

**LASSEN COUNTY FAIR ADVISORY BOARD**  
**Minutes February 8th, 2011**  
**Regular Meeting**  
**195 Russell Ave**  
**Susanville, CA 96130**  
5:30 PM

The Lassen Fair Advisory Board convened in a Meeting on Tuesday February 8<sup>th</sup>, 2011 at 5:30 p.m. President to the Board, Mike Ratkey called the meeting to order at 5:35 pm. Members present: Ric Wilburn, Tim Bruce, Todd Eid, Jose Pena, Henry Beitz and Dena Wemple, Jerry Hitchings, Dan Douglas and Becky Albaugh. Supervisor Brian Dahle also present. Fair Manager: Jim Wolcott and Administrative secretary Melissa Blosser. Absent: None Present in the Audience: Michelle West, Susan Harwell, Rob Allen, Ryan Martin, an Diana Latimer.

**OPENING CEREMONIES**

Pledge of Allegiance Lead by Jose Pena.

**AGENDA APPROVAL, ADDITIONS AND/OR DELETIONS**

J. Hitchings moves to approve the agenda. Seconded by R. Wilburn. Motion is carried.

**PUBLIC COMMENT**

J. Wolcott states Ryan Martin came he last year to talk about the Bull Riding. He states this year the problem he is having is insurance. He states if we are a co-sponsor, then CFSA will take it on the Bull Riding for \$2,400. He states the reason he brought him was he didn't have time to discuss it on the Agenda.

Ryan Martin states he is trying to get a Bull Riding and a Mutton Busting Event going. He states he would eventually like to get a full fledged rodeo event. He states he has been working with contractors and he would like to actually like to bring in PBR Bulls. He states he has also been in contact with a sheep contractor in Litchfield, they are willing to donate the sheep. He states last year they paid the Bull contractor about \$2,100 and this year he is willing to do it for just a few hundred dollars. He states he has a few sponsors lined out, and he has a goal of what he would like to raise this year. He states Double x country is willing to help him out as well with the event. He states last year we had two different colleges who participated. He states the 4-H and the Honey lake riders are also willing to help. He states last year there was roughly 125-150 people. Jim Wolcott states he thinks if we partner with him, we can get an idea about what is out there. He states we might lose a little money. He states \$2,400 would cover our liability insurance and we would have to make that back. The fair board recommends Ryan Maritn receives something in writing from the bull contractor stating he is willing to bring the bulls here for only a few hundred dollars.

Ryan Martin exits the meeting.

J. Wolcott states this kid is very passionate about this.

### **CONSENT CALENDAR**

H. Beitz moves to approve the consent calendar. Seconded by T. Eid.  
Motion is carried.

### **CORRESPONDENCE**

None.

### **HOSPICE USE OF JENSEN HALL AS A NON PROFIT FUNDRAISER**

Diana Latimer states she is a volunteer with Honey lake Hospice and they go into people's homes and help them through the last moments of their lives. She states their organization is all volunteers and they raise money primarily through fundraisers. She states she is here today to ask if the Fair Board can waive or reduce the fee, so that they can make more money. Tim Bruce asks how many times we are allowed to donate in a year. J. Wolcott states we are allowed to donate three times in a calendar year and we have already donated twice. J. Wolcott states they used the building last year, but they paid full price.

Tim makes a motion to let her use the building at half price for the Hospice non-profit fundraiser.

Dan Douglas makes the second.

Motion is carried.

### **INCREASE IN KEG CONCESSIONS PRICE**

Todd Eid makes a motion to approve raising the keg price from \$125 to \$150 on all events at the Fairgrounds. It is seconded by R. Wilburn. Motion is carried.

### **FAIR LOGO CONTEST**

A Roll call vote is taken on Fair theme logo submissions. The logo submitted by Samantha Stark, age 17 from Lassen High School.

### **EXHIBIT APPROVAL IN PREMIUM BOOK**

D. Wemple states that we already went through all the changes at a previous meeting. H. Beitz stated that many of the fairs are moving to an online premium book. Brian Dahle states that McAuthur Fair did that last year and their entries were down. J. Wolcott states that right now the amount of money Andy is getting we could be using that to put in our pocket. He states we have been decreasing the amount of Premium Books printed over the years and every year we have more and more left over. He states two years ago we put the book online. He states he told Andy this year, we only need to print 500 books. He states Andy is getting four or five hundred for some of the ads and these are the same people that we are trying to get sponsorships from. He states he told Andy today I eventually want to go online. He states he just feels like it is hurting our bottom line and we could get the sponsorship from it. He states we need to put it online like everyone else.

M. Ratkey states this is off the subject and asks for a motion.

H. Beitz approves the exhibit changes to the Premium Book. It is seconded by J. Hitchings. Motion is carried.

## **COMMITTEE REPORTS**

Executive: None

Livestock: J. Hitchings states a meeting was held and we discussed the Dairy Beef judge. He states the Dairy Group wants to have a separate judge to judge their Dairy Steers. Our recommendation is that we will pay up to \$125 for their separate judge. The next meeting is set for February 23rd 6:30 PM.

