

REGULAR MEETING OF THE PLUMAS-SIERRA COUNTY FAIR BOARD
October 28, 2009

ROLL CALL

Chairperson Olson calls the meeting of the Plumas-Sierra County Fair Board of Directors to order at 4:02 p.m. in the Mineral Building at the Plumas-Sierra County Fair Grounds. Directors Abbott, Chance, Hughes, Neer, Olson, and Viscarra are present. Director Goss is absent and excused. Director Johnson is absent. Fair manager John Steffanic is present. Administrative Assistant Willo Vieira is present.

APPROVAL OF THE AGENDA

Director Neer, seconded by Director Viscarra, makes motion to approve the agenda for October 28, 2009. Motion carried unanimously.

APPROVAL OF THE MINUTES

August 26, 2009

Motion is made by Director Abbott to approve the minutes of the August 26, 2009 meeting. Motion seconded by Director Neer. Motion carried unanimously.

INTRODUCTION OF THE PUBLIC

The public introduces themselves. Judi Madden, American Valley Speedway and Madden Plumbing and Heating; Lori Simpson, Supervisor District 4; Kathy Tedford, Fair Fiscal Officer.

PUBLIC COMMENT

Supervisor Simpson thanked the staff and especially Mel Merino, maintenance staff, for their help with the Town Hall meeting. Supervisor Simpson also reported that Leonard Ross would like to have his name back up on the arena. Ms. Simpson recognized the fact that the original arena no longer exists, but was wondering if there might be some way of accommodating his request. Director Viscarra thought that the name was to be transferred to the little arena. Manager Steffanic said that he would look into the matter.

Judi Madden, American Valley Speedway, will be attending the Promoters Workshop in Reno starting December 1 and would like to take with her a list of available Fridays that could be possibly booked for races.

CORRESPONDENCE

- E-mail from Bruce Lim, California Division of Food and Agriculture, regarding the release of 2008/2009 flex capital money.
- Letter of intent from American Valley Speedway for 2010 including the proposed race dates.
- Director Radtke's letter of resignation was read into the record.

MANAGER'S REPORT

California Fairs Infrastructure Projects

- The Fair has been included in the request for funding for disaster and/or solar energy infrastructure projects. The Fair requested funding for grounds wide paging system

and a storage building to house emergency supplies. Director Neer thought it was great to have evacuation center capabilities.

Financials

- Manager Steffanic presented a fiscal snap shot of the fair to the Directors.
- Attendance, parking, vendors, concessions and entries were all up from last year which resulted in more revenue. Director Johnson commented that the increase in vendors was noticeable in the Serpilio Hall.
- Carnival revenue was down slightly due to an increase in the sales of pre-sale carnival tickets.

COMMITTEE/DIRECTOR'S REPORTS

Committee Reports

None

Director's Reports

- Director's chose to hold their reports until the scheduled time for Fair wrap-up comments.

OLD BUSINESS

A. American Valley Speedway update

Judi Madden, American Valley Speedway, said that the biggest problem she had for the Fair race was the selling of grandstand tickets. People came to the pit trailer office to purchase a race ticket without paying the fair admission and then had to be escorted through the pits. The 5:30 pm start for the races was fantastic and the association made enough money to cover all of their expenses for the race. On the downside the track was hideous as it did not have enough water worked into it and there were rocks left on the track from the event the night before. Having the Enduro Race the night before had always helped with preparation of the track for the Sunday race. Ms. Madden encouraged the Fair to bring back the Enduro Race and reminded the Fair Board that the Enduro Race always resulted in a positive cash flow for the Fair.

NEW BUSINESS

- A. Storage Fee Schedule – Fair Manager Steffanic presented the Board with the proposed new storage fee schedule for discussion. It was pointed out that the current unsecured storage rates are in line with local private industry and the Board was requested to approve an increase the secured storage rate from \$3.00 per foot per month to \$3.50 per foot per month to bring the Fair's rates in line with local private industry. Director Abbott made a motion to approve the presented fee schedule with the exclusion of the storage rates which will be discussed at a later date. Director Johnson seconded the motion which was passed unanimously.
- B. Vendor Application – Fair Manager Steffanic presented the Board with the 2010 application for Vendors, Exhibitors, and Concessionaires. The Boards attention was called to the addition of a \$100.00 refundable deposit for all vendors and exhibitors to prevent early nightly closing of their booths.

