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LASSEN COUNTY FAIR

Telephone (530) 251-8900

lcfair@co.lassen.ca.us

Meeting Minutes

Lassen County Fair Advisory Board

Regular Meeting

195 Russell Avenue, Susanville, CA 96130

Susanville, CA 96130

October 8th, 2024

Members Present: Tim Ochotorena, Cheryl Lauritsen, Jose Pena, Kevin Stafford, Randy Harlan, Brian Wolf, Claudio Bustamante, Becky Albaugh, Brett Smith, and Samantha McMullen. Members Absent: Holly Mueller. Guest: Richard Egan, Sandra Fortin

A. CALL TO ORDER The meeting was called to order by Tim Ochotorena at 5:30pm.

B. OPENING CEREMONIES

C. AGENDA

There was a motion by Kevin Stafford to approve the agenda with a second by Randy Harlan. All in favor, motion carries.

D. PUBLIC COMMENT – Sandra Fortin provided a fair review handout. Discussion about the items on the list. No other comments.

E. INFORMATION/CONSENT CALENDAR

SUBJECT: *September 10th, 2024, Fair Advisory Board Meeting Minutes*

Becky Albaugh proposed a change for the September 10, 2024 minutes of adding the fair manager resignation conversation to H1 as well as IC. There was a motion by Randy Harlan to approve the September 10, 2024 Fair Advisory Board Minutes with those changes and a second by Becky Albaugh. Motion passed unanimously.

F. CORRESPONDENCE - None

G. COMMITTEE REPORTS

1. EXECUTIVE COMMITTEE

There has not been a meeting. The next meeting is scheduled for November 4, 2024 at 3:30pm at the Lassen County Fair Office.

2. EXHIBITS COMMITTEE

A meeting is scheduled for October 23, 2024 at 3:30pm at the Lassen County Fair Office. No update to provide.

3. ENTERTAINMENT AND INTERIM COMMITTEE

Brett Smith provided a verbal update from the October 7th meeting as the minutes had not be finalized:

- Discussion included an update about Cowboy Christmas and whether or not to have a concert or just a winter fair type event. The date is to be decided and the event is currently in the planning process.
- Discussion about the race RFP was held and the RFP will be posted soon. Discussion about the picnic table program and seeking new sponsorship with a set goal of 15-20 new sponsors. There are a couple sponsors pending.
- Discussion about Hidden woods and financials including approximately \$500,000 in expenditures and \$195,000 in revenue. It was reported Hidden Woods incurred a huge

loss due to over expending the budget. Discussion about how the event could cut expenses, such as artist and decoration expenses to mitigate the loss. Need to evaluate if this event is worth trying again. However, the event did get positive feedback. The fair is anticipating a \$6000 profit from Cattlewomen who managed alcohol sales for the event before we can finalize the numbers. There were concerns over the Morning Glory ice expense and whether or not that should have been the Fair's responsibility or the organization who held the licensing. There was a request for the ticket numbers to compare comp with the total number of tickets sold and an overall concern about the price of the ticket tiers being too low.

- Discussion about the Fair Rodeo and Concert and whether or not the Fair should continue to have a double event evening. They would love to evaluate and see if this may be an area the Fair could cut costs.
- The Committee is eager to schedule a three day truck pull in the spring and considered the possibility of scheduling the weekend of Memorial.
- Discussion about the Bluegrass Festival and if they intend on using the facility around the same time as last year or if the Powwow can use the facility at the time. These two events often conflict time wise.
- Discussion about other spring events including a Car Show, Swap Meet, and Chili Cook off.
- Discussion about Oktoberfest and ask to see if it could re-visited and planned for 2025.

4. LIVESTOCK COMMITTEE

There has not been a meeting. A livestock committee meeting is scheduled for October 23, 2024 at 3:30pm at the Lassen County Fair Office.

5. LONG RANGE AND PLANNING COMMITTEE

There has not been a meeting. Tim Ochotorena suggested that the committee schedule to winterize the grounds after October 25-26, 2024 LCC Rodeo.

H. FAIR MANAGER:

Interim Fair Manager Samantha McMullen provided a general update. Board members requested general ledger sheets in their monthly board meeting packets. Discussion about the fair operating under two budgets like it used to and how that is difficult for a Department Head to manage. McMullen expressed that the Fair Advisory Board is what keeps the fair running and that without them this wouldn't be possible. She informed the members that the budget will be tight but reiterated that we will produce the same quality Fair as we have in the past.