Long Range Planning: none

Exhibits: none

Commercial/Entertainment Meeting: A meeting is set for March 8th 4:30 pm.

Auto Racing: none

## **Manager's Report:**

JW states:

- I just found out the other day we are set to have a joint meeting on the 22nd of February. It will be at 707 Nevada Street.
- I received two bids back on the lighting project. Once we get done with the Pavilion we can't use that money for anything but capital improvements. I want to use that money for this lighting project, which I believe is a safety issue. The lowest bid is coming in at \$13,000, basically what it consists of is extra lighting on each one of the different poles on the midway.

Rob Allen Enters the Meeting 6:15

It doesn't address the parking lot at this time but we will address that when we know more about funding. The Infrastructure money is the only place we can really take money from right now.

- I put in a request for the insurance money and it is coming back to our capital improvement fund.
- Bob from Search and Rescue has been very sick and he is at Stanford and they aren't sure if he is coming home. I had a meeting with their number two person asked some questions and they guarantee they can do the Blue Grass Festival and the Fair for us. They also have a good relationship with Dean Growden and Dean said they will be having more of a presence here.

- Blue Grass festival we have actually sold \$425 in tickets and RV spots.

I have been trying to keep you all updated as to what is going on. We had 30-35 fairs who showed up to talk about the information at the State Capitol. They had about 22 people stand up and talk to the committee. They actually had a chair and co-chair. Everyone told them about how the fair gives money back to the state. A co-chair stepped up to get together with our associations to find a solution for our funding. They basically said they are going to hold the items for future suggestions. I think our responsibility is to make sure you get your letters out there. They always look at what they are going to cut, and they never look at the revenue side of things. We need to make sure they understand we make money for the state. The Lassen County Fair is the largest source of funding in the county.

### **Susan Harwell enters the meeting at 6:25 PM.**

We create memories here at the fair. There aren't a lot of places in the state that make memories that make money and we need to focus on the local impact studies. If you don't have a packet you can call me and use this to show to people, your friends and your families. Our board of supervisors can only do so much. We need to let our CAO know that we can't wait. We need to let the community know that this is serious, we create money for the state, we don't take money. The first thing I would like to do is go out to the agriculture community and we can start getting this information out there.

Brian Dahle states that we need to have the 4-H kids send handwritten letters to the governor.

J. Wolcott:

I need to know, I need to let my employees know. If we get that other funding, plus the fair 06 we can last through 11-12 or 12-13, after that we won't last. Through May-October we are busy, but we have down time. Out of the 74 fairs there are 29 fairs that would be in danger. All but one in the cascade would be gone.

I need to know a date that is good for you guys in March so we can go out and start talking to some of these people.

Henry Beitz states we need to make sure we are active in the local media and we need to somehow have it out in the public media on a regular basis so we don't get over shadowed by the other entities in need.

J. Wolcott states that Melissa Blosser has given a letter of resignation and will be taking a job at Banner Lassen Medical Center.

Melissa Blosser states she will miss all the fair board member and they have all helped her tremendously. She passes out Thank You cards.

D. Wemple presents a card and a gift to Melissa Blosser and thanks her for her time, on behalf of the board.

**Matter's By the Board:**

**Ric-** Thanks to Brian, Jim hang in there, Melissa we are going to miss you.

**Dan-** I will continue to write letters on your behalf, thanks to Brian

**Henry-** thanks to Brian, there is a lot of political game playing going on. Thanks to you and the board for the opportunity to go to the conference in Reno.

**Todd-** There are brighter days coming for the fair, nice job Jim, good luck to you Melissa

**Becky-** Thank you to Melissa, you changed the fair when you came on here.

**Dena-** Thank you Melissa we are going to miss you, thanks Jim for keeping us a float.

**Tim-** You have two weeks to get the Amazing Race Contest going Melissa. Thanks to Brain.

**Jose-** Thanks to Melissa you always kept me in line, Thank you to Jim for all your hard work on this, we will get through it.

**Jerry** Thanks to Brian, Thanks to Jim, Red you will be missed, good luck in your new career.

**Mike-** I commend you for your passion on the fair. Thank you Melissa.

**Brian,** the board wanted me to tell you good luck in your new job Melissa and we will miss you. This state is in a bad way right now. This is not a friendly place to do business. We have been steady at lobbying, and trying to get back some common sense.

I hate to be the barer of bad news, but we need to grow out of this problem, no regulate, and tax us to death. It is really depressing right now in this state. It is going to take a huge over haul to make it right. We might even go bankrupt. If that is the case we could start fresh. I will be here to help and we want to fair to continue and I support this fair one hundred percent

**ADJOURNMENT**

T. Eid makes a motion to adjourn the meeting. T. Bruce seconds the motion. Meeting is adjourned at 6:54 p.m.

Fair Manager \_\_\_\_\_  
Jim Wolcott

Board President \_\_\_\_\_  
Mike Ratkey