



MINUTES
52nd DISTRICT AGRICULTURAL ASSOCIATION
SACRAMENTO COUNTY FAIR
BOARD OF DIRECTORS MEETING
April 22, 2008
Cal Expo Board Room

The regular meeting of the Directors of the 52nd District Agricultural Association was called to order on April 22, 2008 at 4:07 PM in the Cal Expo Board Room by Board Chair, Jim Vietheer.

ROLL CALL AND DIRECTORS ABSENT

Board members present were Chair Jim Vietheer, Vice Chair Mary Paasch, Director Gunn, Director Kaspar and Director Taylor. Due to scheduling conflicts Director Myers, Director Budmark, Director Gore and Director Van Steyn were absent and excused.

INTRODUCTION OF STAFF AND GUESTS

Staff members present: T.J. Plew, C.E.O./Manager.

Guests present: Karen Spencer of K.E. Spencer & Company

APPROVAL OF MARCH 25, 2008 BOARD MINUTES

Director Paasch moved to approve the minutes of the regular board meeting held March 22, 2008. Director Taylor seconded the motion. Chair Vietheer called for the vote on the motion and the motion passed unanimously by voice vote.

FINANCIAL REPORT

CEO Plew reported on the March Profit & Loss statements, Balance Sheet, Budget Report and Trial Balance. Other items of note are that both sponsorships and indoor exhibit space are below expectations. Revenues from entries will likely be above expectations.

Director Paasch asked if any other sponsors were expected to confirm, specifically Thunder Valley. CEO Plew reported that she did not know if they would confirm and that Chrysler is a slim possibility.

Director Paasch asked what we would typically have confirmed in the way of indoor exhibitors at this time. CEO Plew stated that typically, we would expect approximately two-thirds of our indoor exhibit vendors to be confirmed. Many of the vendors from Southern California have decided not to make the trip to Sacramento this year due to fuel prices.

Director Gunn moved to accept the financials and Director Taylor seconded the motion. Motion passed by voice vote.

C.E.O. REPORT

Exhibitor Guidebook & Competitions – online entries increased from 10 total entries last year to 619 entries this year. Our best estimate is that this year's total entries will be flat. Last day to enter is Friday, April 25.

Programming – Entertainment line-up is confirmed. New programs confirmed are the Mommy Mixer on Thursday, May 22nd and the Memorial Day program beginning at 2:00 PM on the Golden1 Stage.

Sponsorships – Total cash and in-kind sponsorships are short \$15,500 of projections. Due to cut-backs in the marketing department, Nextel/Sprint, will not be a sponsor of the 2008 Sacramento County Fair.

Operations – Office hours are 8 am – 5 pm now through the beginning of fair. Fair office hours will be 8 am – 7 pm. The 2008 Budget was recently approved by the Division of Fairs and Expositions.

Marketing – Karen Spencer reported on the media schedule. The criteria for selection of television and radio stations were those stations that reached a young audience; an audience that was inclined to participate in free activities; and the Hispanic market. The print buy was increased to include ad insertions in three parent publications (Parents Magazine, Sacramento Parent and Kidaround) and targeted regional areas in the Sacramento Bee. Non-traditional marketing methods include a buy of 200,000 impressions on News10.net (main news, weather and sports pages) and booth space at upcoming tradeshow and festivals.

The Sacramento County Fair has secured a promotional booth at the following events:

4-H Country BBQ, April 5

Passport to Success, Sacramento City School Dist Festival, April 19

Metro Expo, Sacramento Metro Chamber, May 1

Elk Grove Western Festival, May 3 – 4
SMUD Employee Vendor & Travel Fair, May 7

Committee Reports

- a. Junior Livestock Auction Committee - Director Vietheer reported that the committee is working on the cost for printing the auction program and organizing the buyer luncheon.

OLD BUSINESS

NONE

NEW BUSINESS

- a. Nigerian Dwarf Goat Show – upon follow-up with Shelley Young, the 4-H group, decided not to proceed with coordinating the show due to the lack of time and resources. No further action required.

PUBLIC INPUT

None

DIRECTORS COMMENTS

None

ADJOURNMENT

Meeting was adjourned by Chair Jim Vietheer at 5:20 PM

Respectfully Submitted,

T.J. Plew, Fair Manager

Jim Vietheer, Chair of the Board