

**39<sup>th</sup> District Agricultural Association**  
**Minutes of a Meeting of the BOARD OF DIRECTORS**  
**February 13, 2008**

A meeting of the Board of Directors of the 39<sup>th</sup> District Agricultural Association was called to order at 6:35 PM by President Kautz in the Administration Building, Frogtown®, Angels Camp, CA on Wednesday, February 13, 2008.

**Pledge of Allegiance**

Director Folendorf led all persons present in reciting the Pledge of Allegiance.

**Directors Present:** President Kautz, VP Folendorf, Aschwanden, Callan, Campbell, Downum, Erickson, Trincherero

**Directors Absent:** AlRafiq (excused)

**Staff Members Present:** Ray Malerbi, General Manager; Laurie Giannini, Facility Marketing Representative; Eden Sanders, Board Secretary; Jesse Truelock, Maintenance Supervisor; Terri Truelock, Grounds Maintenance

**Guests:** There were no guests

**Minutes of Meetings**

A motion was made by Director Callan and seconded by Director Trincherero to approve the January 9, 2007 Board minutes. The motion passed. A motion was made by Director Trincherero and seconded by Director Callan to approve the January 9, 2007 Executive Committee minutes. The motion passed. A motion was made by Director Aschwanden and seconded by Director Trincherero to approve the January 9, 2007 Finance Committee minutes. The motion passed.

**Committee Reports**

Executive & Finance Committee:

- i. Approval of Workers Compensation Resolution: A motion was made by Director Folendorf and seconded by Director Callan, to approve a resolution authorizing the Authority to provide worker's compensation coverage for the Board of Directors and any volunteers working the Fair, which would remain in effect unless rescinded by the Board. The Resolution passed.
- ii. Approval of December Financials: A motion was made by Director Trincherero and seconded by Director Folendorf to approve the December Financials as presented. The motion passed.
- iii. Approval of 2007 STOP: Director Folendorf made a motion to submit the 2007 Statement of Operations as presented by Rick Wood at the Financial Committee meeting to Division. The motion was seconded by Director Trincherero and passed.
- iv. Discussions with representatives from CFSA and Division: All directors present attended the Finance Committee meeting where discussions regarding the Fair's critical financial situation took place. F&E's Assistant Director, Bruce Lim, CPA, advised the Board to make necessary changes to the 2008 Budget to ensure that actual expenses will be more closely aligned with actual revenues at the end of the year. He pledged Division assistance.
- v. Revenue Protection Insurance: CEO Malerbi reported that the Fair will be expending \$2000 for the cost of Revenue Protection Insurance which will cover up to 80% of Fair revenue in case of bad weather or other causes for poor attendance. The Fair took advantage of such insurance after 2006 Fair attendance suffered due to rain.
- vi. Cash Flow: A discussion regarding cash flow was covered in the Finance Committee meeting where all present were in attendance.
- vii. Operations Projects: The Frogeteria and deck project will begin on Saturday, February 23 at 7AM. The Board requested that Staff prepare a Press Release acknowledging Windborne

Construction, Angels Sheet Metal and Keith Talia for volunteering time and labor for the project. Director Campbell said she would write the Press Release.

#### Marketing Committee:

- i. Frog Jump Committee Report: Two historical memorabilia cases were on view for the meeting. They will be filled with Fair memorabilia and displayed in a prominent place in the Mark Twain Hall during the fair.
- ii. Sponsorships: Marketing Representative Giannini acknowledged Directors Downum, Campbell and Kautz in their efforts to pursue new and renewing sponsors and encouraged all directors to use emails, phone calls and mailers to recruit sponsorships. She reported a new sponsor, Taco Bell, has committed to \$500.
- iii. Group Sales: The Fair has contracted with Lacy Newfeld to solicit group purchases in two advanced sales promotions. One is a \$25 fund-raiser package at a \$16 end-user savings and the other is for catered group picnics on the fairgrounds during Fair.
- iv. Entertainment: A marvelous headliner has been secured. The entertainer's name will be announced as soon as contracts are signed.
- v. Board Representation: Director Campbell represented the Fair Board at the Chamber Mixer in January. Directors are asked to represent the Fair at all functions they attend.
- vi. Marketing Plan: The Board reviewed a Marketing Plan prepared by Marketing Representative Giannini. It represents a cut in the Fair advertising budget. She said she is trying to do as many low-cost approaches as possible without jeopardizing the product. A promotional DVD will be going into the Media Kits this year.
- vii. Hospitality: In order to save costs, the Sponsor's Deck will not be serving meals this year. Beverages will be served and the Wednesday Bar-B-Q and Saturday dinner will be continued. Director Downum suggested a Sunday pot luck.

#### **Directors Comments**

Director Trincherro – Angels Camp Business Association meeting presentation

Director Campbell – Commends Staff on the budget cuts. She mentioned the Chamber's Frog Unveiling Party scheduled for the Saturday before Fair in the Shade Garden.

Director Folendorf – Roger Brooks, a major speaker on marketing tourism noted at his recent seminar on branding that our Fairgrounds is poorly signed, and that he did not know where the grounds were located. Staff and Board members agreed that signage needs to be addressed.

#### **Adjournment**

The meeting was adjourned at 7:13PM.