

Calaveras County Fairgrounds - 39th District Agricultural Association
PO Box 489, 2465 Gun Club Road, Angels Camp CA 95222
209.736.2561 info@frogtown.org

NOTICE OF MEETING

Executive Committee of the Board of Directors

To be held on **March 12, 2025 @ 12:00 p.m. in the Boardroom at the Calaveras County Fairgrounds**

Meeting Information

PUBLIC PARTICIPATION Members of the public are encouraged to provide comments to the committee and may suggest items to be placed on the agenda, for discussion at an upcoming committee meeting, at the discretion of the committee. While the committee values the participation of the public, the committee chairman reserves the right to limit the time for public comment to a maximum of three (3) minutes per speaker to proceed with the agenda. Public comment must be related to fair authority and jurisdiction.

All meeting notices, agendas, and materials considered by the committee during the meeting will be available to the public during the meeting and also on the fairgrounds website at www.frogtown.org. The agenda and notices will also be available on the website at <https://www.frogtown.org/governance>

AMERICANS WITH DISABILITIES ACT

Those persons wishing to attend the meeting and who may require special accommodations according to the provisions of the Americans with Disabilities Act are requested to contact Laurie Giannini, CEO at the fair office at 2465 Gun Club Road, Angels Camp, CA 95222, or by calling 209-736-2561. For more information concerning this meeting contact:

Calaveras County Fair at 209-736-2561 or <https://www.frogtown.org/governance>

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Calaveras County Fair / 39th District Agricultural
Board of Directors Meeting - **March 12, 2025 at 12:00 p.m. in the Boardroom**
at the Calaveras County Fairgrounds

AGENDA

Items listed on this agenda may be considered in any order at the discretion of the All items so listed may be considered for action. Any item not listed on the agenda will not be discussed or considered by the Committee. Public Comments will be accepted on Agenda items at the time each item is considered by the Committee. Comments are limited to three minutes.

1. CALL TO ORDER and Flag Salute – Chair

Items listed on this agenda may be considered in any order at the discretion of the committee Chair. All items so listed may be considered for action. Any item not listed on the agenda will not be discussed or considered by the committee.

2. APPROVAL OF AGENDA

3. PUBLIC COMMENT:

Please be informed that any member of the public has the right and is invited to participate during this public meeting any may address the committee during the public comment section, on any item that falls under the committee jurisdiction, for items not listed on the agenda. While the committee values the participation of the public, the committee chairman reserves the right to limit the time for public comment to a maximum of three (3) minutes per speaker to proceed with the agenda. Public comment must be related to Open Meeting Laws for DAAs. No debate by the committee shall be permitted on such public comments. The committee will take no action on such a comment at this time, as law requires formal public notice prior to any action. All meeting notices, agendas, and materials considered by the committee during the meeting will be available during the meeting. The agenda and notices will also be available on the website at <https://www.frogtown.org/governance>

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Consent Agenda

1. Approval of February Minutes
2. Approval of Financial Reports
3. Approval of Contract Log

Old Business

1. Storage area
2. County update
3. Entertainment update
4. Allocation update
5. Sponsor Update
6. Family of the Year - Possible Action
7. Approving Calaveras County Junior Livestock Committee Bylaws - Possible Action

New Business

1. Maintenance update
2. Honor Roll Nominees - Possible Action
3. Blue Ribbon Nominees - Possible Action
4. Resolution approving the CFSA workmans comp document. - Possible Action
5. Resolution approving applying for a line of credit for the Junior Livestock Auction, signers - Gay Callan, Tim Folendorf - Possible Action

Committee meetings

1. Junior Livestock Committee
2. Frog Jump Committee
3. Arena Committee

CEO-Report

Director's Comments - No action may be taken during Directors Comments.

Next Scheduled Meeting

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BOARD OF DIRECTORS MEETING 2/12/2025

CALL TO ORDER at 12:06 p.m. by Gay Callan. **FLAG SALUTE** was led by Gay Callan.

Roll Call:

- Director Callan
- Director Campbell
- Director Grimes
- Director Ospital
- Director Mills

- CEO-Laurie Giannini
- Exhibits Manager – Kasey Musachia
- Guests: Cecilia O’Geen, Amber Wood

A motion was made to **APPROVE THE AGENDA:**

- Director Callan - Aye
- Director Campbell - Moved
- Director Grimes - Aye
- Director Ospital - Second
- Director Mills – Aye
- No Public Comment

The **CALAVERAS COUNTY 4H AMBASSADOR, CECILIA O’GEEN** gave a presentation. The presentation involved the 2025 Avian Bowl and information regarding the Avian Influenza. The board was very engaged and asked several questions. The board congratulated O’Geen on her presentation. The Fair is moving forward with the Avian Bowl.

A motion was made to approve the **NOVEMBER MEETING MINUTES.**

- Director Callan - Aye
- Director Campbell -Second
- Director Grimes - Aye
- Director Ospital -Aye
- Director Mills -Motion

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A motion was made to approve the **FINANCIAL REPORTS**, November and December Financial Statement and the February Cash flow estimate.

- Director Callan - Aye
- Director Campbell -Aye
- Director Grimes - Second
- Director Ospital -Aye
- Director Mills -Motion

A motion was made to **APPROVE THE CONTRACT LOG INCLUDING CONTRACT 24-0587-00 SG STATE OF CALIFORNIA IN THE AMOUNT OF \$43,500.**

- Director Callan - Aye
- Director Campbell -Aye
- Director Grimes - Aye
- Director Ospital -Second
- Director Mills -Motion

Old Business

Giannini reported that the **SEWER PROJECT** is complete. However, the fair is putting in an additional culvert in the frog pond to divert water.

Giannini reported that the **STORAGE AREA** plans are with Terry Weatherby.

Giannini reported that **CALAVERAS COUNTY** has not signed the agreement. Giannini expressed her concern regarding the negotiations. She said Eric Holt from OES has been very helpful. Director Ospital asked to follow up the county staff and then the board of supervisors if necessary. Giannini shared the hardening plan that was requested by the Board of Supervisors and prepared by WGA inc.

Giannini shared the **ENTERTAINMENT UPDATE.**

Lawn Stage

Thursday May 15

11a.m. - Coventry and Kaluza

Noon - Miss Calaveras Agriculture

3 p.m. - Coventry and Kaluza

4 p.m. Cowgirl and Cowboy Costume Contest

5 p.m. - Coventry and Kaluza

Friday May 16

11a.m. - Coventry and Kaluza

1p.m amaZe

2p.m. - Calaveras Idol

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4 p.m. Coventry and Kaluza
5p.m. amaZe
6 p.m. Coventry and Kaluza

Saturday May 17

11 a.m. Coventry and Kaluza
Noon - Arm Wrestling
4p.m. Coventry and Kaluza
5 p.m. amaZe
6p.m. Coventry and Kaluza

Sunday May 18

11 a.m. - Coventry and Kaluza
Noon amaZe
1 p.m. - Coventry and Kaluza
2 p.m. amaZe
5 p.m. Coventry and Kaluza
6p.m. amaZe

Strolling Entertainment
Sterling the Bubble Smith
Mark Wilson Show
Cowgirl on Stilts
Fables of the West
Ranch House Stage

Thursday May 15

Saddle Queen Stage Presentation
and crowning

Friday May 16

Noon - Legends of the Pioneers
2p.m. - Legends of the Pioneers
3p.m. amaZe
4 p.m. - Legends of the Pioneers
6p.m. - Miranda Lambert Tribute
9p.m. - Miranda Lambert Tribute

Saturday May 17

Noon - Legends of the Pioneers
1 p.m. - amaZe
2p.m. - Legends of the Pioneers
5 p.m. - Legends of the Pioneers
9p.m. - Plan B

Sunday May 18

Noon - Legends of the Pioneers
2p.m. - Poison Oakies

Main Stage

Thursday - May 15
Frog Jumping

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7:00 - Guest Choir from Africa
7:45 - Fair Dedication
8 p.m. Miss Calaveras

Friday May 16

Frog Jumping
7:30 p.m. - Idol Finalist
8p.m. - Thompson Square

Saturday May 17

Frog Jumping

Sunday May 18

Frog Jumping
2 p.m. Legends of the Pioneers
3:00 International Grand Finals
Tom and Becky will do their performance during the Frog Jump.

Arena

Thursday May 15
9 a.m. - Saddle Queen

Friday May 16

Fire Truck, First Responder Vehicle Displays and meet and greet for kids

Saturday May 17

7:30 a.m. Stampede Events
6 p.m. Kids Games
6:30 p.m. Grand Entry
7:30 - Rodeo

Sunday May 18

10a.m. Working Cowdogs
5:30 p.m. - Destruction Derby

Magic Bean Stage

Thursday - Sunday
Magic Bean Show, Greatest Show on Earth
Noon, 2p.m. 4p.m. - Daily

Tractor Pulls

1p.m., 3p.m. 5p.m.

Special Contests

Daily Baking
Pie Eating Contest
Macaroni and Cheese
Roping Dummy Competition
Hula-hoop
Puzzle Making
Log Competition
Scavenger Hunt
Daily Crafts
Cowboy and Cowgirl Costume Contest

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Discussion followed regarding some local options.

Giannini said post the February meeting she will be requesting the **24/25 ALLOCATION.**

Giannini shared the **SPONSOR UPDATE** and that Ron Dwelley is assisting and making new contacts.

Angels Sheet Metal	\$	350.00
Aspen Street	\$	2,500.00
Bruce and Linda Olson	\$	175.00
Cal Tel	\$	5,000.00
Chicken Ranch	\$	500.00
Dave Mills	\$	175.00
Dick and Carla Rolleri	\$	275.00
Eagle Automotive	\$	550.00
Fox Security	\$	1,550.00
Julia Savelle	\$	5,175.00
MACT Clinic	\$	1,000.00
Mark TwainHealth Care District	\$	2,500.00
Marval Foods	\$	500.00
Matt Fischer	\$	175.00
Mattison Roofing	\$	5,000.00
Perry and Holly Whittle	\$	275.00
Rusk Plumbing	\$	350.00
Sally Tower	\$	175.00
State Farm	\$	200.00
Walraven Family	\$	500.00
	\$	27,525.00

Black Oak	\$	5,000.00
MT Medical Center	\$	10,000.00
	\$	15,000.00

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Giannini reported that after several mishaps the **FAIR CAMPING SALES** went smooth. Director Callan and Jeremy Wood assisted with the process. She said she is forming a committee to assist with the planning and process for 2026.

MAINTENANCE UPDATE: Maintenance met with Giannini and Tim Folendorf to discuss the 2025 plan.

CARPENTRY

HORSE BARN SLIDING
DOOR
HORSE BARN SIDING
SIDING - HILLSIDE
BATHROOMS
GUTTERS - CARNIVAL
BATHROOM
BUILD RISERS

ELECTRICAL

PEDESTAL ON FRONT
LAWN
OFFICE LIGHTS -
CONVERT TO LED
LIGHT IN SOUTH WEST
CORNER

PLUMBING

BULLARDS AROUND PIPE IN PIG
BARN
REROUTING POND
DRAINAGE
SINK HOLE IN RV PARK

FENCING

MOVE FENCE BY POND
CABLE FENCE AROUND
BURN PILE
REMOVE SPLIT RAIL FENCE AT SOUTH
ENTRANCE

SIGNS

RESTROOM DIRECTIONAL SIGNS
- MTH

DEMO

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PLANTER ON LOWER
TRIANGLE
DRIAN BEHIND STAGE
TREES - TRIM ON SOUTH
ENTERANCE
COLD PATCH BLACK
TOP

PURCHASES

CARPET - FROGETERIA	GRANT
MOWER	GRANT
METAL PICNIC TABLES	GRANT
PIPE/DRAPE	GRANT
TABLES/CHAIRS	FOF
REFRIDERATOR	FOF
MECHANISM FOR MAIN STAGE DRAPES	
SIDE BY SIDE	GRANT

SERVICE TRACTOR

FROGETERIA DECK FOF FUNDED
PAINT AND REPAIR RV PARK
BATHROOM
PAINT AND REPAIR RV PARK
BATHROOM

A motion was made to approve the time for the **MONTHLY BOARD OF DIRECTORS MEETINGS**. The meetings will be held the second Wednesday of each month at 12:00p.m.

