



## Minutes

Tuesday, September 17, 2019

THE REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE 17<sup>TH</sup> DISTRICT AGRICULTURAL ASSOCIATION WAS HELD ON SEPTEMBER 17, 2019 AT 4:00 P.M. IN PONDEROSA HALL AT THE NEVADA COUNTY FAIRGROUNDS.

### Roll Call:

Directors Present: Andrew Trygg, Tom Browning, Shanti Emerson, Jim Franks, Barbara McDonald, Arnie Romanello, and Steve Steele.

Directors Absent: Jeanette Royal and Simi Lyss

CEO Eidman read a letter from Simi Lyss that announced his resignation effective immediately from the Nevada County Fairgrounds Board of Directors.

**Vice President Trygg called the meeting to order and declared a quorum at 4:03 p.m.**

### Introduction of Guests and Staff:

Dan Prout, Sierra Ministries International; Craig Hoddy, Fair Partnership Director; Ted Schoppe; Kendra Atkinson; Eleanor Roberts, Draft Horse Classic Assistant Show Manager; Patrick Eidman, CEO; and Wendy Oaks, Information Officer.

### Public Comment on Items Not on the Agenda

No public comment

### Consent Calendar

- A. Minutes, Board Meeting – August 6, 2019
- B. Judge Agreements – August/September 2019
- C. Interim Facility Rentals – August/September 2019
- D. Standard Agreements – August/September 2019
- E. Fair Concessions/Vendor Contracts – August/September 2019
- F. Draft Horse Classic Concession/Vendor Contracts – August/September 2019
- G. Art at the Classic Vendor Contracts – August/September 2019
- H. Country Christmas Faire Contracts – August/September 2019

## I. Sponsorship Agreements – August/September 2019

**Motion 2019-58:** Motion by Director Browning, seconded by McDonald to approve the Consent Calendar. Motion carried unanimously, 7-0 (Yes: Directors Trygg, Browning, Emerson, Franks, McDonald, Romanello, and Steele).

### **Approval of Standard Agreements – Hazardous**

CEO Eidman presented a summary of the Hazardous Standard Agreements

**Motion 2019-59:** Motion by Director Steele, seconded by McDonald to approve the Hazardous Standard Agreements. Motion carried unanimously, 7-0 (Yes: Directors Trygg, Browning, Emerson, Franks, McDonald, Romanello, and Steele).

### **Sponsorship Program**

Vice President Trygg announced that the Sponsorship Program Board Update would be moved up on the agenda to better accommodate guest Craig Hoddy, Fair Partnership Director.

Craig provided the Board with an overview and update of the Fair and Draft Horse Classic sponsorship program.

Director Trygg presented his 2019 Fair Director's Award to Craig Hoddy for his hard work and commitment to the Fair's sponsorship program.

### **Public Comment on Items Not on the Agenda**

Due to the late arrival of guests, Vice President Trygg reopened the floor for public comment.

Community member Kendra Atkinson requested that roller skating be allowed on the Fairgrounds and that the Board consider making a building available for roller skating throughout the year.

### **Nevada County Fairgrounds Foundation Report**

CEO Eidman provided an update from the September Foundation meeting.

- Foundation beer sales at the Fair increased from 2018 to 2019.
- The Foundation will be operating the Foundation Bar from the KNCO Gazebo during the Draft Horse Classic.
- The Board discussed a new process for determining the winners of the two annual scholarships.
- The membership appreciation dinner and bronze plaque dedication will take place on October 8 at 6 pm at the Foundation Station. All Foundation members and volunteers are invited.
- It has yet to be determined if the Foundation will serve drinks at the Country Christmas Faire.

### **Finance Committee Report**

Director Browning provided an update on August finances. He reported that revenue is above the budgeted amount and expenses are below the budgeted amount.

**Motion 2019-60:** Motion by Director Browning, seconded by Romanello to approve the July 2019 and August 2019 financials. Motion carried unanimously, 7-0 (Yes: Directors Trygg, Browning, Emerson, Franks, McDonald, Romanello, and Steele).

### **Capital Improvements Committee Report**

No report

### **Concessions Committee Report**

No report

### **Draft Horse Classic Committee Report**

No report

### **Forest Management & Improvement Committee Report**

No report

### **Governance Committee Report**

Director Browning reported that he and Director Steele will begin reviewing the Board's existing binder/manual and will begin updating it accordingly.

