

MINUTES OF REGULAR MEETING

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

MEETING DATE & LOCATION

Thursday, January 27, 2022 @ 6:12 PM
Clubhouse
1273 High Street, Auburn, CA 95603
Notice and Agenda available on the internet at www.goldcountryfair.com

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: Clubhouse – 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. The 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 Sands

- 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: President Parnell, Director Macon, Director Sands, Director Carson, Director Johnson, and Director Durand

Absent: Director Smith, Director Bedwell, Director Ebbert

Staff: Don Ales – CEO, Karlee Long - Events & Exhibits Coordinator, and Olivia Call - Staff Services Analyst

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.
B. None to consider

V. CONSENT CALENDAR:

- A. President Sands opens motions to move past the review of the consent calendar. Director Parnell 1st to approve motion Director Macon 2nd the Motion.

President Sands asked all who are in favor:

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

VI. HERITAGE FOUNDATION

- A. Director Macon mentions she is worried there won't be enough members to run the bar for the Crab Feed and then continues to discuss the Foundation's work on the annual Golf Tournament and Brew Fest stating that the MOU has been signed for a 2 year contract, which the Foundation is happy about.
- B. President Sands asks when the Brew Fest is and CEO Ales confirms it takes place after the Golf Tournament. President Sands said he hopes the Golf Tournament increases ticket sales for the Brew Fest.

VII. COMMITTEE AND STAFF REPORTS:

- A. Gold Country Fair Update: CEO Ales provides Gold Country Fair Update by saying that 85% of the grounds and entertainment are booked including kids world.
 - 1. Indoor Vendor Updates: CEO Ales provides update on building usage for the fair. The Tahoe building will maybe host to a Comic-Con/Hobby Card show area. The Sierra building has sponsorship secured from the Chamber of Commerce and they will be bringing businesses to fill that area. The Lions building is looking at 2 options from the Arts Council; first option is to do the County Arts Council again and the second option is to work with North Auburn Artists instead of the County because the North Auburn group has more ideas and funding available than the County Arts Council. He says that because the Lions building was a breakeven last year we are trying to look at more options to make more profit during the next fair.
 - 2. New Grounds Acts: CEO Ales mentions we are looking into new acts at McCann Stadium that include a possible Lumberjack Show, Medieval Act, and Fireworks.
 - 3. Fair Changes: CEO Ales mentions that about 40% of Fair is changing, which is well ahead of the 20%-25% of changes he told the Board he would like to do. The the goal is to get 10% more attendance than the 2021 Fair, which he thinks is possible with the new changes.
 - a. Director Parnell asks CEO Ales if 40% is changing and CEO Ales confirmed yes 40% is changing if you look at the numbers it comes out about that, which CEO Ales thinks is very aggressive, but doable.
 - 4. Fair Theme: CEO Ales directs the Board to look at Fair theme advertising images taped to the wall and informed the Board that they will vote to decide the theme. First theme presented is "*Where No Fair Has Gone Before*" second is "*Planting Memeories at Gold Country Fair*" and third is "*Make Memories at the Gold Country Fair*". CEO Ales mentions that all themes cater to family idea and all images can be adjusted once a decision has been made.
 - a. Director Parnell asked if these were on the list last time and CEO Ales confirmed they were and that the presented themes are the ones that got at least 2 votes and anything that got less than 2 votes got cut. Director Parnell asks how "*Where No Fair Has Gone Before*" got 2 votes and CEO Ales confirmed it actually got 4 votes.
 - b. Director Parnell asks CEO Ales which one we can market best to which CEO Ales says that "*Where No Fair Has Gone Before*" and "*Make Memories at the Gold Country Fair*" we can work with.

- c. Director Parnell asks CEO Ales what he is marketing with “*Where No Fair Has Gone Before*” and CEO Ales says we can market that we as a fair are doing things we have never done before. Director Parnell asks so its where Gold Country Fair has never gone before and CEO Ales confirms yes. CEO Ales adds that the Tahoe building Comic Con and booking Frank Cordoza will help market the theme.
- d. Director Parnell approves the motion to have “*Where No Fair Has Gone Before*” be the Fair theme and Director Carson 2nd the motion to approve the theme.