- Director Callan - Aye
- Director Campbell -Second
- Director Grimes - Aye
- Director Ospital -Aye
- Director Mills -Motion

Giannini shared that the 2025 Western Fairs Association was very beneficial to staff. The staff attended several classes. The Fair also received several achievement awards, featured contest award and the Merrill award for the Breaking Boundaries Program.

The board discussed the **FAMILY FOR THE YEAR FOR 2025**. No action was taken.

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A motion was made to approve the **2024 STATEMENT OF OPERATIONS**.

- Director Callan - Aye
- Director Campbell -Second
- Director Grimes - Aye
- Director Ospital -Aye
- Director Mills -Motion

The **2025 BOARD COMMITTEE ASSIGNMENTS** are as follows:

Committee	Director
Executive	MaryBeth Ospital
Executive	Gay Callan
Executive	Kathy Campbell
Finance	Gay Callan
Finance	Gay Callan/Marybeth Ospital
Arena	MaryBeth Ospital
Junior Livestock	Darrin Mills
Friends of the Fair	Kathy Campbell
Maintenance	Tim Folendorf / Darrin Mills
Frog Jump Committee	Gloria Grimes
Marketing	MaryBeth Ospital / Gay Callan

A motion was made to approve the **REQUEST FROM EMMA TENNIS** to have someone else sale her animal because she is a conflicting National competition.

- Director Callan - Aye
- Director Campbell - Aye
- Director Grimes - Aye
- Director Ospital -Motion
- Director Mills – Second

Assignment of Responsibility, Grant of Authority, and Creation of Accountability. Due to the probable lack of a quorum, the following resolution: The 39th District Agricultural Association appoints the following individuals as a **DESIGNATED AUTHORITY COMMITTEE**:

Gay Callan
MaryBeth Ospital
Kathy Campbell
Darrin Mills

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- Director Callan - Aye
- Director Campbell - Aye
- Director Grimes - Aye
- Director Ospital -Motion
- Director Mills – Second

Committee Meetings

Junior Livestock Committee – February 24, 2025
Frog Jump Committee Meeting – Meeting in March
Arena Committee – February 24, 2025

CEO/Manager's Report

January was a month of both excitement and challenges. We are proud to announce that the Fair won 15 achievement awards, along with an Excellence in Management Award and the prestigious Merrill Award—an incredible honor for our team and community.

Camping Challenges & Future Plans

- The online camping reservation process proved to be a significant challenge and, on a personal level, I consider it a failure. However, we successfully managed in-person sales in an orderly fashion. Looking ahead, I will be forming a committee of community members this summer to evaluate our camping system and explore ways to improve it. I am grateful for the volunteers who have already stepped forward to assist.

Youth & Community Engagement

- The Miss Calaveras Court and Rodeo Queen Court will attend a dinner for the CCPRA on February 2.
- We have received several applications for the Junior Fairboard, with the deadline for submissions set for March 1, 2025.

Vendor & Event Updates

- Vendor applications are coming in steadily, with the following currently booked:
- Food Vendors: 20
- Informational Booths: 13
- Commercial Vendors: 32
- We are also evaluating options for the Stampede events due to rising cattle costs and declining participation. Increasing entry fees is not a feasible solution, so we are considering alternatives such as a Ranch Rodeo or running Slack for the CCPRA rodeo during the day before the main event.

Facility & Sponsorship Updates

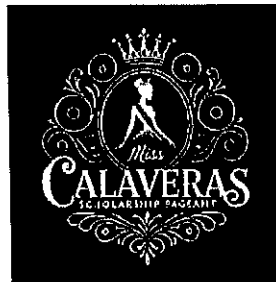
- The John Deere loader requires repairs totaling \$8,900. After obtaining multiple quotes, we believe this is a reasonable cost.
- Mark Twain Medical Center is increasing their sponsorship! They will be installing hydration stations at the Fair, providing a convenient way for attendees to refill their water bottles.
- A meeting with Fourth Wall Entertainment is scheduled for February 21 to discuss plans for Tom Sawyer Hall, following their excellent work last year.

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- Community Partnerships & Planning
- We are collaborating with the Angels Camp Business Association to explore the possibility of moving the Farmers Market to the Fairgrounds for the 2025 season.
- The parade permit and banner permits have been submitted.
- Tickets have been ordered, and various mailings—including Frog Team packets, Prowine, and Proart—have been sent out.
- Work on the Reading & Schools Program is underway, with materials expected to be distributed by the first week of March.
- Frog stops will be operational by the end of the month.

Marketing & Special Programs

- The marketing plan will be completed this week and reviewed with the committee.
- A Valentine's contest is currently running, and we've received a fair response so far.
- An alternative program for poultry exhibitors has been planned.
- Using AI as a first step I have created several logos for our programs.



Director Ospital suggested that the stampede competitors be contacted in order to receive feedback prior to making a change. Director Campbell said she liked the program logos. Director Ospital really liked the Junior Fairboard Logo.

Director Comments

- Director Callan – Congratulated Giannini and the staff on the WFA awards.
- Director Campbell – Happy to see Gloria Grimes. Thanked maintenance for getting the grounds ready for the storm. She also asked about the food booth inside the Ranch House. Discussion followed.
- Director Grimes – Happy to be back and feeling much better. Hoping to attend meetings in the future.
- Director Ospital – Good Meeting
- Director Mills – No comment had to leave meeting.

The board reviewed **CORRESPONDENCE.**

Meeting adjourned.

Ramiro Carran

2/13/2025

**Cash Flow
March 2025**

Bank Balances		
Operations	\$ 13,500.00	
Reserve	\$ 257,641.00	
Total Cash	\$ 271,141.00	\$ 271,141.00
JLC - Operations	\$ 98,000.00	
JLC Recievable	\$ 7,000.00	
JLA Reserve	\$ 20,075.00	
Total Cash	\$ 396,216.00	

Receivables	\$ 100,000.00	\$ -
JLC		
County		
Project		
Total	\$ 100,000.00	\$ 100,000.00
Total Projected Cash		\$ 426,000.00
Cash Required		
OS Payables	\$ 5,000.00	
Accounts Payable	\$ 10,000.00	
Payroll	\$ 12,000.00	
Grant		
Payroll Liabilities	\$ 2,500.00	
Project		
Total Projected Expens	\$ 29,500.00	\$ (29,500.00)
Projected Cash Excess		\$ 396,500.00
Revenue Protection		\$ (200,000.00)
		\$ 196,500.00

39th DAA, Calaveras County Fair
Summary of Operations
January 31, 2025

	Date	Account Number(s)	YTD Balance
TOTAL NET RESOURCES, Beginning			
Net Resources-Unrestricted	1/1/2025	29100	308,630
Unrestricted Net Position - Pension	1/1/2025	29400	(384,423)
Net Resources-Restricted	1/1/2025	29300	-
Net Resources-Capital Assets, Less Related Debt	1/1/2025	29000	4,192,306
Prior Year Adjustment	1/1/2025		-
TOTAL NET RESOURCES, Beginning			\$ 4,116,513
RESOURCES ACQUIRED:			
Operating Revenues	1/31/2025	various	80,159
State (Local/Base) Allocation(s) (F&E)	1/31/2025	31200	-
Training Allocation & Other Fiscal & Admin Assistance (F&E)	1/31/2025	31300	-
Capital Project Reimbursement Funds	1/31/2025	31900	-
One-time Revenue Sources (fire camp, sale of property)	1/31/2025	32500	-
Contributions from Other Gov't (non-F&E) Sources	1/31/2025	33000	-
Other (e.g. Flex Capital)	1/31/2025	34000	50
TOTAL RESOURCES ACQUIRED			80,209
RESOURCES APPLIED:			
Operating Expenditures	1/31/2025	various	82,849
Depreciation Expense	1/31/2025	90000	10,192
Pension Expense	1/31/2025	96000	-
OPEB Expense	1/31/2025	96001	-
TOTAL RESOURCES APPLIED			93,041
INCREASE/(DECREASE) IN NET RESOURCES DURING THE YEAR			(12,831)
TOTAL NET RESOURCES, Ending			
Net Resources-Unrestricted	1/31/2025	29100	305,991
Unrestricted Net Position - Pension/OPEB	1/31/2025	29400	(384,423)
Net Resources-Restricted	1/31/2025	29300	-
Net Resources-Capital Assets, Less Related Debt	1/31/2025	29000	4,182,114
TOTAL NET RESOURCES, Ending			\$ 4,103,681
Unrestricted Reserve Percentage			369.34%

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39th DAA, Calaveras County Fair

Statement of Net Position

January 31, 2025

ASSETS

CURRENT ASSETS

Cash	295,318
JLA Cash	107,491
Accounts Receivable	48,769
JLA Accounts Receivable	-
Deferred Expenses	10,816
JLA Deferred Expense	-
TOTAL CURRENT ASSETS	462,394

FIXED ASSETS

Land	71,698
Construction in Progress	2,716,010
Buildings & Improvements	1,244,294
Equipment	150,113
TOTAL FIXED ASSETS	4,182,114

DEFERRED INFLOWS OF RESOURCES

Deferred Outflows of Resources - Pension	228,885
Deferred Outflows of Resources - OPEB	14,649
TOTAL DEFERRED OUTFLOWS OF RESOURCES	243,534

TOTAL ASSETS

\$ 4,888,042

LIABILITIES & NET RESOURCES

LIABILITIES

Special Events Insurance Payable	155
Accounts Payable	39,512
JLA Accounts Payable	-
Payroll Withholdings	1,415
Deferred Revenue	350
Other Liabilities	4,060
Guarantee Deposits	500
Compensated Absences Liability	20,806
Long-Term Loans	-
Loan Payable - SB 84	41,618
JLA Line of Credit	-
JLA Consignment	-
Net Pension Liability	533,776
Net OPEB Liability	68,917
TOTAL LIABILITIES	711,109

DEFERRED INFLOWS OF RESOURCES

Deferred Inflows of Resources - Pension	8,289
Deferred Inflows of Resources - OPEB	16,976

TOTAL DEFERRED INFLOWS OF RESOURCES

25,265

NET RESOURCES

Junior Livestock Auction Reserve	47,987
Net Resources - Unrestricted	305,991
Unrestricted Net Position - Pension/OPEB	(384,423)
Net Resources - Restricted	-
Net Resources - Capital Assets, Less Related Debt	4,182,114
TOTAL NET RESOURCES	4,151,668

TOTAL LIABILITIES & NET RESOURCES

\$ 4,888,042

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**39th DAA, Calaveras County Fair
Income Statement
January 31, 2025**

