



52nd District Agricultural Association
Wednesday, Sept 13, 2023, at 5:30 p.m.

Cal Expo Fair Office, Board Room
1600 Exposition Blvd,
Sacramento, CA 95815

BOARD MEETING AGENDA

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

I. Call to Order

II. Roll Call - Directors Coby Turner, Evan Corder, Mike Albiani are all present. Directors Arturo Barajas and Serina Correa are absent.

III. Introduction of Guests and Staff – Matt Cranford and Mike Francesconi are present. Jim Vietheer is present.

IV. Public Comment on items not on the agenda

V. Approval of Minutes

President Albiani asked for a motion for approval of the minutes with the correction of changing 38th DAA to the 52nd DAA. Director Corder made a motion and Director Albiani seconded the motion.

VI. CEO Report (Informational Only) - CEO Cranford

-have been working with Cal Expo to finish the financials, we do not have any of the ticketing sales or billing added into the financials.

-had a staff meeting about the closing out of the last fair and to start up planning for the 2024 fair. We want to update the indoor building.

-Going to start outreach on school tours soon so we can get buses since that normally is a problem. Normally schools that have come previously come again but we would like to reach out to more schools and get some new participation and more attendance from schools.

-Going to do an RFP for marketing, did not like how it was managed last year.

-Would like to get graphics within two months, Tickets live by January, and would like to work on a theme for 2025 as well so we can be prepared.

-Will be making staffing changes related to showworks, want to make it more responsive and would like showworks personnel at the livestock office during the fair.

-Got new phones set up in the office, the old phones were a good price but were hard to use and make changes, the new ones are much easier to use, we will be



keeping the main phone number and getting rid of the rest and keeping the fax line as of now but would like to get rid of it eventually.

-With the new phones we can make it so livestock can have their own phone during the fair.

-Working on getting contracts going, Nichole is working on contracts in case we cannot get Joe to return.

VII. President's Report (Informational Only) – President Albiani

-JLA had their meeting last night, FFA and 4H have been having changes in leaders so they established a committee. The meeting was all informational, the only thing still on the website is the average sales prices so they went over them. Had some changes to premiums.

VIII. Financial Reports

-Balance Sheet: got it corrected from the last meeting and now it all balances out correctly.

-Revenue report: it is short but still have money coming from Cal Expo, we went up on vendors from the previous year, concessions also went up, livestock had some issues we still have to figure out, and sponsorships were down, and rodeo arena admissions still need to be added to the revenue

-Operations: the premiums need to be looked at we think it might be more than what it currently is at, got new decorations which costed some money

President Albiani asked for a motion to approve the financials. Director Tugade suggested waiting on approvals until the next meeting. Board decided to wait.

-Payroll and check register page: it went down because Matt is under contract with Cal Expo so it is cheaper with the county fair. President Albiani asked for approval of payroll and check register, Director Tugade made a motion and Director Turner seconded the motion. Voted to approve, and the motion passed.

-AP and AR: will be receiving money back from Cal Expo and some checks need to be cleared up. President Albiani asked for a motion to approve the reports, Director Turner made a motion and Director Corder seconded the motion. Voted to approve, and the motion passed.

IX. Committee Reports

- a. JLA Committee: President Albiani discussed already in his report
- b. Livestock Committee: none
- c. Marketing Committee: none
- d. Finance Committee: none
- e. Sacramento County Fair Foundation Ad Hoc Committee Report: none

X. Old Business

Getting training done.

XI. New Business

- a. Officer Positions for 2023-2024



XII. Correspondence

- got a new list of states to not travel to for work.
- certain sponsorship contracts have to be approved
- discussed about WFA and CFA fair alliance

XIII. Director Comments/Request for Agenda Items

- approval of review of financials
- look into geo fencing for phones

XIV. Future Board Meetings

- Wednesday, Oct 11, 2023, 5:30pm

XV. Adjourn

Americans with Disabilities Act

Those persons wishing to attend the meeting and who may require special accommodations pursuant to the provisions of the Americans with Disabilities Act are requested to contact Fair Office at: 916-263-2975.