

39th District Agricultural Association
Minutes of the MARKETING COMMITTEE
November 19, 2008

A Marketing Committee meeting of the Board of Directors of the 39th District Agricultural Association was called to order at 3:30PM by Chair Al-Rafiq, in the Frogeteria, Frogtown®, Angels Camp, CA on Wednesday, October 6, 2008.

Committee Members Present: Chair Al-Rafiq, Vice Chair Trincherro, President Kautz

Committee Members Absent: Director Downum

Other Board Members Present: Callan

Staff Members Present: Ray Malerbi, CEO & General Manager; Laurie Giannini, Facility Marketing Representative,

Guests: No guests present

The meeting was called to order at 3:30PM by Chair Al-Rafiq

Discussion on the success of the past weekends Mule Packing and Demonstration event took place. All felt it was a very good event and was well attended. FMR Giannini told the committee that the promoter was very pleased with the facility, staff and the cooperation received. He pointed out the efforts of Larry Diliberto as being exceptional. The group is hoping to return next year and some contacts were made discussing an additional event moving from Turlock to Frogtown possibly in 2010.

A report was given by FMR Giannini which included:

- Web Site – A hard copy of the front page of the existing web site was presented. Giannini explained that the current site is compilation of the Fair's original site and the "face Lift" it was given three years ago. She is working with Hstar,inc., the Fair's web master to completely update the site, make it more user friendly and include more information and easier access to upcoming events. The estimated cost for the upgrade is \$600 to \$800. Giannini will keep the Board apprised of the progress.
- New Brochure for Interim - FMR Giannini announced that Lacy Neufeld, a graphic designer, has volunteered to assist in formulating the new brochure for Interim Sales. She also provided hard copy of the existing brochure and reminded the Committee that at last month's meeting it was decided that rates would not be included in the brochure, thus allowing more flexibility for negotiation.
- Sponsor Survey - FMR Giannini announced that surveys, as recommended at the first community meeting, had been sent out to all 2008 sponsors. To date two have been returned. It was noted that in the future the surveys will be sent directly after the Fair in hopes of more participation.

One of the survey suggestions was to include a BBQ competition during the Fair. CEO Malerbi discussed the uniqueness of barrel BBQ in Calaveras County and suggested we may start with that. President Kautz offered the assistance of Ironstone's Head Chef to provide

council and contacts as Ironstone currently has a very successful BBQ competition. Preliminary discussion was to hold the competition on Sunday near the arena.

- Sponsor Fulfillment - FMR Giannini provided copy of last year's sponsorship fulfillment by levels and reported that some adjustment was necessary since the deck sill not be a hospitality area. The committee suggested that two tables be reserved on the deck and vouchers for appetizers and beverage be provided to those sponsors that have had deck privileges in the past. The Committee, as part of their assigning Board Members for various duties for the Fair will include "hosting" the tables as needed. It was also decided to change the name of the "Friends of the Fair" sponsor level to "Copper" level so as not confuse with the newly established Friends of the Fair.
- Arena Meeting Report - FMR Giannini reported the composition of the Arena Committee and discussed the hard work they have put in. The completed Arena scheduled was provided to the Committee and enthusiastic response was received. Many comments were made about community involvement being a positive and driving force and that the work of this committee is a prime example.
- Theme Committee- FMR Giannini that a meeting with SPI was cancelled and will be rescheduled for the near future.
- CEO Malerbi announced that the Angels Murphys rotary annual crab feed had been cancelled as well the Calaveras Enterprise Spring Home & Garden Show. Fair staff will meet this week with the Enterprise to discuss the cancellation and what lies ahead.

Adjournment

The meeting adjourned at 4:30PM.