Description	Acct. No.	Actuals 2022	Actuals 2023	Actuals 2024	Current Month	Current YTD 1/31/25	Budget 2025	Balance of Budget	% Used 2025
OPERATING REVENUES:									
Admissions Revenue	ADMIS	288,169	293,590	281,739	-	-	300,000	300,000	0%
Commercial Space Revenue	COMSP	49,665	60,408	52,605	12,945	12,945	55,000	42,055	24%
Carnival Revenue	CARN	100,088	101,774	59,634	-	-	100,000	100,000	0%
Concession Revenue	CONCE	120,434	122,823	176,367	4,400	4,400	155,000	150,600	3%
Exhibits Revenue	EXREV	17,451	21,756	47,896	37	37	40,000	39,963	0%
Horse Show Revenue	HSREV	17,610	10,445	15,710	275	275	21,000	20,725	1%
Entertainment Revenue	ETREV	-	-	-	-	-	-	-	0%
Miscellaneous Fair Revenue	MFREV	150,532	149,121	246,102	47,955	47,955	247,000	199,045	19%
Interim Revenue	INTRE	283,838	297,154	375,104	14,625	14,625	156,500	141,875	9%
Prior Year Revenue	PYREV	971	118	40	(100)	(100)	-	100	0%
Other Operating Revenue	OTREV	107,363	214,897	10,257	22	22	3,500	3,478	1%
TOTAL OPERATING REVENUES		\$ 1,136,122	\$ 1,272,087	\$ 1,265,454	\$ 80,159	\$ 80,159	\$ 1,078,000	\$ 997,841	7%
OPERATING EXPENDITURES:									
Administration Expense	ADEXP	378,879	408,733	425,030	41,615	41,615	315,509	273,894	13%
Maintenance Expense	MNEXP	366,817	498,838	564,156	32,907	32,907	361,500	328,593	9%
Publicity Expense	PBEXP	37,520	43,473	41,438	525	525	44,700	44,175	1%
Attendance Expense	ATEXP	106,536	89,510	96,618	-	-	67,625	67,625	0%
Miscellaneous Fair Expense	MFEXP	61,035	77,240	78,962	4,286	4,286	60,000	55,714	7%
Interim Expense	INTEX	4,501	790	5,328	-	-	-	-	0%
Premium Expense	PREXP	3,460	14,785	18,694	-	-	16,000	16,000	0%
Exhibit Expense	EXEXP	22,850	16,236	21,616	1,437	1,437	19,500	18,063	7%
Horse Show Expense	HSEXP	17,918	13,650	25,446	-	-	22,400	22,400	0%
Entertainment Expense	ETEXP	134,275	159,819	147,068	-	-	143,400	143,400	0%
Equipment Expense	EQUIP	7,277	9,694	184	-	-	-	-	0%
Prior Year Expense	PYEXP	1,407	(2,653)	(56,448)	469	469	-	(469)	0%
Cash (over/under)	CASOS	(2,890)	1,548	781	-	-	-	-	0%
Other Operating Expenses	OTHEX	-	-	-	1,609	1,609	-	(1,609)	0%
TOTAL OPERATING EXPENSES		\$ 1,139,585	\$ 1,331,663	\$ 1,368,874	\$ 82,849	\$ 82,849	\$ 1,050,634	\$ 967,785	8%
NET OPER PROFIT/LOSS BEFORE DEPRE & PENSION		\$ (3,463)	\$ (59,576)	\$ (103,420)	\$ (2,689)	\$ (2,689)	\$ 27,366	\$ 30,055	-10%
Depreciation	90000	68,031	102,403	158,109	10,192	10,192	150,000	139,808	7%
Pension Expense	96000	(119,761)	14,136	54,243	-	-	14,000	14,000	0%
OPEB Expense	96001	-	-	-	-	-	-	-	0%
NET OPER PROFIT/LOSS AFTER DEPRE & PENSION		\$ 48,267	\$ (176,116)	\$ (315,772)	\$ (12,881)	\$ (12,881)	\$ (136,634)	\$ (123,753)	9%
State Allocations	31200	216,000	84,610	166,500	-	-	103,000	103,000	0%
Fiscal & Admin Assistance (F&E)	31300	-	1,393	2,050	-	-	5,000	5,000	0%
Capital Project Funds	31800	1,163,878	829,499	592,516	-	-	-	-	0%
One-Time Revenue Sources	32500	-	-	-	-	-	-	-	0%
Other Outside Funds	34000	2,698	17,628	66,319	50	50	75,000	74,950	0%
NET PROFIT/LOSS BEFORE DEPRE & PENSION		\$ 1,379,112	\$ 873,553	\$ 723,965	\$ (2,639)	\$ (2,639)	\$ 210,366	\$ 213,005	-1%
NET PROFIT/LOSS AFTER DEPRE & PENSION		\$ 1,430,843	\$ 757,014	\$ 511,613	\$ (12,831)	\$ (12,831)	\$ 46,366	\$ 59,197	-28%

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39th DAA, Calaveras County Fair

Revenue Report

January 31, 2025

Description	Acct. No.	Actuals 2024	Current YTD 1/31/25	Budget 2025	Balance of Budget	% Used 2025
ADMISSIONS TO GROUNDS:						
Admission	40000-00-100	278,207	-	300,000	300,000	0%
Discounted Admission	40100-00-100	3,532	-	-	-	0%
TOTAL ADMISSION TO GROUNDS		\$ 281,739	\$ -	\$ 300,000	\$ 300,000	0%
INDUSTRIAL & COMMERCIAL SPACE:						
Commercial Space	41000-00-100	52,605	12,945	55,000	42,055	24%
TOTAL INDUSTRIAL & COMMERCIAL SPACE		\$ 52,605	\$ 12,945	\$ 55,000	\$ 42,055	24%
CARNIVAL REVENUE:						
Carnival	40500-00-100	59,634	-	100,000	100,000	0%
TOTAL CARNIVAL REVENUE		\$ 59,634	\$ -	\$ 100,000	\$ 100,000	0%
CONCESSION REVENUE:						
Food Concession	42100-00-100	112,954	4,400	120,000	115,600	4%
Non-Food Concession	42200-00-100	63,412	-	35,000	35,000	0%
TOTAL CONCESSION REVENUE		\$ 176,367	\$ 4,400	\$ 155,000	\$ 150,600	3%
EXHIBIT REVENUE:						
Entry Fees	43000-80-100	19,907	37	20,000	19,963	0%
Donation (Fundraiser) - Saddle Queen	48810-80-110	25,112	-	20,000	20,000	0%
TOTAL EXHIBIT REVENUE		\$ 45,019	\$ 37	\$ 40,000	\$ 39,963	0%
HORSE SHOW REVENUE:						
Entry Fees - Western Horse Show	43000-40-150	11,025	-	15,000	15,000	0%
Misc Other Revenue - Horse Show	48700-40-150	-	-	6,000	6,000	0%
Sponsorship - Horse Show	48800-40-150	4,685	275	-	(275)	0%
TOTAL HORSE SHOW REVENUE		\$ 15,710	\$ 275	\$ 21,000	\$ 20,725	1%
ENTERTAINMENT FAIR REVENUE						
Box Seat Sales	40000-75-100	-	-	-	-	0%
TOTAL ENTERTAINMENT FAIR REVENUE		\$ -	\$ -	\$ -	\$ -	0%
MISCELLANEOUS FAIR REVENUE: (without Jr Livestock Auction)						
Merchandise Sales	42210-00-100	-	-	-	-	0%
Sanction Fees	43500-00-100	-	-	-	-	0%
Parking Revenue	45000-00-100	78,097	-	80,000	80,000	0%
Camping Fees	46500-00-100	29,032	30,905	30,000	(905)	103%
Misc Fair time Revenue	48700-00-100	27	-	-	-	0%
Sponsorship	48800-00-100	138,946	17,050	137,000	119,950	12%
Donation	48810-00-100	-	-	-	-	0%
TOTAL MISCELLANEOUS FAIR		\$ 246,102	\$ 47,955	\$ 247,000	\$ 199,045	19%

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Revenues

39th DAA, Calaveras County Fair
Revenue Report
January 31, 2025

Description	Acct. No.	Actuals 2024	Current YTD 1/31/25	Budget 2025	Balance of Budget	% Used 2025
INTERIM REVENUE						
Food Concession	42100-00-300	-	-	-	-	0%
Full Time RV Park Rent	43400-00-300	76,240	7,840	45,000	37,160	17%
Parking Revenue	45000-00-300	2,604	-	3,500	3,500	0%
Rental of Buildings	46100-00-300	44,919	5,450	35,000	29,550	16%
Long Term Rentals	46110-00-300	2,500	-	-	-	0%
Grounds Rental	46200-00-300	118,455	500	45,000	44,500	1%
RV Off Season	46210-00-300	29,905	695	25,000	24,305	3%
RV Storage	46220-00-300	805	140	1,500	1,360	9%
Reimburse Cleaning Charges	48500-00-300	-	-	-	-	0%
Other Revenue	48700-00-300	28,626	-	1,500	1,500	0%
TOTAL INTERIM REVENUE		\$ 304,054	\$ 14,625	\$ 156,500	\$ 141,875	9%
TOTAL PRIOR YEAR REVENUE ADJ	49000-00-000	40	(100)	-	100	0%
TOTAL PRIOR YEAR REVENUE		\$ 40	\$ (100)	\$ -	\$ 100	0%
OTHER OPERATING REVENUE						
ATM Commission	41500-00-000	5,700	-	2,000	2,000	0%
Other Income	48700-00-000	2,271	-	750	750	0%
Interest Earnings	48710-00-000	219	22	150	128	15%
CFSA Insurance	48720-00-000	-	-	-	-	0%
Donations/Sponsorships (Gen)	48810-00-000	575	-	600	600	0%
Reimbursable Revenue - Calaveras County	48800-00-502	1,492	-	-	-	0%
TOTAL OTHER OPERATING REVENUE		\$ 10,257	\$ 22	\$ 3,500	\$ 3,478	1%

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39th DAA, Calaveras County Fair

Expense Report

January 31, 2025

Description	Acct. No.	Actuals 2024	Current YTD 1/31/25	Budget 2025	Balance of Budget	% Used 2025
ADMINISTRATION EXPENSE						
Salaries & Wages - Permanent	50000-11-000	113,322	9,579	98,000	88,421	10%
Salaries & Wages - Temporary	50100-11-000	61,245	4,118	42,000	37,882	10%
Compensated Leave	50300-11-000	1,858	-	-	-	0%
Employee Benefits	51000-11-000	10,297	917	5,000	4,083	18%
PERS Employer Contribution	51010-11-000	47,021	3,497	35,000	31,503	10%
OPEB Employer Contribution	51020-11-000	2,645	224	-	(224)	0%
Payroll Taxes	51100-11-000	12,574	1,011	6,600	5,590	15%
Workers Comp Insurance	51200-11-000	7,002	914	4,669	3,755	20%
Unemployment Insurance	51300-11-000	-	-	140	140	0%
Current Year Bad Debt	53000-11-000	-	-	-	-	0%
Bank fees and CC Charges	54000-11-000	16,899	719	13,000	12,281	6%
Director's Expense	56000-11-000	5,348	-	5,000	5,000	0%
Dues & Subscription	57000-11-000	6,743	5,460	5,000	(460)	109%
Liability Insurance	60000-11-000	53,608	4,914	37,000	32,086	13%
Revenue Protection	60020-11-000	-	-	-	-	0%
Junior Fairboard Expense	65000-11-200	-	-	1,000	1,000	0%
Other Misc Expense	65000-11-000	6,592	946	6,000	5,054	16%
Postage	67000-11-000	2,707	-	2,000	2,000	0%
Professional Services	69000-11-000	46,474	3,297	35,000	31,703	9%
Audit Expense	69030-11-000	-	-	5,000	5,000	0%
Office Supplies & Expenses	ADSUP	14,141	1,850	5,100	3,250	36%
Telephone	75000-11-000	6,227	532	5,000	4,468	11%
Internet	75010-11-000	-	-	-	-	0%
Travel Expense	77000-11-000	10,326	3,638	5,000	1,362	73%
TOTAL ADMINISTRATION EXPENSE		\$ 425,030	\$ 41,615	\$ 315,509	\$ 273,894	13%
MAINTENANCE & GENERAL OPERATIONS						
Salaries & Wages - Temporary	50100-12-000	135,634	9,759	100,000	90,241	10%
Employee Benefits	51000-12-000	-	-	-	-	0%
PERS Employer Contribution	51010-12-000	26,941	1,661	18,000	16,339	9%
Payroll Taxes	51100-12-000	7,724	549	5,500	4,951	10%
Workers Comp Insurance	51200-12-000	5,517	651	4,500	3,849	14%
Light, Heat, Water and Power	UTILI	140,236	7,209	100,000	92,791	7%
Maint of Bldgs/Grounds - Supplies & Expense	MNSUP	74,821	5,551	-	(5,551)	0%
Maintenance Equipment	64010-12-000	8,200	-	8,500	8,500	0%
Special Repairs & Maintenance	64020-12-000	37,895	1,787	25,000	23,213	7%
Misc Expense	65000-12-000	505	-	-	-	0%
Professional Services	69000-12-000	46,121	4,294	45,000	40,707	10%
Rental Equipment	72000-12-000	1,979	-	-	-	0%
Maintenance of Equipment - Gas/Oil	74040-12-000	6,605	-	5,000	5,000	0%
Trash Removal, Clean up	78000-12-000	71,978	1,446	50,000	48,554	3%
TOTAL MAINTENANCE EXPENSE		\$ 564,156	\$ 32,907	\$ 361,500	\$ 328,593	9%

Expenses

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Calaveras County Fairgrounds Contract Log. March 2025

