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## PENNSYLVANIA STATE ASSOCIATION OF COUNTY FAIRS

### MINUTES

#### SPRING MEETING

April 13, 2023 – 11AM

CENTRE HALL, PA

Martha Ebersole called the meeting to order. Kevin Bieber led the Pledge of Allegiance and Karen Dobson offered prayer. Roll Call - present were Kevin Bieber, David Cowden, Dan Dickey, Roger Dirlam, Karen Dobson, Martha Ebersole, Bev Gruber, Ben Haagen, Joe Irons, Judy Kmetz, Dr. Mike Kowalewski, Craig Lash, Shirley McIntire, Jana Mellott, Jeanne Miller, Sally Nolt, Charles Nutaitis, Jim Reed, David Reese, Harry Reffner, Debbie Stephenson, Jeff Walason, David Wilcox and Samuel Zaffuto. Absent Sherman Allen, Tony Frazier. Honorary members; John Blaney, Byron Glessner, Susan Hahn, Bruce Koppenhaver, John McMullen, Ron Miller, and George Witherite. Members at Large—Tracy Barone and Jenny Groff from the Department of Ag, Gala Higinbotham Assoc. Rep., and Kerry Lange from Milliron. Guest from PSSA Jimmy Houghton and Lloyd Serfass.

#### MINUTES OF FALL & CONVENTION MEETINGS – Harry Reffner

Minutes of all 3 meetings were posted on the website. Roger Dirlam made the motion to accept all Minutes from the Fall Meeting Pre & Post Convention as posted, 2<sup>nd</sup> by Debbie Stephenson, carried.

#### TREASURER'S REPORT – Harry Reffner

Referring to Balance Sheet

1) Comparing our balance to last year this time we are \$14,000 lower, however outstanding income of Convention \$1,500 and PaPreferred \$8,000 from 2022 will bring the negative to \$4,500. Incoming yet to be received Egg Sponsor \$5,000, PaPreferred 2023 contest \$10,000, and dues of \$25,776.

Referring to Convention Income & Expense Budget vs Actual

1) Convention was both educational and financially sound.

A) The Spouse program netted \$5,932 to the Scholarship fund, shown on the Scholar register.

B) The Judging school netted \$955.

C) After all bills were paid I transferred \$35,000 to savings as the saving's register reflects.

D) The trade show continues to be the largest contributor to the transfer amount. I have fielded calls for our 2024 Convention.

Referring to General Income & Expense Budget vs Actual

1) A \$1,000 sponsorship was sent to IAFE Zone 1 conference.

2) One 2022 scholarship was been paid in April, with all 6 scholarships being awarded.

3) Payment has been sent for Ag Progress Days in August.

Roger Dirlam motioned to accept the Treasurer's report, 2<sup>nd</sup> by Bev Gruber, motion carried.

## Association Update

### Fairs

There are 107 fairs in the association with North East community fair deciding not to join. Fair Dues were \$46,000, with \$25,776 still outstanding. They remain the same as 2022.

Our first Fair will be held this weekend, the PA Maple Festival and will pick up next weekend.

### Associates

We currently have 181 associates; as last year's total of 179.

Several of the directors and our 2023 Fair Queen attended Cornucopia. The officers spoke with several House and Senate. We had a chance to speak with Robert Leadbeter who is David Millard's replacement in the house, he is favorable to Fairs. We hope to have another opportunity to speak with him at the Legislative reception in June.

IAFE Zone 1 meeting May 4 – 7 Albany New York. We did send the customary sponsorship. Could I have a show of hands of those planning on attending.

As in the past we will participate in the 2023 Ag Progress days August 8 - 10.

One complaint that we have heard over the year is the menu for our banquet, we plan to address this when we meet with Hershey in June.

## CORRESPONDENCE

- 1) State Fair Queen Contestants, Thanking PSACF for our Sponsorship
  - a) Albion Madison Anderson
  - b) Bloomsburg Abigail Jerome
  - c) Elizabethtown Fair Abigail Nissley
  - d) Huntingdon Evangeline McGargle
  - e) Luzerne Cienna Pace
  - f) Shippensburg Caitlyn Williams
  - g) Venango Jaimie Thomas
  - h) Williamsburg Charlotte Simpson

PA SHOWMEN'S ASSOCIATION – James Houghton, Lloyd Serfass

Looking forward to June meeting with Hershey, the Friday night meal was no as expected.