President Sands opens for discussion; there is none.

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

- B. Western Fairs Association Conference Update: CEO Ales asks Karlee Long and Board Members to speak about Western Fairs Association (WFA) Conference.
 - 1. President Sands begins by saying the conference had a great turnout and was great overall, but he was hoping for more substance from the classes. He then recommended some acts to book for the fair including including Outlaw Meriatchi Band, Twinkle Time for the kids, and new animal act with a vendor that showed a sloth and baby kangaroo because that was very interactive. President Sands was also impressed by smaller counties that had fair booths at the evening sessions and requested Gold Country Fairgrounds have a booth next year.
 - 2. President Sands also joined the Board of Directors class and Joint Powers Authority session where he learned they did not have actual white paper or powerpoint ready because it has not been vetted and therefore he does not recommend we join the Joint Powers Authority. He informed Board of new Board Director training rule that requires training has to be done within 90 days and any fair that isn't compliant does not receive any

funding, is not allowed to participate in meetings, and will be dismissed by the Governor.

3. Karlee Long spoke on behalf of Gold Country Fair Staff participation at the conference saying that her and Sonia networked a lot with livestock vendors and took agriculture classroom and social media class that provided them with a lot of good information.

4. Director Macon mentions that she went to a Board of Director class that was aimed more at a 501c3 type Board, but the class discussed how to handle a animal disease outbreak, which she found very useful. She mentioned an online class will be available by May for anyone who would like the training.

5. Director Carson mentioned that a lot of classes were cancelled because of speaker cancellations, so he ended up attending a maintenance class and requested to start documenting places that have injury liability attached to it and note them as a recognized issue that is being fixed and mentioned starting to check on quarterly basis.

6. CEO Ales closed the WFA conference discussion by requesting Board members to turn in hotel and food receipts so they can get reimbursed as soon as possible.

C. Crab Feed Update: CEO Ales informs Board that 68 tickets and 10 VIP tables have been sold so far and he feels confident we will sell out. He mentions the cost of Crab has increased, but he was able to negotiate costs down to \$9/pound, compared to \$12-\$15/pound, for crab. He is confident the VIP tables will sell out resulting in \$17,000.00 of profit, so the current \$60 ticket cost and profit from the VIP tables is more than enough to offset the increase in crab price. CEO Ales mentions all alcohol has been donated and that the Heritage Foundation is scheduled to pour. There will also be 4-H groups serving, so all the details are coming together to ensure a successful event.

1. VIP Tables: CEO Ales says the VIP tables this year will be the most impressive yet because they include exclusive parking spots, cocktail hour, servers, and nicer looking table settings than the general admission and mentions he is working hard to make sure the VIP attendees feel they are treated well.

2. Change of Benefit: CEO Ales confirms the benefits of the Crab Feed will now go to funding the Livestock Barn Remodel instead of the Main Stage Remodel.

a. Director Parnell asked CEO Ales if the advertising will be updated because the old flyer still mentions the Crab Feed is benefitting the Main Stage renewal. CEO Ales confirms yes the advertising will all be updated to reflect the change to the Livestock Barns.

3. President Sands mentions the Jeep Club Crab Feed servers had a women's baseball team who were excellent and recommended them to CEO Ales to consider as servers for our Crab Feed.

4. CEO Ales closes Crab Feed discussion by thanking the Board for the encouragement to get the Crab Feed going and for the community for stepping up in big ways. He then reminds the Board to wear their shirts to the event if they are in attendance and to bring a dessert for the auction if they would like to participate.

D. Personelle Update: CEO Ales is excited about team expansion and the skills and strengths they bring. He mentions Olivia will bring her marketing background to the team by rebuilding the website and getting an e-mail list going on Constant Contact.