Contract # Interim	Contractors Name	Contract Amount	Type of Event	Hazardous (Yes or No)	CFSA Transmittal # (if over \$15,000 and non-hazardous)	CFSA Transmittal # (if hazardous)	Certificate, SEP or other
5-10	CALAVERAS CELTIC FAIR	\$8,000	HERITAGE DAYS	YES			CERTIFICATE
5-09	TUOLUMNE RDC	\$315	SEMINAR	YES			CERTIFICATE
4-46	SANTIAGA QUINTANA	\$700	BIRTHDAY PARTY	NO			CFSA
4-34	CALAVERAS GEM AND MINERAL	\$2000	GEM AND MINERAL SHOW	NO			CERTIFICATE
5-12	MOTHERLODE DERBY	\$2200	ROLLER DERBY	NO			CERTIFICATE

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Calaveras County Fair & Jumping Frog Jubilee

May 15-18, 2025

Lawn Stage

Thursday May 15

11a.m. - Coventry and Kaluza

Noon - Miss Calaveras Agriculture

3 p.m. - Coventry and Kaluza

4 p.m. Cowgirl and Cowboy Costume Contest

5 p.m. - Coventry and Kaluza

Friday May 16

11a.m. - Coventry and Kaluza

1p.m amaZe

2p.m. - Calaveras Idol

4 p.m. Coventry and Kaluza

5p.m. amaZe

6 p.m. Coeventry and Kaluza

Saturday May 17

11 a.m. Coventry and Kaluza

Noon - Arm Wrestling

4p.m. Coventry and Kaluza

5 p.m. amaZe

6p.m. Coventry and Kaluza

Sunday May 18

11 a.m. - Coventry and Kaluza

Noon amaZe

1 p.m. - Coventry and Kaluza

2 p.m amaZe

5 p.m. Coventry and Kaluza

6p.m. amaZe

Calaveras County Fair & Jumping Frog Jubilee

May 15-18, 2025

Strolling Entertainment

Sterling the Bubble Smith
Mark Wilson Show
Cowgirl on Stilts
Fables of the West

Ranch House Stage

Thursday May 15
Saddle Queen Stage Presentation
and crowning
5p.m. -Michelle Lambert

Friday May 16

Noon - Legends of the Pioneers
2p.m. - Legends of the Pioneers
3p.m. amaZe
4 p.m. - Legends of the Pioneers
6p.m. - Miranda Lambert Tribute
9p.m. - Miranda Lambert Tribute

Saturday May 17

Noon - Legends of the Pioneers
1 p.m. - amaZe
2p.m. - Legends of the Pioneers
5 p.m. - Legends of the Pioneers
9p.m. - Plan B

Sunday May 18

Noon - Legends of the Pioneers
2p.m. - Poison Okies
4 p.m. _____

Calaveras County Fair & Jumping Frog Jubilee

May 15-18, 2025

Main Stage

Thursday - May 15

Frog Jumping

7:00 - Guest Choir from Africa

7:45 - Fair Dedication

8 p.m. Miss Calaveras

Friday May 16

Frog Jumping

7:30 p.m. - Idol Finalist

8p.m. - Thompson Square

Saturday May 17

Frog Jumping

Sunday May 18

Frog Jumping

2 p.m. Legends of the Pioneers

3:00 International Grand Finals

Tom and Becky will do their performance during the Frog Jump.

Arena

Thursday May 15

9 a.m. - Saddle Queen

Friday May 16

Fire Truck, First Responder Vehicle Displays and meet and greet for kids

1 p.m. Calaveras Legacy Ranch Rodeo

Calaveras County Fair & Jumping Frog Jubilee

May 15-18, 2025

Saturday May 17

1p.m. Rodeo Slack
6 p.m. Kids Games
6:30 p.m. Grand Entry
7:30 - Rodeo

Sunday May 18

10a.m. Working Cowdogs
5:30 p.m. - Destruction Derby

Magic Bean Stage

Thursday - Sunday
Magic Bean Show, Greatest Show on Earth
Noon, 2p.m. 4p.m. - Daily

Tractor Pulls

1p.m., 3p.m. 5p.m.

Special Contests

Daily Baking
Pie Eating Contest
Macaroni and Cheese
Roping Dummy Competition
Hula hoop
Puzzle Making
Log Competition
Scavenger Hunt
Daily Crafts
Cowboy and Cowgirl Costume Contest

2025 Sponsorship Paid to Date

Name of Sponsor	Amount
AM Ranch	\$ 600.00
Angels Heating and Air	\$ 850.00
AM Ranch	\$ 500.00
Aspen Street	\$ 2,500.00
Bruce and Linda Olson	\$ 175.00
Cal Tel	\$ 5,000.00
Calaveras Farm Bureau	\$ 1,000.00
Chicken Ranch	\$ 500.00
Dave Mills	\$ 175.00
Dick and Carla Roller	\$ 275.00
Eagle Automotive	\$ 550.00
Fox Security	\$ 1,550.00
Julia Savelle	\$ 5,175.00
KW Emerson	\$ 5,000.00
MACT Clinic	\$ 1,000.00
Mark TwainHealth Care District	\$ 2,500.00
Marval Foods	\$ 500.00
Matt Fischer	\$ 175.00
Mattison Roofing	\$ 5,000.00
Perry and Holly Whittle	\$ 275.00
Rusk Plumbing	\$ 350.00
Sally Tower / TJ Tower	\$ 350.00
State Farm	\$ 200.00
Walraven Family	\$ 500.00
Calaveras Wine Grape Alliance	\$ 1,000.00
Gold Electric	\$ 2,000.00
Middletons	\$ 2,200.00
Nick Middleton	\$ 175.00
Youngs Payless	\$ 150.00
Black Oak Casino	\$ 5,000.00
Senders	\$ 5,000.00
Angels Camp Vet Hospital	\$ 2,500.00
Murphys Historic Hotel	\$ 1,200.00
CVB	\$ 5,000.00
Sierra Nevada Adventure	\$ 150.00
	\$ 59,075.00

Past Fair Dedications

2000 – Joses Family
2008- Snyder Family
2009- Tanner Family
2010 – Garamendi Family
2011 – Rolleri Family
2012 – City of Angels Camp
2013 – Tower Family
2014 – Mills/Cooper
2015 – Former Directors
2016 – Whittle Family
2017 – Calaveras Frog Jockeys
2018 – Higgins Family
2019 – Wooster Family
2021 – Westberg Family
2022 – Bowsher Family
2023- Folendorf

2024 – Sender Family

Bylaws
Calaveras County Junior Livestock Committee
39th District Agricultural Association
Calaveras County Fair & Jumping Frog Jubilee
Angels Camp, CA

Article I: Name and Purpose

1.0 *Name:* Junior Livestock Committee – hereafter called “JLC”.

1.1 *Purpose:* The JLC is an advisory committee to the 39th District Agricultural Association Board of Directors on Junior Livestock matters. The primary purpose of the JLC is operating and financing the annual Junior Livestock Show and Auction in conjunction with the Calaveras County Fair. All meetings and committee activities are held in accordance with California’s Brown Act.

1.2 *Responsibilities:* The JLC will function as an advisory committee to the 39th DAA, on Junior Livestock matters. The JLC will review proposed livestock rule changes and make recommendations regarding the physical and operational improvements to the program and facilities. The JLC will be involved in conduct the hiring of the Livestock Superintendent, per 2.4, who will be an employee of the 39th DAA. The Livestock Show, Heifer Sale and the Junior Livestock Auction are the legal responsibility of the 39th DAA.

Article II: Structure

2.0 The JLC officer and members will manage the annual Junior Livestock Show and Auction in conjunction with the 39th DAA. The 39th DAA is the legal entity and will have authority over any issue as deemed responsible in state rules. Most JLC revenue and financing will be facilitated by the 39th District Agricultural Association.

2.1 *CEO:* Is a paid employee of the 39th DAA, is a non-voting member of the JLC and therefore has an advisory membership. As such, will work in close contact with the president of the JLC, to insure proper procedures are in place, including strict adherence to public sovereignty.

2.2 *Sub committees:*

- A. Species advisors - using a committee member knowledgeable with that species. Species advisor will receive all complaints or questions regarding that species and take to the president for discussion and resolving if needed.
- B. Show Committee – Coordinates with the Fair, the show times and staffing. Assists in organizing weigh-ins.
- C. Judges Committee – Assists in hiring of the judges for the livestock shows.
- D. Awards Committee – Facilitates the special awards and solicits sponsors.
- E. Rules Committee – Solicits rule changes from the community and makes recommendations to the JLC. Those changes are then brought to the 39th DAA Board of Directors.
- F. Barn improvement Committee – works on prioritizing projects, getting bids, making recommendations and organizing work days.
- G. Entry Book Committee – works with the Fair, updating the entry book.
- H. Public Relations committee – works with the Fair supports the CEO on pre-fair publicity.
- I. Fundraising Committee – works with the 39th DAA on community fundraisers.
- J. Sale Day Committee – Duties:

- * Hire Auctioneers
- * Buyers Registration Table
- * Organize sale orders
- * Auction sales recording
- * Buyers Breakfast
- * Livestock Transportation
- * Auction Setup/Tear down crews for - Swine, Sheep, Goat, Beef, small animal personnel.

K. Emergency Action Committee – This committee shall consist of a minimum of 2 officers, 39th DAA CEO and or their representative and one member of the 39th DAA Board of Directors. These members are authorized to take emergency action on behalf of the JLC on items pertaining to the show and auction that do not fit within standard operating policies and procedures. The highest ranking JLC officer will be in charge of the Emergency Action Committee and will conduct any meetings or interactions. All of which must be “face to face”. A full report of any emergency Action Committee activities will be brought to the JLC membership.

2.3 The President, with the approval of the JLC membership, may appoint sub-committees to carry out specific tasks. All sub-committees of the JLC will submit minutes, role and report the findings or results of their work to the membership according to the Brown act.

2.4 The Livestock Superintendent Selection:

A. Approval – The proposed candidate for the position of Livestock Superintendent shall first be approved by the voting membership of the JLC at least 90 days prior to the fair. Applications should be submitted no later than January 1 of the corresponding fair year.

B. Qualifications:

1. Good working knowledge of all livestock categories. Experience with showing livestock in a current market/breeding conditions.
2. Be familiar with state policies/procedures/rules pertaining to livestock and fairs.
3. Must have excellent public relations, public speaking and communications skills.
4. May not have a child showing at fair.
5. May not be a current member of the JLC.
6. May not be a breeder of any animals being shown.
7. Interview as needed, the JLC can choose to interview the candidate(s) at a regular monthly meeting. The Livestock Superintendent will be chosen by a majority vote with a show of hands, when a quorum is present.

C. Duties – The Livestock Superintendent shall be responsible for the general operations of the livestock show and auction and will have primary decision making responsibility. This is a 24 hour, per day, responsibility for the duration of the livestock show.

D. Term – The Livestock Superintendent will be hired/re-hired annually upon the approval of the JLC without term limits.

E. The Livestock Superintendent is a contract employee of the 39th DAA and must be approved by the 39th DAA.

Article III: Officers, Membership and Elections

3.0 Officers of the JLC shall consist of a: President, Vice President, Secretary and Treasurer. These officers shall be elected at the annual meeting held in October and serve until the next annual meeting. They shall be elected by a majority of the voting members of the JLC quorum present at the annual meeting in October.

3.1 The President: will preside over all JLC meetings. He/she The President reports to the 39th DAA board the activities and the status of the JLC. The President is responsible shall direct preparing the monthly meeting agenda and will be the primary contact person for communication of the JLC. The President may call an officers meeting as necessary in compliance with the Brown act.

The Vice President: Will assist the President and will act in his/her absence.

The Secretary: Will keep minutes, and attendance and will prepare the agenda under the direction of the President. Attendance of the voting membership will be available at each meeting for the purpose of assuring that a voting quorum is present at each monthly meeting. The Secretary, under the direction of the President will handle all correspondence both written and electronic. The Secretary will post meeting agendas and the monthly meeting minutes, both written and electronic, and will maintain the current roster of members and addresses, including e-mail addresses.

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The Treasurer: Will review monthly expenditures openly at the monthly meeting, maintain a record of the balances, receive and keep the monthly bank statements. The treasurer will sign on all expenditures for the JLC. All expenditures from the JLC account must be approved by the membership. Under no circumstances will unauthorized expenditures be allowed. Unauthorized expenditures may be held liable at the discretion of the voting membership. Non-voting members are not authorized for any account expenditures. The JLC will audit all accounts of the JLC annually.

