

**39th District Agricultural Association
Minutes of the MARKETING COMMITTEE
March 12, 2008**

A Marketing Committee meeting of the Board of Directors of the 39th District Agricultural Association was called to order at 5:03PM by Chairman AlRafiq in the Administration Building, Frogtown®, Angels Camp, CA on Wednesday, March 12, 2007.

Committee Members Present: President Kautz, AlRafiq, Trincherro, Downum

Other Board Members Present: Folendorf, Callan, Aschwanden

Staff Members Present: Ray Malerbi, General Manager; Laurie Giannini, Facility Marketing Representative; Eden Sanders, Board Secretary

Guests: Keith Talia (Frog Jump Committee)

Frog Jumps

Keith Talia reported that the Frog Jump Committee had another fruitful meeting on Monday of this week. He reviewed updates from the various committees. It was decided to re-instate the clothesline competition and call it the "Miner's Wash Competition" with plaques and fair passes to be given as prizes. Kym Flagg will do the PR for this competition. No responses to the reduced pass policy have been received from any of the teams. Laurie told the Committee that a partial sponsor for the school program has been found but \$600 in sponsorship still needs to be secured. This year Right of Passage kids and supervisors will be volunteering every day to assist with the frog jumps. Keith said that Calaveras Lumber will be donating plants for the Frog Condo and Dick Wilmhurst will be donating funds. The Committee discussed making the Frog Condo a highlight of the jump because fair-goers were so impressed with it last year. In previous years the public was not allowed near the Frogs, but the Committee believe dangers to the frogs has been mitigated by the Frog Welfare Policy. To solve stage-monitoring issues, name tags will be provided for all persons entering the stage. The History Committee moved the two display cases from Pacific State Bank to Wells Fargo Bank today. The next scheduled stop is Calaveras Telephone where only one case will be displayed due to lack of space. The 2nd case will be offered for display at Wendell's in Mokelumne Hill. The Committee is considering purchasing a frog to be auctioned at the September Calaveras Frogs auction. Both CEO Malerbi and President Kautz commented about how much work and positive energy the Committee has accomplished. Keith is amazed at how many people from various groups within the community are coming together. Everyone is very positive and working hard to make this year's jump even better than last year. Many long-time residents are interested in improving and preserving this contest that is unique to Calaveras County.

Frogeteria

Keith, as construction manager for the Frogeteria deck project, reported that the deck work began last weekend and thanked Ironstone and Director Downum for providing gastronomical delights. The volunteers hope to work on the deck and possibly complete it this next weekend.

JLA Committee Report

Facility Marketing Representative, Laurie Giannini reported that Directors Folendorf and Downum attended the Junior Livestock Committee meeting. The Committee requested a detailed Expense report which Laurie prepared, and in so doing discovered \$3,600 had been allocated to the Auction Account that belonged to Operations. Since the money was just transferred between JL accounts, the bank balance was not affected. The JLA Committee was happy to hear that their LAIF fund earned

\$200 over the past year. The JLA will be able to collect a small percentage of an Accounts Receivable owed by Jim Frapwell for beef he never picked up from the butcher after Rawhide sells the meat and deducts their cut and wrap costs. Frapwell's debt was sent to Collections. Dennis Ziehlke reported at the meeting that he had not made any transportation arrangements yet. After the meeting he contacted the Fair and asked that Fair staff take care of the Auction transportation. The Cattlemen's Association has provided a list of Beef Facts which will be used to create signs for a scavenger hunt. The Association wants to donate 20Lbs of beef as a prize.

Sponsorship

Facility Marketing Representative Giannini reported that \$69,925 in cash sponsorships has been committed to date. This does not include 'In-Kind' sponsorship values. The Fair has acquired a few new sponsors thanks to the efforts of Directors Downum and Folendorf. The local hotels and realtors have reduced their donations from last year and a few from last year have declined this year. The total cash and In-Kind for 2007 was \$126,000. The total for 2008, so far, is \$98,000.

Adjournment

The meeting was adjourned at 5:39 PM.