

Plumas Sierra County Fair Board

AUGUST 23, 2023 MEETING MINUTES

PLUMAS SIERRA COUNTY FAIR BOARD MEETING
HELD IN THE TULSA SCOTT PAVILION, AT 204 FAIRGROUNDS ROAD
QUINCY CALIFORNIA

1. **CALL TO ORDER:** President Griffin

2. **ROLL CALL**

Present: Libby Ryan, James Griffin, Cindy Noble, Andrea Ceresola, Vinnie DelBarba, Jennie Mathews, Cynthia Lusk

Absent: Susan Neer, Michelle Blackford, Jenay Cogle, Kenny Chance

3. **ADDITIONS TO OR DELETIONS FROM AGENDA**

None

4. **APPROVAL OF MINUTES FROM JUNE 21, 2023 MEETING**

Motion by Director Noble to approve, seconded by Director DelBarba. Approved

5. **PUBLIC COMMENT**

No public comment

6. **MANAGER'S REPORT**

Fair Manager Steffanic shared some correspondence; a thank you from the VFW for the success of their booth at the fair and an apology letter from a young 4H exhibitor who had damaged a display.

Statistical highlights of the fair were covered, including attendance which was slightly up. It was explained how aspects of the data is compiled. For example, a daily family ticket sold for \$10 can represent up to 5 people attending the fair. The same applies to week passes which could represent up to 3 visits for one ticket sold. Attendance at the Plumas Sierra County Fair tends to be extremely consistent with no major swings up or down for over 15 years.

There was one extra food vendor compared to last year, and the gross sales were up slightly over last year. It was noted that it seemed like there were many more non-food vendors compared to last year, but in fact there was only one more.

The number of competitive exhibits was up over last year, but still less than the year before the pandemic. It is assumed that is because the PSCF Foundation paid all entry fees that year, so it was free for the public to enter. Still, the increase of this year reflects a rebuilding of participation in a positive direction.

Finally, paid attendance at the Saturday Grandstand Show of FMX Ramp-age was 432. While still showing a considerable loss for that event, the attendance was stronger than any other Saturday show over the past 10 years. The performer put on a great show and really went the extra mile to make it special for the crowd.

7. **FAIR RECAP FROM DIRECTORS**

Director Noble loved the Floriculture Building and would like to see an effort to get more entries for that building. She thought the Walk On The Wild Side animal display in the Mineral Building was a bit smelly, but other Board Members did not share that opinion.

Director Ryan, having to run a business was not able to attend. She did however sell a good number of carnival tickets and solicited feedback from the population of Sierra Valley. She heard the fairgrounds looked good and that overall, people thought it was a good fair.

Director DelBarba spent part of his time at the fair at the front gate greeting visitors. He reports that reactions and feedback were very positive. He made note of how great the flowers looked around the tractor. He spent a lot of the time in the livestock area and said feelings were very positive about this year's fair. He also noted the work done in the barns, specifically the fans.

Director Ceresola spent a couple of days at the fair and liked the variety of vendors and said she heard it called the nicest fair.

Director Griffin had domestic responsibilities that kept him from the fair this year, but he commented on how good the fairgrounds look.

Director Lusk, and her family, were heavily involved in the fair from the family gardens to home arts. She offered several suggestions including a trash can at the front gate and beautification of the back gate (Gate 2). She thought the Rambling Wildcats were great. Zippy the Clown was funny, the motorcycle show was entertaining and the Canine Stars was a good show. She also offered kudos to Lynette Choate for her job in the Floriculture Building.

Director Mathews could not make it, but said her husband is a deputy who spent a lot of time at the fair patrolling. She says she got good feedback. She suggested we do a better job on our social media efforts and says she will help develop a better program for the future.

9. **ANNOUNCEMENTS**

Next Fair Board meeting Wednesday, September 20, 2023 at 5pm in the Mineral Building. A quick discussion regarding the meetings over the next few months suggested that we meet in September, and then not meet until February. The September meeting will cover the 2024 Fair Theme and suggested ideas for that fair.

10. **ADJOURN**

Motion: Director Ryan made a motion to adjourn, seconded by Director Ceresola. Approved. Director Griffin adjourned the meeting at 6:45pm



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