1. Director Macon asks CEO Ales if the maintenance staff is now fully hired and CEO Ales confirms yes.

E. Committee Assignments Update:

1. Buildings and Grounds:

a. Director Carson says he hasn't done a lot in the last couple months. The Lions building painting will be done in spring and flipping the stage is still in progress.

b. CEO Ales provides update on landscaping work that will be provided by the Northern California Construction Training (NCCT) Program. NCCT will be upkeeping the grounds and renovating areas at no cost and will work to have the property ready in time for Fair. CEO Ales thanks NCCT for their generosity and is excited about the small wins happening around the grounds.

c. CEO Ales then provides an update on the Livestock Barn Remodel that will be funded by the Heritage Foundation. He has met with the construction team and is awaiting a quote so we can begin the next phase of renovation.

d. Director Carson recommended getting woodchips from feed companies and CEO Ales confirms he has woodchips already.

e. CEO Ales closes by asking the Board to thank NCCT for their work as it is posted on social media.

2. Other Committee Assignments: There are none.

VIII. CORRESPONDENCE

1. CEO Ales opens Correspondence discussion by showing the Board the MOU grant numbers have been changed and the check for \$80,000.00 should be coming shortly.

a. President Sands asked CEO Ales how does the COVID rulings from the State and County affect the fairgrounds and CEO Ales confirmed it does not affect the fairgrounds yet because outdoor event level is 5,000 attendees and indoor is 500, so we have been ok with events so far. If requested, we do provide all PPE equipment and we can complete any documents requested by clients, but it has not been a burden yet. What has been a burden is cancelled events due clients following the rulings or service members coming down with COVID.

IX. FINANCIALS

A. CEO Ales begins by reviewing a footnote addition made per request from the Board to account for where the cash reserve is. He points out the change can be found on page 24 under #1 cash reserve section for the LAIF local investment account.

B. CEO Ales mentions he followed up with some investment companies to discuss moving investment accounts. He says there is no incentive to move the investment accounts because the State of California confirmed we cannot invest where fees or risk are involved. He will continue to follow up if there are other programs that open up. If the Board has any other options please let him know.

- C. CEO Ales directs to the balance sheet on page 25 and acknowledges cash increase is 400% above because of excellent fair, grants, increase from state allocation, and the board of supervisors funding.
- D. CEO Ales directs to page 33 that shows the P&L from 2021 compared to 2020 and notes astronomical change in net income is related to fair success and different sources of income.
- E. To close CEO Ales states that numbers are tracking the way we budgeted as we closed out the year and he is feeling very positive about upcoming year because of increase in interim rentals and recommitments of annual shows like Aloha Festival and Sports Show. CEO Ales notes the January/February slow season is due to cancellations because of COVID hesitancy or holdups. Overall he has positive thoughts about the upcoming year.
- F. CEO Ales opens up the space for questions President Sands confirms there are none.

X. OLD BUSINESS: None to consider.

XI. NEW BUSINESS

- A. President Sands refers to pages 62-64 to review an upcoming event. CEO Ales mentions that event cancelled on the last day they were allowed to cancel because they felt it was not appropriate to have a Crab Feed at this time due to concerns with COVID outbreak.

XII. RECOGNITION OF CELEBRATION: None to consider.

XIII. MATTERS OF INFORMATION:

- a. CEO Comments: Welcome aboard to Olivia and if you have any comments or questions reach out to her because she will be bringing updated contact forms to next meeting. The form 700 will be coming out very soon. I have distributed WFA packets and cards to everyone so you can attend any fair you want.
- b. Director/Staff Comments:
 - i. Director Parnell: Welcome Olivia
 - ii. Director Carson: Congradulations to Tim and nice meeting.
 - iii. President Sands: If you have any preference for committee assignments text or email me and I will take your requests into account when deciding assignments
- c. Board Meeting Dates:
 - i. Thursday February 24, 2022
 - ii. Thursday March 24, 2022
 - 1. President Sands mentions Director Johnson will run the March meeting due to President Sands being on vacation.
- d. Upcoming Key Activites:
 - i. None to consider

XIV. ANNUAL RESOLUTIONS: None to consider.

XV. ADJOURNMENT

Don Ales, CEO

Date

Timothy Sands, President

Date