Good presentation seminars. Looking forward to working us. Estate planning and trucking two seminars for next Convention. Friday night 2024 banquet theme is 50's Doo Wop.

ASSOCIATES REPRESENTATIVE – GALLA HIGINBOTHAM

More pictures on website of trade show. Trying to improve work in progress. Response great to trade show. Lots of good comments. Sticker game. Thanks for staying open Saturday morning feedback positive. Drone in trade show. Bull escaped must have. When a concession signs up at a Fair attach a Associate application.

REPORT FROM LEGISLATIVE CONSULTANT – Kerry Lange see separate report

Discussion of where the Fair Fund monies come from. Tracy – actual money comes from taxing on racing. New legislators young. It was suggested we invite horse racing personnel to Thursday banquet, Kevin Beiber made the motion to invite them and present them a plaque, Jana Mellott 2<sup>nd</sup>, motion carried.

PA DEPT. OF AG. – Tracy Barone

April Board Meeting Talking Points:

Grants and Payments

All grantees that submitted completed grant final report paperwork packets should receive payment of outstanding funds by mid-May. Others will follow by mid-June.

Quarantine Orders

Both the Poultry and Swine Quarantines remain in effect.

Grant Opportunities

We are researching additional funding opportunities and will distribute information re: same at the zone meetings.

Information re: the following can be found on the PA Fair Fund webpage of PDA's website:

Friend of the Fair Award

Youth Fair Poster Contest

Animal Health Rules for the Fairs (2023)

Quarantines

Alternative Poultry Exhibit Ideas

May 15 Fair Guides.

Committee Reports

Budget – Ron Miller

Meeting June 15<sup>th</sup> at Hershey

Legislative – John Blaney

Invite legislators to your Fair.

Auditing – Kevin Bieber

Thursday at Convention

Animal Health – David Reese

Regulations out. Poultry quarantine, be careful of out of state rabbits.

Baking Report – Karen Dobson - See separate report

Fair Person – Bruce Koppenhaver

Web has been updated.

Junior Fair Person – Ben Haagen

Changing form. Oct 2st. 4 excellent last year, they are the future. Under 22. Sherman Allen invite and pay for 4 to attend the convention. Discussion. Karen moved to table and have Budget committee review, 2<sup>nd</sup> by Judy Kmetz.

Zone Meeting Review – Martha Ebersole

Everyone doing a great job.

Spouse – Jeanne Miller

Thanked to all that helped. \$5,932 to Scholarship Fund.

Communications – Martha Ebersole

Committee thinking about what they want to do. Fairs on Parade – Great.

Rooms – Sally Nolt

June 1<sup>st</sup> block opened, easier to cancel then obtain room with quota is filled.

Seminars/Table Topics – Kevin Bieber

Committee have had 2 zoom meetings. Marla Calico keynote speaker harking off entire week for us. Spending \$10,000 low end for speakers. Marla lodging, meals and air fare, contribution to IAFE foundation. Will do another seminar, possibility panel discussion on Saturday. Full list of seminars and table topics soon. Kevin starts with survey sheets that Jim collects. Saturday Shirley McIntire/Marla Let's talk, 2 hour panel time, big room. Youth day 3<sup>rd</sup> year only youth. Registration \$40 will include youth day. If only Saturday registration \$20. FFA officers change every year. Lunch pizza and soda brought into room portfolio Warren County will sponsor \$800. Sign with Warren as sponsor, FairTalk and convention program ads. Committee well on the way .

Showcase – Sam Zaffuto

Harry will send out invitations by Labor Day.

Msgr Scholarship – Sam Zaffuto

Talk up at zone meetings, June 30<sup>th</sup>.

Queen – Karen Dobson

See separate report.

Sponsorship – Debbie Stephenson

Added new sponsor West Group.

Tourism – Bev Gruber

See report

Council of Farm Orgs – Bev Gruber

See report

Penn State Ag Council -- Jana Mellott

Meeting in October, good speaker telephone him in from Ukraine. Virtual meeting coming up end of April.

