

10TH DISTRICT AGRICULTURAL ASSOCIATION
BOARD OF DIRECTORS MEETING
August 20, 2019

CALL TO ORDER: The 10th District Agricultural Association Board of Directors meeting was called to order at 6:37 PM in Winema Hall on the Fairgrounds by President Finley.

ROLL CALL/DIRECTORS ABSENT: All Directors were present with the exception of Vice President Rizzardo who called in. There are two board positions vacant.

INTRODUCTION OF GUESTS AND STAFF: Also present were Cliff Munson, CEO; Michelle Eiler, AGPA; Mike Luiz, Senior Maintenance; Janae Scruggs, FOF President and Cheryl Scruggs, FOF Member.

PUBLIC COMMENT: None.

FRIENDS OF THE FAIR: Janae reported that the fair went pretty well. Quilt tickets were about \$1,000 and part of that will go to the Home Arts Department for improvements. The thank you card sales were down a bit. The beer booth and information booth services went good. Overall the Friends of the Fair are very pleased with the outcome of the fair. Cheryl Scruggs did mention that she was able to meet another fair's Friends of the Fair president and things don't run as smoothly between organizations for them; she said that the FOF is very appreciative of the relationship and thanked our board for their support. No public comment.

CONSENT CALENDAR (Action by Board): After a few expense clarifications and an edit to the minutes, Director Mercier made a motion, seconded by Director Hanna and carried to accept the consent calendar which included minutes from the July 16, 2019 meeting, contracts for July and the Finance Report. (Aye votes: Cardoza, Fawaz, Finley, Hanna, Mercier and Salters). No public comment.

CORRESPONDENCE (Information/Action): The correspondence folder containing financial statements for July for both the kart track and speedway; a public reminder notice from CDFA about maintaining the health of animals and protecting the health of visitors; a statistics sheet from the facebook ads that we purchased and several items from fair patrons. Those items included a thank you card from Teri Barham regarding Basil being given the lifetime pass award; Carolyn Hoyum, the flower show judge thanking us for the opportunity and stating how the floral department did a great job; several feedback emails from the new mobile app; an email from Jo Peterson, past director, thanking us for the pass and she enjoyed the fair; and three notes from quilters expressing their unhappiness and concern in that department. CEO Munson also passed around a certificate of appreciation from the Office of Education workability program that Mike works with. No public comment.

COMMITTEE REPORTS (Informational/Action):

- Junior Livestock Auction Committee – Director Mercier reported that the auction was down about \$150K and 2-3 of the top buyers were not in attendance. Following are the average sale prices: steers \$3.54/lb, registered bred heifers \$4,191.57/head, commercial bred heifers \$4,309/head, dairy cattle \$3,100/head, swine \$7.14/lb, sheep \$7.98/lb, goats \$11.33/lb, chickens pen of 3 \$28.83/lb, turkeys \$20.33/lb, and rabbits \$19.50/lb. JLAC only collected approximately \$300K onsite due to the credit card/phone line not working in the afternoon. That will be discussed later in the year so there is no problem in the future. No public comment.

FAIR REPORT (Information/Action):

- 2019 Fair – CEO Munson reviewed the fair report that was handed out. Admissions were mostly up except for Saturday which hurt us overall. Hopefully the scanning system will be implemented into admissions and our figures will be more accurate. Concession sales were up with the exception of

alcohol. Carnival revenue was up both for presale and onsite. Grandstand Event net totals are all up at this time, but not all expenses are recorded. People seemed to like the new rodeo setup. Director awards went to the following: Finley = Daryl Whicheloe/SOFAB; Rizzardo = Wendy Johnson/Matt Wilson, Rodeo Committee; Cardoza = Etna FFA & Football for the BBQ setup and teardown; Fawaz = Paul Maurer Shows; Hanna = Sheriff's Department for added security; Mercier = Michelle Eiler, mobile fair app; Salters = Kristin Whicheloe/SOFAB extra BBQ cleanup. No public comment.

CEO COMMENTS: CEO Munson reported that we are continuing the process for the HVAC system in Winema Hall. President Jason Finley was appointed to be the 2nd Point of Contact for the project. CEO Munson will be attending a meeting in Weed on August 27th and be in Sacramento on August 28th. There was documentation received on a fair board's gross mismanagement issue at another fair. He is currently reviewing the information and will report as necessary. The draft audit was received right before fair, it was finally reviewed and a response will be sent to the auditing company to proceed with the final report. We are still working on the EDC grant application for monies that could put on a music festival in the fall of 2020. CEO Munson said it was a good fair; the most stressful moment was when the power outage occurred and we were preparing for an evacuation. And a happy note, he had a new granddaughter last week ☺.