C. 2010 Fair Theme – A list of possible Fair themes was given to the Directors for them to think on for a vote at the September 23, 2009 Fair Board meeting. The Board requested a listing of the Fair themes used for the last 15 years to guide them in their decision.

D. Fair Recap

- Director Johnson – A livestock secretary is needed to assist in the livestock area. A food vendor needs to be found for the livestock area. The Logging Show was well received by the community and Director Johnson had received many “thank yous”. Director Johnson did feel that the show was too long and felt that if it started earlier or if two events were run at the same time that the event would be better paced. She would like to see the return of a full rodeo and a major grandstand event. Many people liked the sunscreen stations.
- Director Neer – Felt that overall things went well. Livestock ran smoothly with no drama thanks to Ron Wilson and Susan Taylor. There was confusion over the pull out time. We need to publish the time in the Exhibit Guide and then stick to it. Dogs on the grounds were a problem. Senior Day went very well and was well attended. Director Neer suggested that if swine exhibit number were down again next year that showmanship and market classes be held on the same day. She was disappointed that the Fair Manager did not make an appearance at the auction. The flaggers stand in the grandstand needs to be removed during events so people can see. The juggler was amateur and the monster truck rides drowned out the bands and the grandstand acts.
- Director Abbott – Expressed a need for good security on the grounds to deal with aggressive people, after hours booth security, and the manning of gates. The Ice Truck was not locked during the Fair. Fair Manager Steffanic plans to remedy the issue of manning the gates and the selling of tickets through a “job fair” to allow the fair to have hired employees and not volunteers in those positions.
- Director Chance – Felt that admissions could be tightened as the ticket people left early and people should be able to get into the fair with their show tickets. He would also like to see better parking for the directors.
- Director Olson – The Art Barn needs signage that the building is open. The Ag Barn needs a supervisor. Ms. Olson also had a sponsor for the ribbons for the building and would like to see the judging return to the Danish System. The Peppard Cabin area needed activity. The newspaper’s insert needs to be up to date. The Tie Cattle classes need to be dropped. The Range Cattle show was good but small and the Cattlemen’s BBQ was excellent. The Balloon Man and the magician were both good. The carnival was clean and well run, but needs to eliminate the “dark” area by the bathrooms. Director Olson also submitted a document with additional fair comments.
- Nancy Gambell, Sweetheart Coordinator – A big “thank you” to Director Abbott for all of his help. Everyone enjoyed the “float” in the parade even though it was a little unusual. The Sweethearts took second in the parade and would like to put their winnings towards a scholarship fund for future sweethearts. Fair Manager Steffanic added that there are several people who are very interested in bringing back the Sweetheart competition.
- Supervisor Swofford – Everyone did a great job it was an old fashioned fair. The shade over the food court was a definite plus as was the music at the Budweiser Stage.

- Fair Manager Steffanic – Splash Dogs was a hit but we need a better way of controlling the dogs that are on the grounds. Starting the races at 5:30 killed the fair on Sunday evening.

ANNOUNCEMENTS

None

Adjourn

A motion to adjourn is made by Director Chance and seconded by Director Abbott. Motion is carried unanimously. The Regular meeting of the Plumas-Sierra County Fair Board will be held on September 23, 2009 at 4:00 pm in the Mineral Building at the Plumas-Sierra County Fairgrounds. Meeting adjourned at 6:30 pm.

I, WILLO VIEIRA, DO HEREBY CERTIFY THAT THESE MINUTES OF THE JULY 22, 2009 MEETING OF THE PLUMAS-SIERRA COUNTY FAIR BOARD OF DIRECTORS ARE ACCURATE AS RECORDED.

Willo Vieira
Administrative Assistant

John Steffanic
Fair Manager

Thelma Olson, Chairperson
Plumas-Sierra County Fair Board