- 3.2 Any officer or member may be removed with or without cause by a majority of the voting JLC members at any regular meeting of the JLC and or by an official Boars action of the 39th DAA. Any officer or member may resign at any time by giving written notice to the JLC or its President. Any such resignation shall take effect at the date of receipt of such notice, or at any later date specified therein.
- 3.3 The voting membership shall consist of (20) (24) community supporters – (10) (12) representing Calaveras Unified School District and (10) (12) representing Bret Harte Union High School District, (2) vocational agricultural instructors one from Calaveras High School and one from Bret Hart High School. (1) Grange representative and (1) Calaveras County 4-H leader. For a total of (24) (28) voting members. Each member will be approved by the 39th DAA Board of Directors. Proxy votes will not be a valid vote.
- 3.4 Each of the above stated members will have one vote.
- 3.5 To retain voting membership, each **member must attend 50%** of the monthly meetings. The membership list shall be reviewed at the October meeting to eliminate non-active members from the voting membership. For purposes of attendance a member may appear virtually (Facetime/Speaker phone).
- 3.6 Voting member vacancies shall be filled by a nomination and majority vote of the existing voting membership when community supporter membership falls below 10 12 in either category. Nominees must have attended 3 of the past year's meetings to be eligible. Nominees must be approved by the 39th DAA.
- 3.7 Life members may be appointed by a majority vote by the general membership. Life members are considered honorary members and may not vote.
- 3.8 Ex-officio (non-voting) members of the committee shall be the CEO/Manager of the Calaveras County Fair, County Farm Advisor, 4-H Program Coordinator and one member of the 39th DAA Board of Directors. Ex-officio members may not serve in the capacity of a JLC officer.
- 3.9 All interested community members may attend and participate in all meetings of this committee, but may not vote. They may also participate in the sale day committee and other committees as stated in 2.2 of these Bylaws.

Article IV: Meetings

- 4.0 The general membership annual meeting of the JLC shall take place in October of each year. In February of each year all sub committee assignments will be made at the regular meeting.
- 4.1 The JLC must have a minimum of 10 meetings in a year; The JLC year runs from October to September.
- 4.2 Notification of all meetings shall be sent 10 days prior to all voting members and other interested parties, whose names appear on the roster of community members.
- 4.3 Items to be considered for discussion at a meeting must be submitted to the President of the JLC 15 days prior to the meeting. Information from the 39th DAA should be reported to the president to be added to the agenda in the same time frame.
- 4.4 Minutes of the meetings shall list those members present/absent and a summary of all business discussed and transacted. The minutes should list all motions naming the maker of the motion, and whoever provides the 2nd. Minutes should also reflect financial reports, discussion and comments on all topics related to the business of the JLC.
- 4.5 A quorum shall consist of 11 14 of the eligible voting members of the JLC, for the transaction of business. Every act or decision made by a quorum of members present at a meeting, shall be regarded as an act of the JLC. Said decisions will be reported to the 39th DAA.

Article V: Financial structure

5.0 Reserve account required Requires a minimum of \$20,000.00 is held in a reserve an account that bears interest.

5.1 Barn improvement account is held as designated funds

5.1 Operating funds are held by the 39th DAA for operational costs to fund the show and auction (minimum of \$18,000.00).

5.2 39th DAA secures the annual line of credit.

5.4 Annually, any funds exceeding \$18,000.00 to be transferred to the capital improvements account.

5.3 The Fair retains entry fee income.

5.4 The 39th DAA Fair CEO will provide a monthly report of income and expenditures to the JLC Treasurer.

5.5 In the event that an animal dies, to delivery at packing plant the JLC will reimburse the buyer at the current resale price. The time which is covered in this clause, is from sale to delivery at packing plant.

5.6 Every year, 6% of the junior Livestock exhibitors' checks (from the sale of their animals) will be withheld by the 39th DAA to help fund the next year's show and auction.

5.7 The 39th DAA will provide the following:

- * Sound
 - * Paper/office supplies
 - * Pre-fair staff
 - * Website Maintenance Postage
 - * Utilities/Phone
 - * Office Space/Computers etc.
 - * Maintenance support
 - * Contracting/Payroll
 - * Tickets for buyers committee and staffing
 - * Postage
- These bylaws

Article VI: Amendments & Review

6.0 These bylaws may be altered, amended or repealed, and new bylaws adopted by a 2/3 vote of the full voting membership of the JLC, at any time, after a 30 day waiting period. The Board of Directors of the 39th DAA will have final approval. The bylaws will be reviewed every September and reapproved at the October meeting with final approval at the November meeting of the 39th DAA.

Article VII: Inspection of Bylaws

7.0 The JLC shall keep in the office of the 39th DAA, the original copy of the bylaws as amended or otherwise altered to date. These shall be open to the inspection of the public during regular business hours of the 39th DAA.

Article VIII: Parliamentary Authority

8.0 Rosenberg's Rules of Order, shall be the authority on all questions of parliamentary law, unless in conflict with these bylaws, or with the laws of the state of California.

Revised:



CALIFORNIA
FAIR SERVICES
AUTHORITY

Facility Review Report

Note: CFSA performs safety inspections as a risk control service for its members. This is not a State mandated inspection, and advisory only. The inspection was performed by using visual and hands-on techniques. The items listed in this report represent only the conditions observed at the time of inspection. Failure to identify a defect does not constitute approval.

31



CFSA Facility Review

Calaveras County Fair / Feb 26, 2025

Complete

Flagged items

16 **Actions**

1

Site conducted

Calaveras County Fair

Conducted on

Feb 26, 2025 8:37 AM PST

Prepared by

Lesly Wade

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Safety and Prevention

2 flagged

Maintenance Plan, Pre-Use Inspections, and Shuttle Operator Training

1 flagged

Is a short-term and long-term Maintenance Plan developed?

Yes

Are preuse inspections being conducted for all equipment?

No

All persons that will be operating people movers should be fully trained on safe operations, i.e. how to hook them to the towing vehicles, how to safely load and unload fair patrons, and how to conduct a daily pre-use inspection.

Yes

Injury and Illness Prevention Program (IIPP)

Is there an IIPP developed and implemented?

Yes

Is the IIPP reviewed and updated annually with all staff?

Yes

Title-8 Program Development and Implementation

1 flagged

Is a Heat Illness Prevention Program developed and implemented?

Yes

Is a Lock-Out/Tag-Out Program developed and implemented?

Yes

Is a Hazard Communication Program developed and implemented?

Yes

Is a Consumer Protection Program developed and implemented?

Yes

Is a COVID-19 Exposure Control Plan developed and implemented?

Yes

Is a Workplace Violence Prevention Plan developed and implemented?

In Progress

34

Fire/Life/Safety/Trip/Fall Hazards

14 flagged, 1 action

Asphalt/Walkways

3 flagged

Asphalt throughout the grounds is showing signs of deterioration in the form of "alligatoring" a common cause of trip/fall hazards. Fair should develop a plan to eliminate or reduce these hazards.

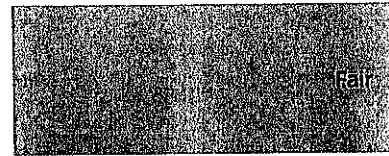


Photo 1



Photo 2



Photo 3

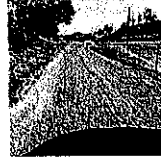


Photo 4



Photo 5

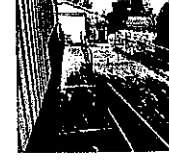


Photo 6



Photo 7

Transitions from different types of walking surfaces, i.e. asphalt to concrete, hard mediums to grass, should provide a smooth area for patrons to walk. Recommend that the fair devise a plan to repair these hazards. Paint with a contrasting color to make more visible until repairs can be completed.

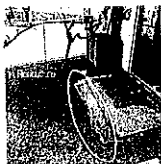
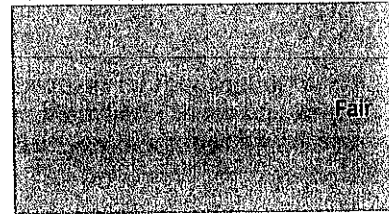


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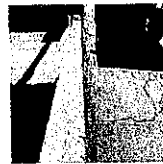


Photo 9



Photo 10

Brick Pavers and other types of walkways are lifting and shifting. Recommend the fair devise a plan to repair and reduce these trip and fall hazards.



Recommend highlighting sidewalk around concession booth at the ball park.

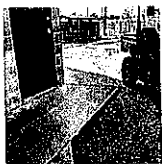


Photo 11



Photo 12

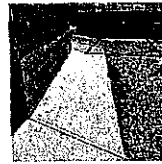


Photo 13

Miscellaneous - Asphalt/Walkways



N/A

Parking Lots/Grass Areas

1 flagged

Inspect grass areas i.e. carnival lots on a regular basis to



Good

eliminate trip/fall hazards. Make repairs when hazards are identified.

Reminder to inspect areas prior to use.



Photo 14



Photo 15



Photo 16



Photo 17



Photo 18



Photo 19



Photo 20



Photo 21



Photo 22



Photo 23



Photo 24

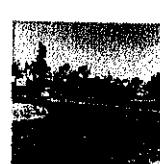


Photo 25



Photo 26



Photo 27

Recommend regular inspections of parking lots to check for holes and other identifiable trip and fall hazards prior to use. Make repairs as needed.

Tree roots that exist in walkways should be removed or highlighted with a contrasting color.

Miscellaneous - Parking Lots/Grass Areas

Buildings/Offices/Facilities

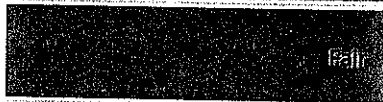
Dry rot on buildings and other wooden structures i.e. fencing and gazebos should be remedied to reduce the risk of falling debris or structure failure.



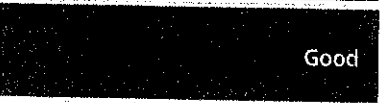
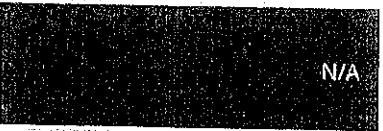
Photo 28

Ensure that smoke/carbon monoxide detectors are installed and operational when persons are being housed in the building.

Install seismic strapping on water heaters. Keep flammable materials away from water heaters.



2 flagged



36

Panic hardware should be able to be opened with 15-pounds of pressure or less. Regular inspections help to identify when repairs are needed.

Good



Photo 29

Are building fixtures, i.e. rain gutters, light fixtures, and awnings secure? Regular inspections help to identify when maintenance is needed.

Good

Replace missing or damaged ceiling tiles to slow the progression of flames in the event of a fire.

Good

Ensure Occupancy Signage is posted and visible at entrance/exit of all buildings.

Good

Interior Flooring has damage creating trip/fall hazard.

Good

Miscellaneous - Buildings/Offices/Facilities

Fair

Frogateria has a soft spot on the floor. Was not able to see anything from downstairs.

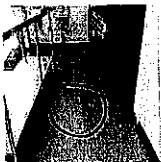


Photo 30

General Facilities (Outdoor)

2 flagged

Above-ground appliances i.e. swamp coolers, shelves, and flag pole holders should be inspected on a regular basis to ensure that they are secure from falling.

Fair

Gutters on the carnival restroom are falling down.



Photo 31

Recommend trimming trees and shrubs so that they are not resting or leaning against any building or structure. Trim trees and shrubs so that they do not impede on walkways or routes of egress.

Good

Weeds should be abated to reduce the risk of a potential fire

Good

hazard.

Miscellaneous - General Facilities (Outdoor)



Photo 32

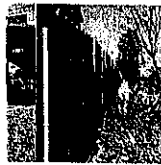


Photo 33



Fair

Restrooms/Shower Rooms

Unsecured, missing, or loose restroom fixtures such as baby changing stations and ADA bars can potentially cause falls. It is recommended to inspect these areas regularly and make repairs as needed.



Good

Miscellaneous - Restrooms/Shower Rooms



N/A

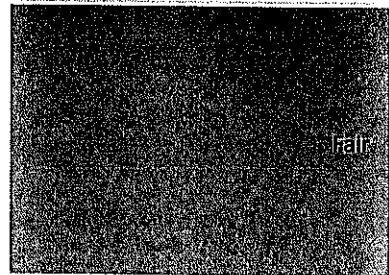
Bleachers/Benches/Grandstands/Picnic Tables

CFSA recommends annual inspection of the grandstands as required by Title-24 of the California Code of Regulations. Regular inspection of grandstand seating areas will help to identify loose or missing components. Make repairs as needed. All openings above 30- inches should be reduced so as not to allow a 4-inch sphere to pass through.



