

MINUTES
February 28, 2013
17th District Agricultural Association
Grass Valley, California

THE REGULAR MEETING OF THE BOARD OF DIRECTORS of the 17th District Agricultural Association was held on Thursday, February 28, 2013 at 4:00 p.m. in the Board Room of the Nevada County Fairgrounds.

President Ballou called the meeting to order and declared a quorum at 4:00 p.m. Directors present: Sandy Ballou, Tom Browning, Shanti Emerson, Karen Henderson, Simi Lyss, Arnie Romanello, Jeanette Royal and Bill Schultz.
Excused Absences: Skip Lusk.

Introduction of Guests and Staff

CEO Sandy Woods, Deputy Manager Robin Hauck and the Fairgrounds Foundation President Ed Mertens were present.

Fair Report:

- **2013 Arena Events** – Consideration of Medieval Games for Wednesday of Fair.
Motion 2013-10: Motion by Director Browning, seconded by Director Romanello to approve the pursuing the Knights of the Realm for the Wednesday Arena Event during the 2013 Nevada County Fair. Motion carried.
- **2013 Proposed Pricing** - Staff recommended the following pricing for the 2013 Fair:

Gate Admission

- General Admission, Adults \$9
- Senior (65+) \$6
- Children (6 – 12) \$4
- Children (5 and under) Free
- Advance Sale \$6
(Sold until August 6 @ 5pm)
- Season Pass \$30
- Livestock Helper or Parent
 - Single Day \$6
 - Season \$30
- Vendors \$4
 - Food vendors (Non Profit) – maximum available to purchase – 50
 - Food vendors (Commercial) – maximum available to purchase - 10

Parking

- Daily Parking \$6
- Season Parking Pass \$25
- Gate 8 Parking – Livestock \$25
- Disabled on Friday Free

Special Day Prices

- Wednesday
Scholar Students Day – Administrators & Students Free
(The Superintendent of Schools pays the Fair \$3/adult and \$1.50/child invited to attend as a Scholar.)
- Thursday – Kids Day (10 am – 5 pm) Free
- Friday – Day for People with Disabilities (9 am – 5 pm) Free
- Friday – Ag Mechanics Auction (4 pm – 6 pm) Free
- Sunday – “Free Until Three!” Free

Special Promotions

- Special Food Contest Exhibitors Free with their entry
(They are charged \$2 to enter the competition.)
- Idol Competitors Free with participation
(They are charged \$5 to enter the competition.)
- “Fair Bucks” - \$2 discount
Can be used for \$2 off admission. Cannot be used with any other offer. Quantities limited. Redeemable on Thursday only. Coupons posted on web site and distributed in the community.
- “Be a Kid!” - \$4
Advance sale program only. Redeemable for Thursday, “Kid’s Day” only. Cannot be used with any other offer. Sold until August 6 @ 5p.m.
- Corporate Tickets – purchased in bulk \$4
Historically Sierra Nevada Memorial Hospital and The Union have purchased thousands of tickets between them.
- Discretionary courtesy discount admission \$1
To be used at management’s discretion for courtesy admission, previously extended free. Part of the purpose is to reduce the percentage of courtesy admission as compared to paid admission – the Fair is limited to extending 4% free courtesy passes.
- Active military (show ID) Free
- Advance Sale – Community Day
 - Blood Donation Free Fair ticket
 - Food Bank – 4 cans Voucher (Buy 1, Get 1 free)
 - Lions Van – donate glasses/hearing aids Voucher (Buy 1, Get 1 free)
- “Read & Ride” – Library Reading Project 2 Butler Ride Coupons/Child

Arena Pricing

Arena patrons may pre-purchase an advance sale discounted admission ticket for \$6. (Advance sale ticket purchases end on Tuesday, August 6th @ 5 pm.)

Wednesday – Medieval Games

11 am performance – \$5 general admission. Free to Scholar Students.

7 pm performance:

Adults - \$12

Children (12 and under) - \$8

Thursday & Friday – Rodeo and Bull Riding

Four Star Rodeo Company is bearing the risk of production. They will establish the ticket price.

Advance Sale: \$10 adults, \$6 children (12 and under)

Regular Price: \$12 adults, \$8 children (12 and under)

Saturday – Monster Trucks and Tough Trucks

Adults - \$12

Children (12 and under) - \$8

Sunday – Monster Trucks and Tough Trucks

Adults - \$12

Children (12 and under) - \$8

Motion 2013-11: Motion by Director Browning, seconded by Director Lyss to approve the proposed 2013 Nevada County Fair pricing. Motion carried.

- **Vendors/Concessions Update**

- **2013 Vendor Rates** - Staff recommended the following Vendor Rates for the 2013 Fair:

- **Inside Rates**

- Nevada County Businesses – Sales \$600.00

- Display Only \$570.00

- Out of County – Sales \$950.00

- Display Only \$675.00

- **Outside Rates**

- Nevada County Businesses – Sales \$550.00

- Display Only \$520.00

- Out of County – Sales \$950.00

- Display Only \$625.00

Motion 2013-12: Motion by Director Browning, seconded by Director Romanello to approve the proposed 2013 Nevada County Fair Vendor rates. Motion carried.

- **Concession/Vendor Manager Recruitment** – Lisa Vaughan has been hired as the Concession/Vendor Manager. Joan Bartosik will work with Lisa through the transition.
- **Poor Boys Midnight Mass Proposal** – The Poor Boys have approached Staff to rent the inner grounds on July 27th along with the 26th and 28th for setup and teardown. There are concerns with the dates being so close to Fair but when looking at the estimated net profit of the event staff is recommending pursuing the event.

Motion 2013-13: Motion by Director Romanello, seconded by Director Schultz to approve pursuing the rental to the Poor Boys for their Midnight Mass Car Show. Motion carried.

Beer Concessions – Sponsorship Update – NorCal will be a sponsor of the Fair for five years at \$35,000 per year. In addition they will produce radio ads in the Sacramento area, billboards on Highway 80 and a \$1000.00 Fairgrounds Foundation membership.

Director's Comments

- Fairgrounds Foundation Cioppino Feed, this Saturday in Ponderosa Hall.

New Business

- There was no new business.

With no further business, the meeting was adjourned at 5:15 p.m.

Sandra J. Woods, CEO

Sandy Ballou, President of the Board