### **Interim Events Committee Report**

Director Emerson provided an update on the following events held at the Fairgrounds in August and September - the Bureau of Land Management horse adoptions, Bounty of the County, BrewFest, Kennel Club, and the Roamin' Angels Car Show. She also reported that the California Care Force will offer free medical care to the community in January at the Fairgrounds.

CEO Eidman provided an update on the Vintage Duel racing, happening October 4 at the Fairgrounds.

### **Livestock Committee Report**

Livestock Critique Meeting Report – Directors Steele and Franks provided an overview of the Fair Livestock Meeting, held on September 11. The Livestock Committee will meet to discuss the feedback and bring any action items to the Board for review.

Committee Name Change Consideration – Director Browning requested that the Livestock Committee name be changed to reflect oversight of the Ag Mechanics exhibits and sales, as well as livestock. General Board discussion followed.

**Motion 2019-61:** Motion by Director Browning, seconded by Emerson to change the name of the Livestock Committee to the Livestock and Ag Mechanics Committee. Motion carried unanimously, 7-0 (Yes: Directors Trygg, Browning, Emerson, Franks, McDonald, Romanello, and Steele).

### **Correspondence**

CEO Eidman shared the following:

- Letter from CDFA: Circular D2019-03/F-31 Rental Agreement. A Fair time and Interim Event Rental Agreement template has been revised. The Nevada County Fairgrounds will update its current form accordingly. Director Browning questioned who is responsible for enforcing item #12 on the new form – “All temporary tents or enclosures erected by Renter shall have the prior written approval of Association and local fire suppression authorities...”
- Letter from CDFA: Circular Letter F2109-10 / 2019 State Rules Meeting. CEO Eidman will attend the meeting on October 3, 2019.
- Letter from California Fair Services Authority: Insurance Alert. The letter states that effective August 29, 2019, there is additional language in CFSA insurance requirements for contracts and rental agreements.
- Notice of Committee Meeting: California Fair Services Authority. There was a Revenue Protection Program Claims’ Committee Meeting on Tuesday, August 20, and at the meeting the Committee reviewed and approved the Fairgrounds’ 2018 Country Christmas Faire claim.
- Letter from Barbara Ellison: Letter of Appreciation. This is a thank you letter to the parking crew and the Gate 1 cashiers for their superb customer service.
- Letters from Russ and Jamie Yokom: Four (4) Letters of Appreciation. This is a series of four letters thanking Kristin, the front office crew, Judy in exhibits, and Liz and the RV Park crew for all their hard work during the Fair.
- Letter from Keith Royal: Letter of Appreciation. This is a thank you letter to the Board for his induction into the Fairgrounds Hall of Fame.
- Letter from Child Advocates: Letter of Appreciation. This is a thank you letter for the donation of carnival tickets to enjoy at the Nevada County Fair.

### **Contract I19047 – KVMR Celtic Festival and Marketplace**

CEO Eidman presented the contract for the KVMR Celtic Festival Celtic Festival and Marketplace, scheduled for September 27 – 29, 2019 at the Nevada County Fairgrounds.

**Motion 2019-62:** Motion by Director Browning, seconded by Steele to approve the KVMR Celtic Festival & Marketplace contract. Motion carried unanimously, 7-0 (Yes: Directors Trygg, Browning, Emerson, Franks, McDonald, Romanello, and Steele).

## 2019 Nevada County Fair – August 7 – 11, 2019

### General Update and Financial Overview

CEO Eidman reported the following:

- Attendance was 96,000, which is up from approximately 88,000 in 2018.
- Thursday's \$3 promotion saw an increase of 82% over the 2018 same day attendance.
- Approximately \$1,125,000 was raised by local nonprofit organizations on Treat Street (including beer sales) and Fair food vendors. This is an increase of more than \$100,000 from 2018.
- Carnival sales saw an increase of more than \$100,000 from 2018. The log ride was extremely popular.
- Together, the Junior Livestock Auction and the Ag Mechanics Auction grossed a record setting \$736,000, which is an increase of \$65,000 over 2018.
- In the arena, the rodeo continues to lose money with a loss of \$12,000 this year; motocross saw an increase in attendance for a Thursday night arena event; and Friday, Saturday and Sunday night arena event sales were strong, including sold out events on Saturday and Sunday night.