Good

Portable bleachers should be inspected on a regular basis to ensure that support structures and fasteners are in good working order, along with the annual regulatory inspection in accordance with ICC-300 Standards. Wooden planks installed behind the top seat board should also be checked to ensure that sun/weather has not weakened the integrity of the planking. All openings above 30- inches should be reduced so as not to allow a 4-inch sphere to pass through.



Fair

Reminder to inspect prior to use. The hog arena has work being performed, recommend fencing off K-Rail wall or completing project prior to fair time to eliminate fall hazards.



Photo 34



Photo 35



Photo 36

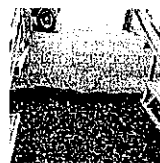
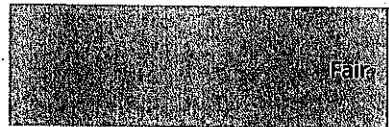


Photo 37

Seating benches and picnic tables should be inspected on a regular basis to ensure that support structures, fasteners, and planking are in good working order.



Fair

Install end caps where missing.

38



Photo 38

Miscellaneous - Bleachers/Benches/Grandstands/ Picnic Tables

N/A

Electrical

2 flagged, 1 action

Check electric stacks internally and externally for signs of rust, water seepage, and overgrown foliage as these factors can create potential fire hazards. Pay special attention to the roofs, as water can pool there. Repair/paint as needed to abate rust.

Good

Electrical equipment should be maintained in order to eliminate access to live circuitry. Install inside cover plates and snap-in plugs where openings in panels exist. Ensure that cover plates are installed on junction boxes, switches, and electrical outlets. Regular inspections help to identify when repairs are needed.

Poor



Photo 39



Photo 40



Photo 41



Photo 42

To do | Assignee: Lesly Wade, Laurie Giannini | Priority: Low | Due: Mar 31, 2025 11:20 AM
PDT | Created by: Lesly Wade

Electrical

Three extension cords in Mark Twain hall need to be replaced due to grounding prongs missing. Butler Building needs to have the display case moved so that there is 36-inch clearance all the way around the breaker box. Goat barn, install caps to eliminate openings in breaker panel.

Electrical panels access must not be blocked and all breakers must be clearly marked/labeled. Recommend installing identifying signage and floor markings.

Fair

See Electrical Equipment item.

Are electrical pedestals clean, free from debris, and in good working condition?

Good

Miscellaneous - Electrical

N/A

Exit Lighting and Facility Lighting

Exit/emergency lighting units in the following locations

Good

failed battery load test. Emergency lighting units are required to be tested, with supporting documentation, on a regular basis. Make all units operate as intended. Repair or replace broken units as soon as possible.



Install light covers or shields over glass bulbs or install LED lighting with shatter resistant coating or light tubes in kitchens and areas where food and beverages are being prepared/served.



Light poles should be regularly inspected to ensure that they are structurally sound. Test monthly to ensure lighting units are working as intended.



Miscellaneous - Exit Lighting and Facility Lighting



Fire Extinguishers/Standpipes/Hydrant/Suppression Systems

1 flagged

Fire standpipes, fire suppression systems are due for their five-year inspection.



Hood Range Fire Suppression System, is due for a semi-annual inspection:



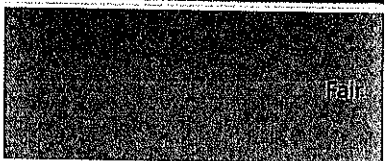
Hood range ventilation system is due for semi-annual cleaning.



Maintain 15-foot clearance around fire hydrants. Recommend installing signs and ground markings indicating, "No Parking, Keep Clear."



Per the California Fire Code, fire extinguishers are required to be mounted on an approved (manufacturer) bracket or in an appropriate cabinet and serviced annually. Hang signs indicating where fire extinguishers are located.



Beer booth, fire extinguisher missed annual inspection. Floraculture, lower fire extinguisher so that handle is no more than 5-feet off the ground.

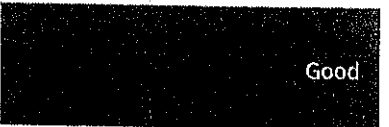


Photo 43



Photo 44

There should be no cooking, or deep frying, that emits grease-laden vapors without a fire suppression system and ventilation hood being present.



Miscellaneous - Fire Extinguishers/Standpipes/Hydrants/Suppression Systems



Generators

Conduct regular inspections to ensure generators are operational. Log that inspections have occurred. Retain logs.

N/A

Miscellaneous - Generators

N/A

Housekeeping/Organization

Good housekeeping and organization helps to eliminate trip/falls and other serious injuries to employees. Organization also helps with inventory control.

Good

Miscellaneous - Housekeeping/Organization

Good

Safety/Hazard Signage

Install directional exit signs in ADA seating areas.

Good

Hazard Warning Placards/Signage

Good

Miscellaneous - Safety/Hazard Signage

N/A

Stages/Stairs/Steps

Stairs/steps should have the stair tread nosing highlighted with a contrasting color to denote the change in elevation, particularly upon descent.

Good

Recommend highlighting stage edges with a contrasting color to make more visible.

Good

Handrails in the following locations need to be refastened to make them secure.

Good

Miscellaneous - Stages/Stairs/Steps

N/A

Storage/Maintenance Shops

Compressed gas cylinders should be seismically strapped or stored in an OSHA approved rack locker and/or cabinet to prevent tipping. Storage areas should be properly labeled with the appropriate signage. Treat empty cylinders as if they are full.

Good

Overhead storage, it is recommended that the fair devise a plan that would eliminate the possibility of stored items falling on personnel below.

Good

Reinstall the manufacturer's safety guards on all power tools and machinery. Post signs that states Personal

Good

41

Protective Equipment (PPE) i.e. goggles, must be worn when using the equipment.



Static Fuel Tanks/vaults should be properly labeled with the appropriate placards and hazardous signage i.e. "NO SMOKING."



Storage should be a minimum distance of 18-inches from fire sprinkler systems. Maintain 24-inches from ceiling when no fire suppression system is present.



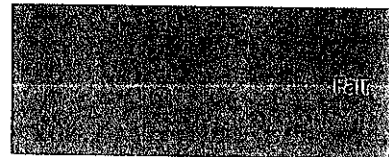
Miscellaneous - Storage/Maintenance Shops



Utility Boxes and Grates

1 flagged

Drain grates, utility box lids, and water/electrical vaults should be set flush with the walking surface and clearly marked with a contrasting color to make them more visible. Replace broken or missing lids.



RV lot, paint utility box lids that are above grade. Ball field, water vault needs to be reinstalled to eliminate trip/fall hazard.



Photo 45



Photo 46

Miscellaneous - Utility Boxes and Grates



Miscellaneous Items Not Listed

Miscellaneous Items Not Listed 1

Miscellaneous Item Not Listed



Photo 47



Photo 48

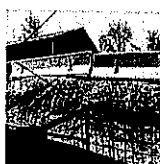


Photo 49



Photo 50

42

Media summary



Photo 1



Photo 2



Photo 3



Photo 4

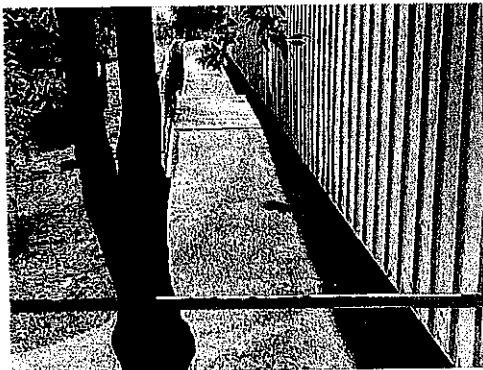


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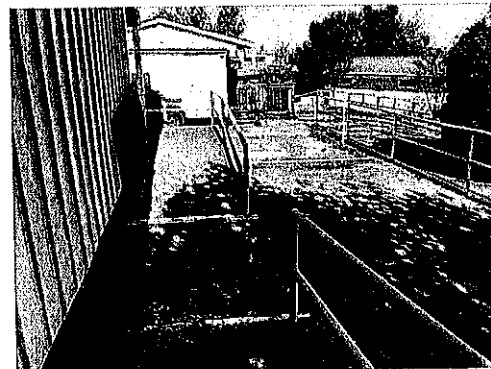


Photo 6



Photo 7

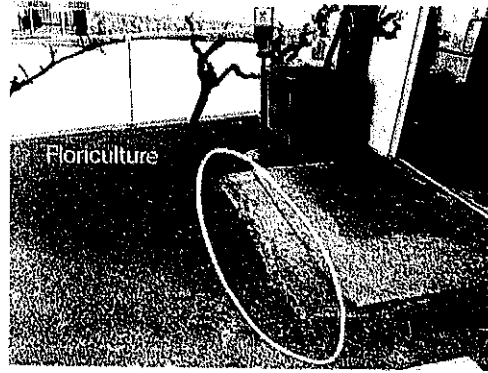


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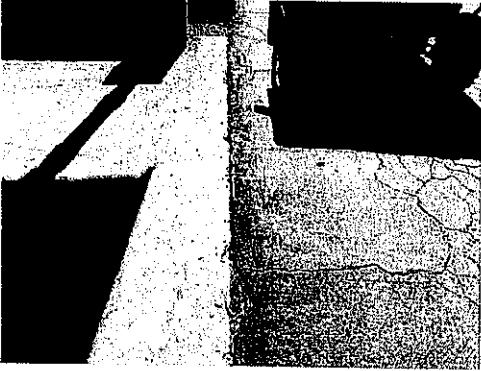


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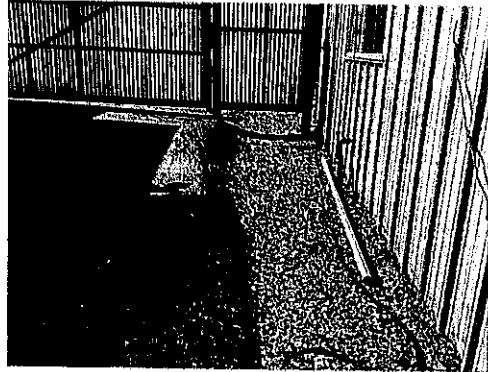


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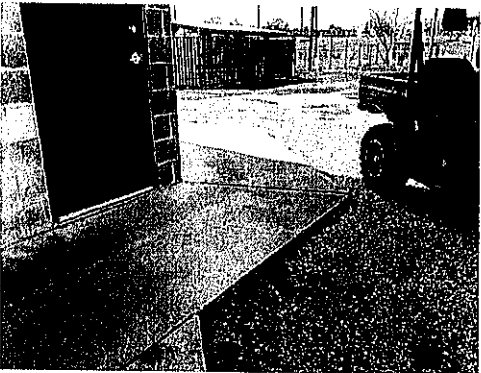


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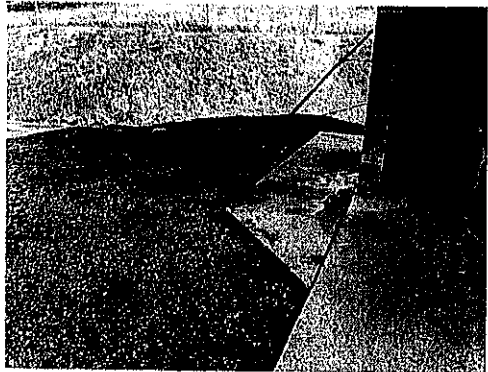


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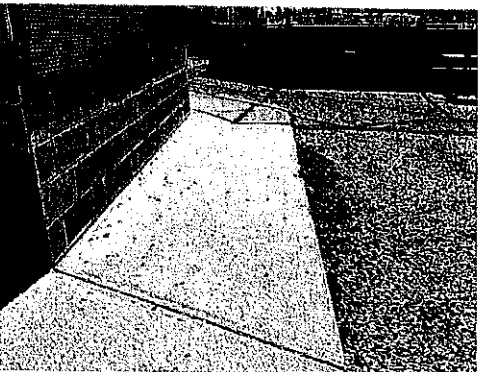