DIRECTORS COMMENTS:

- Director Fawaz said it was a great fair and thank you for the mobile app. We should look into a 2nd Mexican booth and maybe another coffee – current ones are very busy. The rodeo was a good change and the derby was great. There were no lights in the VIP parking lot at night; the directional signage needs to be higher heard of more individuals almost hitting their heads. Farm Bureau would like to put some money into the Grandstand Beer Booth to alleviate cooler issues. It would be nice to put in some additional money to cater the BBQ to show our appreciation to the sponsors. He also was not happy about the added security and wandering at the gate, lines were backed up.
- Director Hanna mentioned that he thought Cliff kept his cool during the very stressful power outage incident. He seemed less stressed at this fair. He and Cliff were involved in the butchering of the turkeys today. Rockside Ranch may become a new partner in regards to that process. It definitely went smoother this year than last. Mike Luiz kept going even though he was having back issues the entire fair; all staff did a good job; the grounds looked great. Wednesday night there is a lot going on in the livestock so it is hard to make opening ceremonies/sponsor BBQ (possibly move some things around?). He heard that the rodeo lights stayed on all night and there is rumors going around that the redneck roundup will be cancelled next year due to insurance. Maybe find a new event for the roundup. He thanked the board for trusting the new rodeo committee with the revised event and he liked the new fans in the show ring.
- Director Cardoza said the food was good and there was plenty of it at the Sponsor BBQ; thank you to Lori for all the cleanup. Rodeo was a good change, more locals involved and the clown was very entertaining but his mic was hit and miss. Many of the women's restrooms stall doors don't close. People seemed happy with the added security but why did we not have any on Sunday/free day? Thank you to Mike and Michelle for all the extra work, it was a good fair. On a side note, she does not feel that she is able to put the time and energy into the fair board position as she would like; just being pulled in several directions. She will be putting in her resignation.
- Director Mercier said everyone loved the new fair app. The road to the RV Park was nice and maybe we could get the pothole at the livestock entrance fixed. People asked about phone charging stations, might be a good addition. People commented that the admission ticket sale ended the Friday before fair when it used to go up to opening. The cool weather was easier on everyone. We should convert the pen cattle area to dairy goats if we are not using next year.
- Director Salters only came to the fair two days. Sponsor BBQ food was a good change and everyone enjoyed it. She liked the fair app; it would be nice if it could be updated after fair with the

winners. Circle Bar Photography is great and you can see everything right away. She did hear of some of the quilt complaints and that the photography department was getting things mixed up.

- President Finley said the rodeo was awesome, good job to Judd and the committee. The roundup was good and we don't need to get rid of it. Another Mexican and coffee booth would be good. Auction prices had dropped a bit and it would be nice to shorten the time a bit. FOF beer garden looked busy when he would go by and the fans in the livestock ring were great. He doesn't agree with the security wand and if it is to be done it needs to be done at all gates on all days. Restrooms seem pretty dirty, is it possible to get them cleaned more often. Thank you to Paula and Lori for the Sponsor BBQ, it would be nice to see some changes, it takes a lot to put it on both in the front and the back of the event.

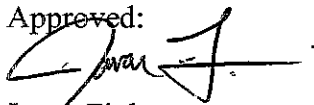
STAFF COMMENTS:

- Mike mentioned that after the Winema Hall upgrade that the fridge can possibly go into the Grandstand Concession for them to use instead of the beer cooler (FOF were unaware of that, CEO Munson will look into this further). He received a ton of comments about how the situation of the downed horse at the rodeo was handled very well. Food was good. He received some comments from vendors about having an event in the grandstand on Thursday night to attract people. Commercial vendors seem hard to get. This is the first year that he had the same amount of girls and boys on his crew and the girls outdid the boys ☺. All and all it was a good fair.
- Michelle said she was nervous with many new staff but it turned out great. Several have already said they want to return. It was great having the presale carnival coupons go directly to the carnival to redeem. The grandstand tickets went better than last year, but not as smooth as hoped. We have some ideas to improve for next year and hopefully set up the admissions on the same program.

NEXT MEETING DATE: The next meeting is scheduled for September 17, 2019 at 6:30 PM.

ADJOURNMENT: Meeting was adjourned at 8:54 PM.

Approved:



Jason Finley
President
Date:

Attest:



Michelle Eiler
Secretary
Date: 9/17/19