



MINUTES
52nd DISTRICT AGRICULTURAL ASSOCIATION
SACRAMENTO COUNTY FAIR
BOARD OF DIRECTORS MEETING
March 23, 2011
Cal Expo Boardroom

The regular meeting of the Directors of the 52nd District Agricultural Association was called to order at 4:15 PM on March 23, 2011 at the Cal Expo Board Room by Chair, Jim Vietheer.

ROLL CALL AND DIRECTORS ABSENT

Board members present were Jim Vietheer, Mary Paasch, Angel Hernandez, Jim Perham, Joe Mohammad, Jr. and Howard Schmidt.

Carolina Gore, Laurie Kaspar and Mike Bowman were absent and excused.

INTRODUCTION OF STAFF AND GUESTS

T.J. Plew, CEO

PUBLIC INPUT

No public input.

APPROVAL OF BOARD MINUTES

Director Schmidt moved to approve the minutes of the February 17, 2011 meeting as submitted. Motion was seconded by Director Hernandez and approved by voice vote.

FINANCIAL REPORT

No Financial Reports. CEO Plew has requested an extension in order to research an employee payable from 2007.

CEO REPORT

CEO Plew provided a report of the current fair entertainment schedule, special events and sponsorships. Regarding sponsorships several partners were suggested by board members. CEO Plew will forward ideas to Brian Honebein to contact them. CEO Plew also provided the directors with Brian Honebein's contact information.

CEO Plew is exploring the concept of holding a job fair at the Sacramento County Fair. Board members suggested that the fair contact the Metro Chamber, SETA and the Conservation Corp to assist with the program.

CEO Plew presented the current Credential Policy of the Sacramento County Fair. Directors may receive up to two (2) season admission passes, one (1) season parking admission; ten (10) general admissions, four (4) passes to the demolition derby and \$20 in food scrip.

CEO Plew stated that Directors may choose to receive all or part of the credentials needed to fulfill their obligation of observation and volunteerism.

COMMITTEE & STAFF REPORTS

Junior Livestock Auction Committee – Jim Vietheer attended the March meeting and noted that the committee is concerned with implementing the fair’s policy of prohibiting food from the barns and how this will affect the auction.

Foundation Committee – No Report

Commercial Vendor & Food Report – No new report.

Exhibits Report – No report.

Livestock Report – No report.

UNFINISHED BUSINESS

- a. Blue Ribbon Award - The following persons or organizations were submitted for consideration of the Blue Ribbon Award: Karen Hein, Junior Livestock Auction and Livestock Show Volunteer; Spanda Industrial AuctionBuyer; Capitol Plywood Auction Buyer; Calvada Auction Buyer

NEW BUSINESS

- a. Job Fair at County Fair – CEO Plew presented the concept of locating a Job Fair at this year’s County fair. More details will be available at the following board meeting.

- b. Board Retreat and Strategic Plan
Directors and Staff discussed the timing of community outreach meetings. It was determined to hold community meetings in a single week in the month of July. This time was determined because it is assumed that all the needed financials will be available along with an understanding of the status of fair funding from the State. The following dates were proposed: July 26th and 27th. One meeting will be scheduled in the south county and a second meeting will be held in the north county area.

The Board retreat is scheduled for August 20th. Location and facilitator to be determined.

NEXT MEETING

April 27, 2011, Cal Expo Board Room beginning at 4 P.M.

ADJOURN

The meeting was adjourned at 5:35 PM by Chair Jim Vietheer
Submitted,

T.J. Plew

Date

Jim Vietheer, Chair

Date