

TRINITY COUNTY FAIR ASSOCIATION
BOARD OF DIRECTORS' MEETING

Trinity County Fair
Boardroom 6000 Hwy 3
Hayfork, CA 96041

Thursday, January 26, 2017
7:00pm – Open Session

Board of Directors

Wallace Brinkley, President	Dixie LaFountain, Vice President
Sharon Eggleston, Director	Chuck Sauer, Director
Billie Miller, Nominating Chair	Dennis Rourke, Director
Adam Dummer, Director	Dennis Anderson, Director
Adrien Keys, Director	

Mission Statement

To provide for the management of the Trinity County Fair and year-round use of the fairgrounds in the best interest of the people of Trinity County and its rural county values by partnering with county agencies and businesses, promoting agriculture and education, and maximizing available resources.

Note

Please be informed that any member of the public has a right and is invited to participate during this public meeting and may address the Board either during the "Public Comment" portion and/or during the discussion of any particular item listed on the agenda.

MINUTES

The Board of Directors retains the discretion to adjourn to Closed Session at any time during this meeting to confer with and give direction to its negotiator(s).

1. CALL TO ORDER

Items listed on this agenda may be considered in any order at the discretion of the 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 Board.

Called to order by President Brinkley at 6:03pm.

2. INTRODUCTION OF GUESTS / STAFF

Donna Grisham, Summer Bashore, Bobbi Chadwick, Wayne LaFountain, Angelina Wright, Becky Stetson, Stan Stetson, Justin Molner, Julie Valezaquez, Chad Fougeron, Christine Seronello, Raymond Patton, Evan Barrow, Lisa Barrow, Evelyn Haynes, Hugh Westman, Marsha Maraviov, Bob Maraviov, Mayme Patton, Sunday Stanley, Bill Bates, and Brad Miller were in attendance

3. RECESS FOR POTLUCK DINNER

a. RECONVENED

4. COMMENTS FROM ASSOCIATION MEMBERS AND/OR PUBLIC

No comments from members/public.

5. 2016 ACCOMPLISHMENTS

The old Fair house was demolished and the new Fair house was purchased and installed and now is rented as of January 10, 2017. The Strategic Plan was finalized and we have begun working to implement several identified projects. Mike went on to thank Jo and Stan Ehler for facilitating the development and finalization and Mike also thanked everyone else who helped.

TCF was awarded a CDFA grant of \$475,308 out of \$7M for California Fairs Deferred Maintenance projects. Our two projects are, abate the asbestos siding on the Dining Hall; install fire sprinklers in the following buildings: Dining hall, Commercial Building and office spaces. Projects are to be completed before June 2018. Currently they are in planning stages. Thanks to Governor Brown for making this available to us.

The lack of heat in the office was resolved after several years by installing Rennai propane heaters. Mike got with Campora and worked out a deal where the heaters were sold to the Fair at cost.

TCF was able to buy new blinds for the Dining Hall paid in full by generous donations received on the GoFundMe.com platform. Mike hopes to use GoFundMe.com much more in the future to assist TCFA with

fundraisers and special events.

Mike went on to explain that the refrigerator's compressor was also replaced in the Dining Hall and again it was paid for by donations through GoFundMe.com.

Mike mentioned that TC Fair Association membership drive was extremely successful as its membership tripled.

Kenny Wiley was not at tonight's meeting but Mike thanked Kenny and his team for all of the hard work they did with the Bigfoot BBQ. The \$10,000 donation to the Fair is much appreciated and will go to good use.

Support of AB2678 to reinstate state funding for California Fairs. The bill passed the State Assembly but unfortunately failed in the State Senate.

Worked on painting of restrooms and leak repairs on some buildings (ongoing work to continue into 2017). We will continue to do these types of repairs/upgrades.

Worked on drainage problems throughout the Fair campus. Working with the Water District to lower the amount of water we pump into the sewer system.

Mike then went on to say the Premium Book last year was published early but not necessarily as early as he had wanted (April 1). But we will try again in 2017 to meet that date.

We expanded our advertising presence in different publications, community calendars, newspaper, TV, radio, magazines and travel guides. Some of which include California Visitors center in Anderson, TC Recreation Guide, TC Almanac, California Alps Fishing Guide, Mountain Valley Living, KRCR, KIXE, NPR, Q97, Enjoy Magazine and Record Searchlight. In addition, we utilized lots of free advertising such as Facebook and direct e-mail marketing.

The 2016 Fair was extremely successful. Not only did we receive many compliments in various areas but overall the attendance was up by 50%. We went from roughly 2,000 guests in 2014 to 5,400 in 2016. We had a cleaner, better managed carnival this year: Midway of Fun. We also tried something new as we rented ATM machines and we had approximately \$26,000 withdrawn and our cost was \$1500. The Junior Livestock Auction netted a record \$326,000. That's approximately \$1,800 per exhibit which is well above the national average.