### Board Critique

- Director Browning said he enjoyed the Fair and the good weather; the carnival was fun and the livestock area looked good. He commented that Treat Street lines were long, and while that is good for Treat Street vendors, we need to look at how to make the lines less intrusive to the flow of traffic. He also suggested having biohazard cleanup kits available at locations other than the maintenance shop (i.e. in the arena).
- Director Steele commented that he had a great time at the Fair. He reported that several Treat Street vendors thanked him (and the Board) for the \$3 Thursday promotion and he received several compliments on the CEO and the Fair team.
- Director Romanello requested additional Red Shirts in vicinity of the Foothill Lions Beer Booth during Fair.
- Director McDonald said it was a great Fair. She also commented that there is a need for additional Red Shirt presence.
- Director Franks said it was a great Fair. He said the livestock move in went smoothly, and gave kudos to Shawn and the maintenance team. He suggested the Fair/Livestock Producers need to better explain where the commission is going, and that it's important to get the message out to the kids and livestock families that the sale commission is used to their benefit.
- Director Emerson commented that the weather was great and it was a great Fair. She enjoyed the behind-the-scenes tour of Butler and loved the log ride.
- Director Trygg said that the Fair went smoothly and he received a lot of good feedback about the Fair. The trash was overflowing, but he could see that the trash crew was working to keep it under control. He said it is disappointing to see all the seating for Pine Tree removed on Sunday for the auction.

Community member and SEED concessionaire Dan Prout inquired about misters, sponsor signs and tip jars – are they allowed or not? He also complimented the Board, the Fairgrounds management team, and all involved in producing the Fair.

### **Draft Horse Classic – September 19 – 22, 2019**

Eleanor Roberts, Draft Horse Classic Assistant Show Manager, thanked the Board for their continued support of the Draft Horse Classic. She also shared that she is working on a DHC awards sponsor program, where \$125 allows an individual to sponsor all the ribbons and a plaque for a class at the DHC. She invited the Board to attend the behind-the-scenes tour on Saturday, September 21, at 2 pm.

Dan Prout, community member, complimented the Board and the Fairgrounds team for their work and support of the Draft Horse Classic.

CEO Eidman reported that ticket sales are up slightly from ticket sales to date in 2018. He also reminded the Board about the Exhibitor Meeting on September 18 at 4 pm and the VIP dinner at 6 pm and invited the Board to attend both events.

### **Draft Horse Classic – Entry Fee Refund Request**

CEO Eidman reviewed two entry fee refund requests, both due to health reasons, for Draft Horse Classic exhibitors Nancy Lopez (Stonehedge Farms) and Arlin Wareing (Wareing Shires).

**Motion 2019-63:** Motion by Director Emerson, seconded by Steele to approve the request for a refund of entry fees of \$395 to Nancy Lopez (Stonehedge Farms) and \$895 to Arlin Wareing (Wareing Shires). Motion carried unanimously, 7-0 (Yes: Directors Trygg, Browning, Emerson, Franks, McDonald, Romanello, and Steele).

### **CEO Report**

CEO Eidman reported on the following:

- CDFA made a positive ID in August of hydrilla (an invasive weed) in Lions Lake. A treatment plan will begin in September, continue through October and resume in the Spring of 2020.
- AB1499 Funding Hearing Update. CEO Eidman reported that the regulatory process continues. CDFA has held several meetings to provide updates – most Fairgrounds are advocating for operational allocations, but it is currently unclear what form the funding will take.
- The modified loan agreement with PG&E on the exterior light project has been completed.
- The 2017/2018 audit was on hold during the past few months because of the two major events.
- The WFA Annual Convention is January 19 – 22, 2020.
- The next State Rules Advisory Committee meeting is October 3, and CEO Eidman will be attending.
- PG&E has requested the Nevada County Fairgrounds as a base camp during forced power outages. An agreement has been written and amended, and is currently with CDFA for review.
- CEO Eidman has been asked by John Quiroz to serve on the State Fairs Committee.

**Director's Comments**

- Director McDonald suggested having more activities/popular food events (i.e. BBQ Rib Cookoff) to draw more people to the grounds for the DHC/Harvest Fair.

**New Business**

No new business.

**Adjournment**

With no further business, the meeting was adjourned on Tuesday, September 17 at 5:51 p.m.

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Patrick Eidman, Chief Executive Officer

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Jeanette Royal, President of the Board