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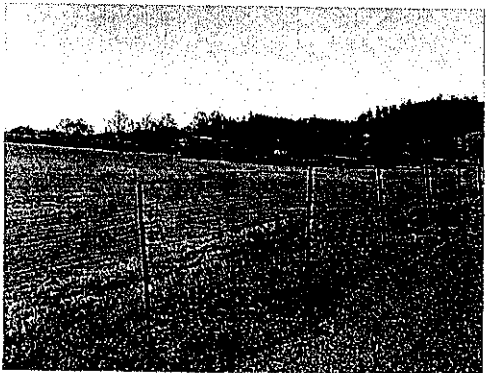


Photo 14



Photo 15



Photo 16



Photo 17



Photo 18



Photo 19

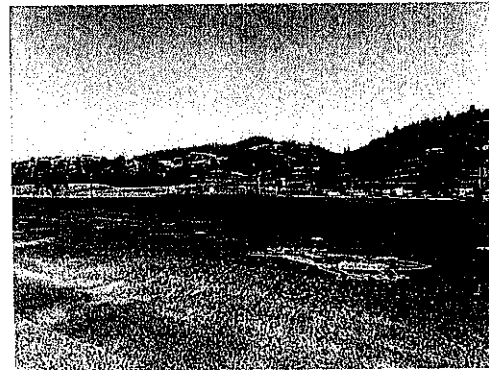


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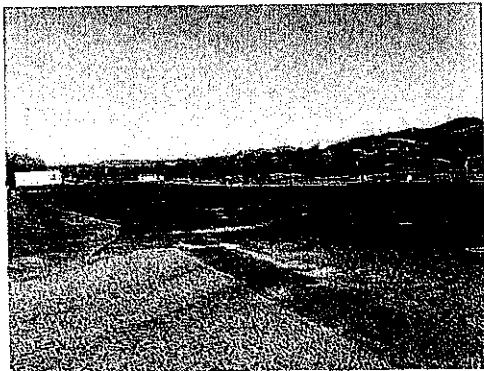


Photo 21



Photo 22



Photo 23



Photo 24



Photo 25



Photo 26



Photo 27

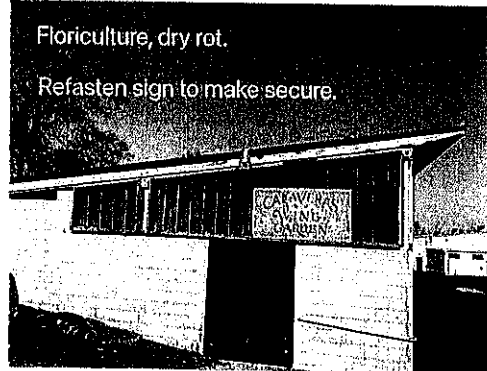


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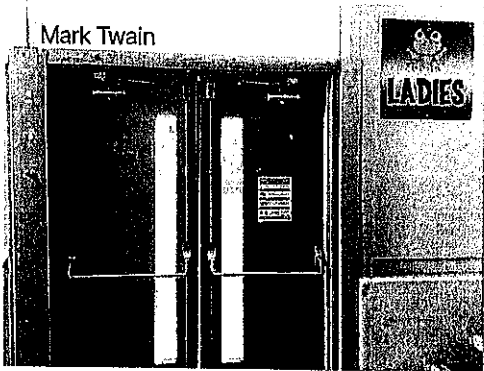


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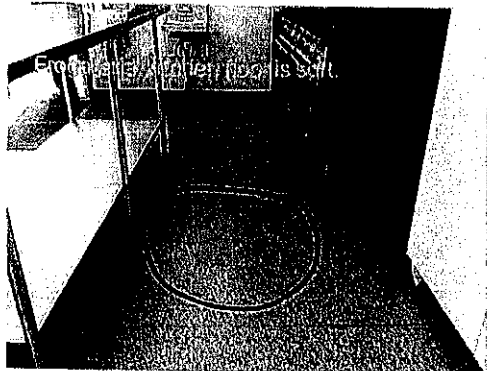


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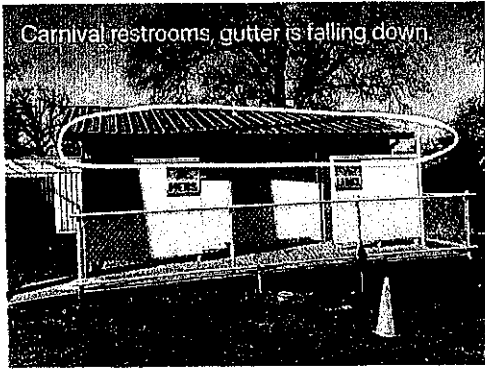


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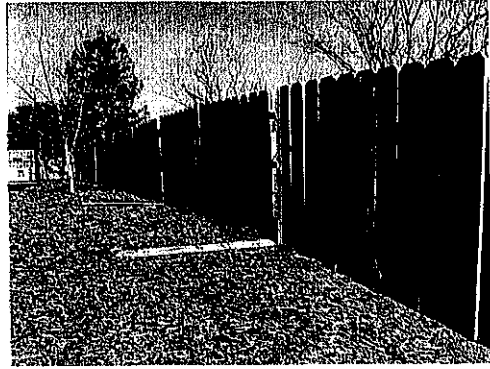


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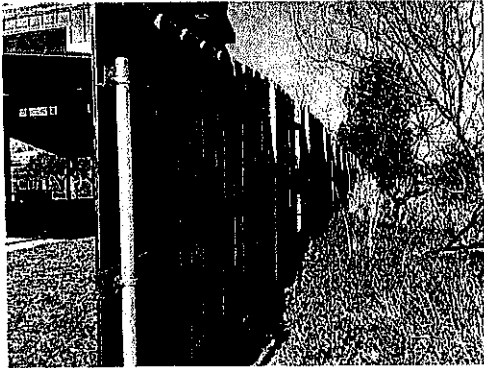


Photo 33



Photo 34



Photo 35

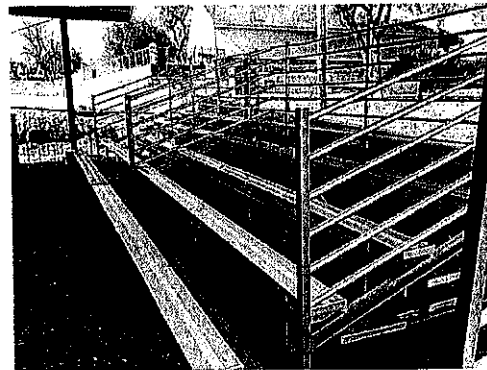


Photo 36



Photo 37

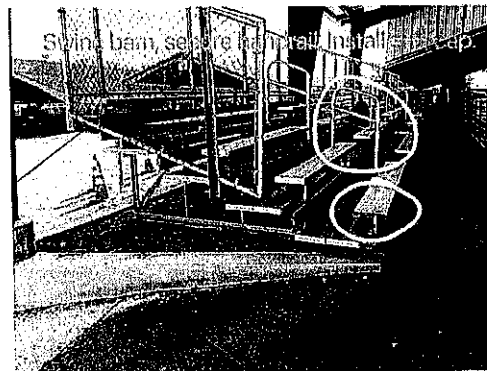


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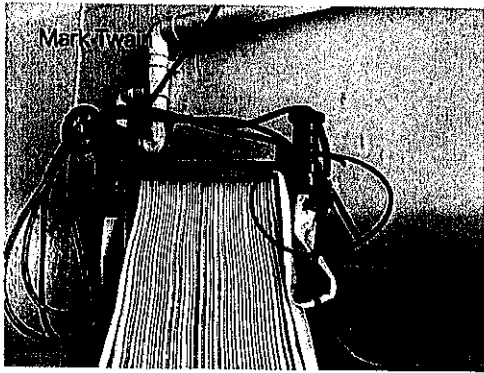


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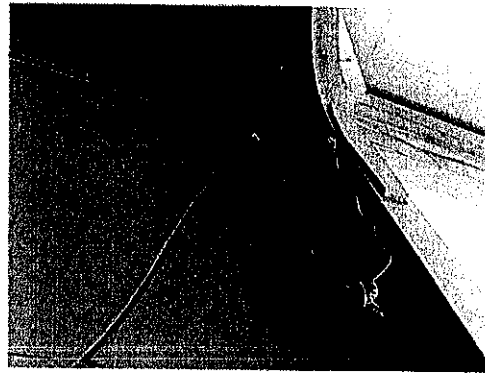


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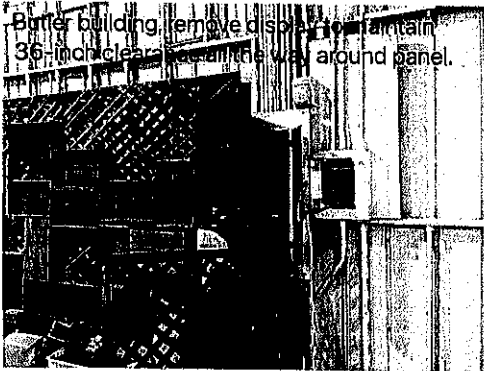


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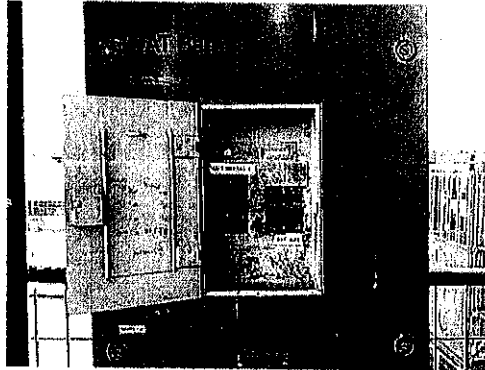


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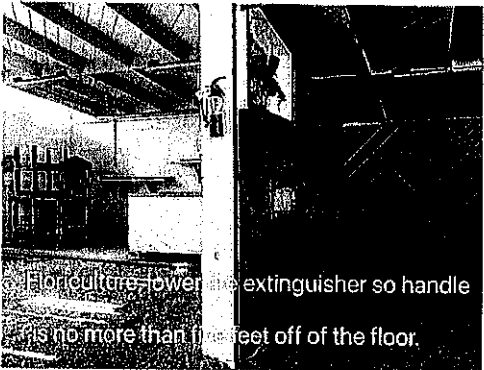


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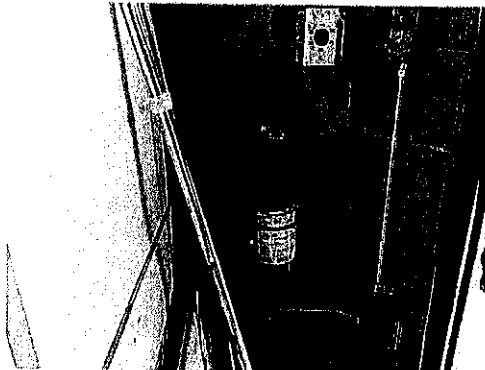


Photo 44



Photo 45



Photo 46

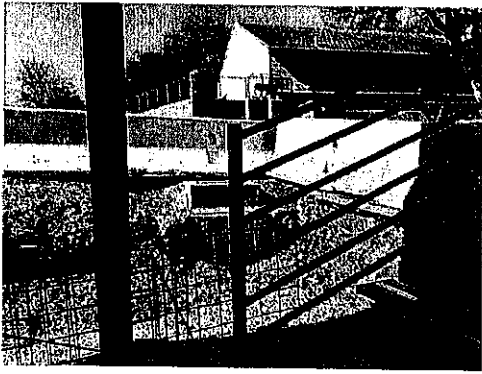


Photo 47



Photo 48

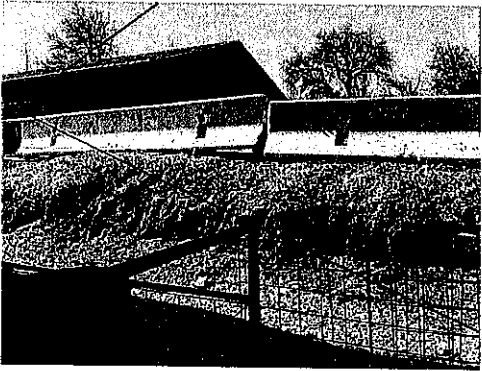


Photo 49

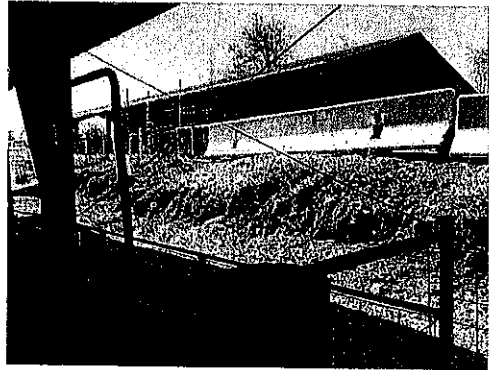


Photo 50

805.01 The Honor Roll Award
11/18/09

Revised

In honor of the service rendered to the 39th District Agricultural Association an award is given to an individual or group for distinguished, long term contribution to the Association under conditions herein described.