We hired an Assistant Maintenance Manager, Kelly Carrigan. Kelly is being groomed to eventually replace Ed if he should ever decide to retire.... Again.

Carrie Bayley left us in November of last year to fulfill a dream to open a tavern by buying the Wildwood Inn.

We hired Jack Heard as our new Secretary/Assistant/Tech Dude.

We came in approximately \$85,000 in the red for 2016. Keep in mind that is approximately what we spent on the new fair house. So if you take that away, we had a real good year considering we had a few other one-time payouts that we will not have (hopefully) in 2017.

6. 2017 GOALS

This year the Fair will start a monthly Summer Concert series beginning on May 13 and ending at the Bigfoot BBQ. Genres will include Country, Pop, Bluegrass, Rock and maybe a few others. We are currently working on a schedule and looking for bands. Overall we will be looking for bigger names and they don't come cheap. We hope to get Malpass Brothers in June.

We are working towards establishing a School Exhibits Participation program where Trinity County Schools will compete with each other. Exhibits entered by each school will be given a point value, a percentage will be calculated and the winning school will be awarded \$1,000 to use as they see fit. A trophy will move from school to school as a school wins the contest. In addition, Students will get premiums won by their exhibit above and beyond the \$1,000 to the school.

We are currently fundraising with See's Candies to fund many other smaller projects, like the rekeying of many buildings on the fairgrounds. The Cake bake-off is February 11th of this year. The winner of the bake-off will get their recipe in this year's Premium Book and all entries in the baking category will have to bake the same cake. There is a \$10 entry per cake for the bake-off.

There is a possibility of a casino night fundraiser between TCFA and the Trinity County Chamber of Commerce. It hasn't gone much further than just talking but Mike explained that he will stay on it and try to make it a reality.

We will continue to utilize GoFundMe.com for certain projects such as the replacement of our ice storage unit which is crumbling into dust and is extremely hard to find parts for.

We are hoping to work on the rehab of the Dining hall kitchen by replacing the flooring and installing indirect plumbing for the kitchen sinks. This was on our list for last year, but got deferred because of higher priority projects.

We will continue to look for new Deferred Maintenance Grant projects.

We are currently working on our 2017 membership renewal drive and expand our membership even more.

We have started the first monthly newsletter, the "Fair Buzz" and we will be sending it out to all members via e-mail.

Mike is working with Wayne Agner of the trinity Journal to see if it is possible to publish the monthly installments of the Fair Buzz in the newspaper.

This year we will be creating new campsites by removing the horseshoe pits in the north campground are next to the County

Maintenance Yard. In addition, some enhancements are slated for the existing horseshoe pits on the south side of the fairgrounds.

Continued work on several projects on the fairgrounds: fixing leaky roofs, painting buildings, better Fair signage, drainage

Problems in the horse stall area. We will also be removing grass in certain unused areas on the fairgrounds to provide water conservation. Mike also mentioned planting of young trees throughout the fairgrounds to eventually replace aging oaks throughout the fairgrounds. Finally, we will be adding

"cool spots" during the fair for relief of the sun and heat. We might also include installing fans in the Livestock Auction Arena and Beer Gardens. Possibly even add misters in various areas.

Early Premium Book publication (April 1). The cover is already complete and available for you to view.

We are increasing the number of vendors at the fair and we will be bringing in some new and exciting attractions.

We are also increasing the rental fees for some buildings to increase revenue. The Commercial Building will go up to \$150 and the most popular rental space we have, the Dining Hall will increase from \$100 to \$150 per rental.

Continued support for the effort to re-introduce fair funding to the California Fairs network.

Mike is currently working on bringing a new beer distributor to the Fair this year. In the past we have used Foothill but the beer selection they offer is limited. Mike has been working with Redding Distributing to work with us for the Fair as they have a much larger select of beers.

Finally the Fair office hopes to transition to a more efficient financial reporting system provided by CDFA.

7. NEW BUSINESS

DISCUSS/APPROVE BY-LAWS BY ASSOCIATION

Director Dennis Rourke prefers Robert's Rules of Order as opposed to the recommended Rosenberg's Rules of Order.

Discussion ensued regarding members not having enough information to make an informed vote.

Association Member Bobbi Chadwick moved to table the by-laws vote until the February 16, 2017 board meeting which was seconded by Bill Bates and was approved unanimously.

8. ELECTION OF DIRECTORS

Director Rourke motioned to have Chuck Sauer nominated and approved as Director, seconded by Director Eggleston and approved unanimously.

9. SEATING OF NEW BOARD MEMBERS

President Brinkley thanked Director Sandy Bechtold and Vice President Ehler for all of their hard work and he wished them the best.

10. ELECTION OF OFFICERS

Director Miller motioned to have Wallace Brinkley remain at President and Dixie LaFountain as Vice President, seconded by Association Member Donna Grisham, approved unanimously.

11. ADJOURNED

Adjourned by President Brinkley at 8:02pm.

Submitted By:

Mike Fillette, CEO

Wallace Brinkley, TCFA President