be obtained by contacting the Chief Executive Officer at 1273 High Street, Auburn, CA 95603, telephone 530-823-4533. Date of Notice June 11, 2021.

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Don Ales, CEO

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Date

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Luke Parnell, President

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Date