The Award shall consist of a plaque with an appropriate citation and the name of the recipient inscribed thereon. The recipient's name will be added to the permanent plaque, visible in an appropriate location.

805.02 Honor Roll Selection

Revised 11/18/09

Selection of the recipient(s) of the Honor Roll Award will be made by the 39th District Agricultural Associations Board of Directors.

The Board (or a committee thereof) shall review all Nominations and may identify additional individuals for consideration.

The Board (or a committee thereof) shall not be required to select a recipient every year.

Past Recipients

Honor Roll

Ike Moore
Joe Hertzog
Buck King
Jerry Mills
Tom & Florence Kelly
Sam Urrity
Doug Joses
Cheryl Joses
Donna Walraven
Ray Callahan
Dr. Albasio
Jim Miller
John Snyder
Angels Booster Club
Larry Thompson
Dave Olson
John Sutter School
Dick Barger
Jack & Ruth Kuhl
Herb & Charlyne Hansen
AMA Boosters

Dorthea Cooper
JLC
Betty Snyder
Linda Middleton
Shannon Kawak
Brad and Mark Sutton
Amy Roggow
City of Angels
Maryln Fiscus
Mearle Lucken
Jack Burns
Tom Bender
Keith Tallia
Carol Swartzlander
Jerry Heintz
Stephen Kautz
Gay Callan
Lacey Neufeld
Tim Johnson
Pete Silva
Donny Becker
Larry Diliberto
Henry Petithomme
Sonny Canepa
Jack Johnson
Jim Heryford
Daryl Giannini
Sonny and Sharon Canepa
Becky Thomas
Susan Carter
Sender Family
Arvid and Ruth Morrow
Bob Trinchero
Debbie Ponte
Tim Folendorf
Ron Dwelley
Firman Brown
Jeff Johnson
Linda Olson
Talibah Al Rafiq
Steve Wooster
Mark Fischer
Evan Garamendi
Sissy Hedricks

Shawn Westberg
Kathy Campbell
Aldi Broglio
Art Mills
Darrin Mills
David Mills
Olga Moncada
Evan Garamendi
Sissy Hendricks
Ron Dwelley
Ray Davis
Steve Kafka
Chris Higgins
Sam Berri
Rob Miller
Ole and Sandie Gardina
Verne Johnson
Gloria Grimes
Talibah Al Rafiq

Past Blue Ribbons

AMA
Altaville Melones
Angels Veterinarian Hospital
Tim Folendorf
Spence Ranch Feed & Supply
Vallecito Camp
Michael David Fischer
Gail and John Kautz
Steve Kautz
Sutter School
Jerri Mills
Doug Joses
Sherri Elliott
SPI
Black Diamond Graphics
Mark Fischer
Toni Ann Fischer
Christine Thom
Kasey Musachia

CFSA Resolution

A motion was made by Director _____, seconded by Director _____ and carried that members of the Board of Directors of the Fair and any volunteers donating time for the Calaveras County Fair will be covered by Workers' Compensation Insurance while performing their volunteer work.

Bank of Stockton

A motion was made by _____ and seconded by _____

The 39th District Agricultural Association is authorized to secure a \$250,000 loan from the Bank of Stockton to facilitate payments to sellers at the 2025 Calaveras County Fair Junior Livestock Auction.

March CEO Report – Managers

Fair Planning Fair planning is well underway, and we received some great ideas from Super School. It was beneficial to attend.

Special Contests Tom Sawyer Hall – Daily Contests:

- **10:30 a.m.** – Daily Baking Contest
 - Thursday: Pie
 - Friday: Cupcake
 - Saturday: Cookie
 - Sunday: Cake
- **11:00 a.m.** – Puzzle Making
- **1:00 p.m.** – Cowboy and Cowgirl Costume Contest
- **2:00 p.m.** – Hula Hoop & Roping Steer Contest
- **3:00 p.m.** – Pie Eating Contest
- **5:00 p.m.** – Craft Time

Scavenger Hunt We are organizing a scavenger hunt tied to historical markers in Calaveras County. There will be 12 markers across the fairgrounds, and participants must find each one and have it signed off.

Stampede & Arena Events The Stampede competitors and the Arena Committee have redesigned the stampede events into a Ranch Rodeo, scheduled for **Friday, May 16, 2025**.

Additional Contests & Events

- **Pro Art Special Contest:** “Ropin’ Teams and Cowboy Dreams”
- **World Frog Day (March 20):** Kissing Frog Photo Contest

Facility Updates & Sponsorships

- Deck repairs will begin this month.
- A sponsor is installing sound boards in Mark Twain Hall.
- A potential sponsor is interested in funding a shade structure installation.
- Jeanette is translating special contest materials into Spanish.

Rodeo Queen Program The Rodeo Queen program has met its financial goal to purchase a trailer. Research is being conducted regarding insurance requirements.

March Interim Events March is a busy month with numerous interim events:

- Kasey and Luke will represent the fair at the **WFA booth during Ag Day at the Capitol**.

- Anna Gates has given presentations on the exhibits program to homeschooling organizations. We will also be assisting people at the library.

Commercial Exhibit Program

- Mark Twain Hall exhibit spaces are **sold out**.
- One informational spot remains available on the front lawn.
- One **10x10** exhibit space is available near the barns.

Hospitality & School Engagement

- The fair will provide a hospitality area for the rodeo.
- School boxes have been distributed, and presentations are being scheduled.

Additional Meetings & Communication Several discussions and email exchanges have taken place with the appointment secretary regarding fair-related matters.

WFA is still seeking support letters for AB258.

Marketing Plan: Calaveras County Fair & Jumping Frog Jubilee

Event Dates: May 15-18, 2025

Location: Calaveras County Fairgrounds

Theme: *Ropin' Teams and Cowboy Dreams*

Objective: Increase attendance, drive pre-sale ticket revenue, maximize sponsorships, and enhance community engagement.

1. Target Market

Fair Demographics:

- **Primary audience: Women ages 35-45**
- **Target Demographic:** Moms (ages 30-50), as they are the primary decision-makers for family outings.

Messaging Summary:

- **Family-Friendly:** Activities for all ages.
 - **Affordable & Value-Added:** Special promotions, bundled deals, and free entertainment.
 - **Educational:** Hands-on exhibits, agricultural programs, and historic themes.
 - **Inclusive & Entertaining:** A mix of traditional and modern entertainment for all.
-

2. Key Marketing Strategies

A. Digital Marketing

Website & SEO

- Ensure a user-friendly website with updated schedules, ticket sales, and FAQs.
- Optimize SEO for search terms like "Calaveras County Fair," "Jumping Frog Jubilee," and "family-friendly events in California."

Social Media Strategy

Organic Social Content (Facebook & Instagram):

- **Posting Schedule:** Monday – Friday, with daily updates closer to the event.

Slp

- **March Focus:** Women's History Month-themed posts.

Planned Paid Facebook Ads:

1. Tickets on sale
2. Thompson Square concert
3. Pro Rodeo
4. Destruction Derby
5. Frog Jump
6. Carnival
7. Fair entertainment lineup
8. Fair food features
9. Ranch Rodeo

Partnership Campaign:

- Run a **Facebook campaign with Kat Country** to increase reach.

Email Marketing Campaign

Weekly Emails Featuring:

1. Special contests
2. Entertainment highlights
3. Ticket sales & deadlines
4. Fair attractions & points of interest
5. Fun Facts with Matthew Curtis

B. Video Marketing Strategy

Organic Video Content:

- Short, engaging clips for social media.

Planned Video Features:

1. **"Where Does My Food Come From?"** – Educating families about agriculture.
2. **Fair Food Spotlight** – Showcasing delicious offerings.
3. **Junior Fairboard Feature** – Behind-the-scenes of young fair leaders.
4. **Carnival Highlights** – Exciting rides and attractions.
5. **Frog Jump Contest** – Showcasing the history and excitement.
6. **Livestock Program Overview** – Educational content on 4-H and FFA.
7. **Special Contests**

C. Traditional Media

Radio Partnerships:

Stations Running Fair Promotions & Contests:

- KAT Country
- KJOY
- KKBN
- STAR 92
- KVGC
- THE HAWK

TV Commercials

- Airing in **Angels Camp and Modesto theaters** (March 15 – May 15, 2025).
-

D. Community & School Engagement

Comprehensive School Program (March 6-12, 2024):

1. Reading Program
 2. Exhibits Program
 3. “If you drew it, grew it, or sewed it, you should show it” initiative
 4. 3rd & 4th Grade Education Program
 5. Frog Jump Assemblies
-

E. Print & Outdoor Advertising

Newspaper & Utility Bill Ads:

- **Publications:** Calaveras Enterprise & local utility bills.
- **Fair Program:** Print guide with event schedules & sponsors.

Brochures & Posters:

- **Junior Livestock Auction & Frog Jump brochures.**
- **Posters for major events:**
 - Thompson Square Concert
 - Destruction Derby

- Pro Rodeo
- Auction Event
- Generic Poster
- Snapshot Poster

Outdoor Marketing:

- **Clothesline Banners** across key locations.
 - **Highway Banner Placement** for maximum visibility.
 - **Lawn Signs**
-

F. Digital Advertising

- **Platforms:**
 - My Mother Lode
 - Calaveras Enterprise
 - The Pinetree
-

3. Pre-Fair Engagement & Special Events

Pre-Fair Competitions:

1. **Valentines Day Photo Contest** – Engaging the local Ranching Community.
2. **Buyers Letter Competition** – Supporting Junior Livestock participants.

Special Events Booked:

- **Best Practices Workshop** – January 16, 2025
- **Beef Clinic** – March 16, 2025
- **Rodeo Queen Fundraiser** – March 1, 2025
- **Library Entry Days** – TBA
- **Whiskerino Dinner, Dance** – April 26, 2025
- **Kick-Off Dinner** – April 30, 2025
- **Capitol Jump** – May 7, 2025
- **Government Center Jump** – May 13, 2025
- **Junior Jump** – May 10, 2025
- **Chamber Mixer** – May 8, 2025

Frog Stops (Community Engagement Events):

- **Big Trees – Arnold**
 - **Sierra Hills Market – Murphys**
 - **San Andreas – Main Library**
 - **Valley Springs – Senders Hardware**
-

4. Promotional Ideas to Boost Sales

1. **Flash Sales:** Limited-time ticket discounts (e.g., “Two-Hour Special”) to drive urgency.
 2. **Coupon in local newspaper**
 3. **Encourage volunteerism to earn tickets.**
 4. **Additional contests,** Pie Eating, Daily Baking, Scavenger Hunt tied into historical markers, Roping Contest, Mac and Cheese Contest, Pro Art Theme Competition.
 5. **Creating Contest Information in Spanish.**
-

6. Sponsorship Outreach

- **Sponsorship Tiers:** Presenting, Platinum, Gold, Silver and Bronze with branding perks through the banner program.
-

7. Post-Event Strategy

1. **Survey & Feedback Collection:** Attendees & vendors to improve next year’s event.
 2. **Thank You Campaign:** Recognizing sponsors, volunteers & attendees via email & social media.
 3. **Photo & Video Highlights:** Keeping engagement high & building excitement for 2025.
-

8. Success Metrics (KPIs)

- ✓ **Attendance Goal:** Increase turnout by 10% over last year.
- ✓ **Pre-Sale Ticket Target:** Secure 50% of ticket sales before the event.
- ✓ **Social Media Growth:** Expand following & engagement by 25%.
- ✓ **Sponsor Growth:** Secure 25 new sponsors & vendors.

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