PA Farm Show – Kevin Bieber

Sharon thanked for support over 500,000, weather great. 2024 or 2025 Maclay bridge to be replaced. Heidi 250 exhibits thrilled with sales. 12,800 home exhibits 1,500 exhibitors.

Ride Safety – Dan Dickey

Talk at convention.

Judging School – Jana Mellott

90 enrolled, coming back. Topics well received. Soliciting new ideas for next year. Looking for ideas – Queen subject. Working on judging list, first of next week.

### Old Business

Sam present John Blaney his outgoing directors award.

Presentation of Queens at PSACF Banquet prior or after dinner.

Debbie it is Fairs meal not Queens. Food serve had start. Queen's nervous about the night, a comment from director would be worse to wait. Comment Queens represent the fairs and they have move on with the Fair. Queens night should be Saturday. Further discussion. Karen moved to let dinner as it is, 2<sup>nd</sup> by Sally. Further discussion. Attendees should look at program and diners should come later. Would be embarrassing for the Queens if a group gets up and leaves before they are presented. Comment would probably not happen.

Motion carried with 3 dissidents.

### Good of the Association

How many at Queen's banquet enjoyed the cold air - review with Jason at June meeting.

False advertising \$60 with messages from Allentown. The Fair has not sent out these messages.

Scholarships are available to PSACF members through PSSA.

Bruce asked for screens not theater, wants projectors Table top projectors LCD.

Governor has lifted ban on bottle water to Ag personnel, they may now receive a complimentary bottle.

Williamsburg – board was not open minded attempting to stabilize board. If fair board will help finance the Junior Fair person, needs to support our youth they are our future.

Roger motioned for adjournment, 2<sup>nd</sup> by Debbie, adjournment at 2:32.

Respectfully submitted



Harry Reffner  
Exec Secretary/Treasurer

#### Report from Tourism Coalition Meeting held on February 23, 2023 by Beverly Gruber

Twenty associations and 35 participants were present on Zoom for the meeting. The meeting was called to order by J. Massaro from the Pa. Restaurant and Lodging Association. He updated everyone on the State of the Industry. Labor shortages continue to be a major problem. The Legislative Update was next, given by Zach Pyzik. The best news was that they all feel that Governor Shapiro is very marketing savvy and more friendly to Tourism than the previous Governor. It looks like there will be increased funding for Tourism. They also felt that minimum wage will definitely be a priority this term. With so many House and Senate changes this term, greater effort will be needed to get the Tourism message heard. John Oliver from the Erie Destination Marketing Organization spoke on the issues needing attention, such as Short term Rentals (VRVO and Air B&B) as well as human trafficking and work force development programs. The state Tourism Office then updated all present with the state marketing plan for 2023. Campos has completed their Research Study and it will be distributed in the spring. Tourism Week in Pennsylvania is May 7-13 this year. The 250<sup>th</sup> Commemoration of the founding of this country will be in 2026. Fairs should be planning how they will tie in to this. A public relations/social media meeting was held on April 5<sup>th</sup> by Zoom. Some of the trends brought out at this meeting included Entertainment Inspired Tourism, the increasing importance of second class cities for meetings, Increased Solo Travel and the importance of diversity, sustainability and accessibility. Next meeting is an in-person meeting to be held on June 6<sup>th</sup> in Harrisburg.

*Ad in Tourism Magazine*

#### Report from the Pa State Council of Farm Organizations by Beverly Gruber

The organization has been brought back to life since COVID and they held their Annual Meeting and Cornucopia on March 7<sup>th</sup> at the Capital in Harrisburg. Lizzie Bailey has been hired to work with the Council to bring it back. Cornucopia went very well. There was an excellent crowd, especially House Members. The Lieutenant Governor was present early in the evening, and two of the Senators from the Lehigh Valley were present. Our new Senator Miller seems very interested in Agriculture. I introduced him to many of the Commodity representatives. There was an abundance of food and nearly every commodity was represented. The PSACF booth was one of the prettiest booths there, and was well staffed by our Queen and representatives. The orange book which lists all the Agricultural organizations will be available (in printed form) by September and it will be online by late August. The PSCFO meets four times per year. The next meeting will be in June.

*September Orange Book*