I. MATTERS BY THE BOARD:

Round table updates from those present:

- Jose Pena stated he's positive to start anew for the community.
- Kevin Stafford thanked the Fair Board.
- Becky Albaugh express her gratitude towards the Fair Board for all their time and labor and gave a special thanks to Brett Smith
- Sandy Fortin mentioned that she would like to see premium book changes to be completed and posted by January 1st and will provide a 4H list to the committee.
- Brett Smith thanked the board and mentioned that he would like to do a Fair board Review with Sandy's 4-H review. He also suggested the Sponsor Dinner to be scheduled once the New Fair Manager gets in so they can do a meet and greet as well as the dinner. Bought a pig from the auction for the dinner.
- Discussion about the Jr. Fair Board money and where it is kept. Expressed they are fundraising to by a mascot costume. Need to reconcile this account and see how much money they have earned.
- Tim Ochotorena thanked the Fair Board.

J. ADJOURNMENT: There was a motion by Jose Pena and a second by Randy Harlan to adjourn. Meeting adjourned at 6:57pm.

Fair Review

- Haslem bench destroyed. Are there plans to replace it? Police report, insurance claim?
- Designated Fair employee on duty for emergency contacts that hasn't been participating in evening festivities.
- Does the fair have a budget for barn maintenance?
- Swine pens set up well for show ring
- Suggest shavings in ring for swine show
- Sound system ringside was difficult to hear.
- Misters in swine barn more effective
- Thank you for replacing asphalt with DG in beef barn
- Power in beef barn needs to be improved. Grant?
- Dog show was good. Earlier in fair would be better to avoid keeping dogs in RVs.
- Sheep barn much better. Misters leaked a lot in the beginning and created humidity in 4-H barns because no fans. Need fans.
- Shade cloths are appreciated but air flow also needs to be increased
- Change nozzles/heads on sprinklers in beef barn
- Like the rotating schedule with FFA and 4-H
- Goat show before sheep show. Have to wait through breeding show, etc.
- Someone in charge of each market specie for a go to person instead of one overall
- Trees for shade around barns. Non-invasive species.
- Benches in carnival area. Shade sails between trees.
- Baked goods due Wednesday morning. Tough when showing animals.
- Who waters floral entries?
- Fair office staff needs to understand poultry/livestock entries. Animals in showmanship need to be entered in market/breeding class. Entries need to have organization in entry.
- Master showmanship needs to draw animals. Exhibitor draws popsicle stick #1-4
- Need to go straight from scale to chute for ultrasounding. Same for all species.
- Ultrasound goats then sheep?
- Early stall assignments on Sunday really the set up process
- We need a specific job on cleanup day. Jackpot clean up day?
- Livestock parking lot is a disaster.
- Parking passes were not being checked. Female attendant didn't even look up.
- Chalking was gone, rows between vehicles didn't exist.
- Size of RV spaces not consistent.

Hidden Woods Financial Breakdown

Summary:

Total Expenditures to Date: \$522,307.80
Total Revenues to Date: -\$195,496.63
Profit/Loss \$326,811.17

Budget \$350,000.00
Overbudget \$172,307.80

Revenues:

1751751	203208	INTERIM ATTRA	-45,968.36	HW TICKETS
1751751	203208	INTERIM ATTRA	-4,660.00	HW TICKETS
1751751	203208	INTERIM ATTRA	-1,215.00	HW MERCH
1751751	203208	INTERIM ATTRA	-6,000.00	HW SPONSORSHIP
1751751	203208	INTERIM ATTRA	-750.00	HW FESTIVAL TICKETS
1751751	203208	INTERIM ATTRA	-24,518.17	HW TICKETS
1751751	203208	INTERIM ATTRA	-7,000.00	HW SPONSOR
1751751	203208	INTERIM ATTRA	-21,658.01	HW FEST
1751751	203208	INTERIM ATTRA	-650.00	HW FESTIVAL
1751751	203208	INTERIM ATTRA	-15,097.09	HW TICKETS
1751751	203209	MISCELLANEOU	-325.00	CAMPING
1751751	203211	INTERIM REVEN	-375.00	CAMPING
1751751	203211	INTERIM REVEN	-200.00	CAMPING
1751751	203209	MISCELLANEOU	-135.00	CAMPING
1751751	2003208	Interim	-66,945.00	Tickets
1751751	2003208		(\$1,907.00)	HW FEST/ BG BBQ
1751751	2003208		(\$1,110.00)	HW VENDOR
			-195,496.63	

Expenditures:

1751751	366009	FAIR INTERII	62,500.00	KALEO TOURING, LLC	KALEO TOURING / CONTRACT HW202
1751751	356000	FAIR ATTENI	442.00	TEEN CHALLENGE OF MON	8/23/24 HWSERV2024-5 \$442.00
1751751	366009	FAIR INTERII	500.00	RIVER RATS BLACK	8/22/24-8/25/24 HWSERV2024-6 \$ cleaning
1751751	366009	FAIR INTERII	900.00	RANDY TEAGUE	8/23-8/24/24 STAGE MNGMNT HWF
1751751	366009	FAIR INTERII	42,500.00	FRAY TOURING, LLC	2ND 1/2 8/23/24 THE FRAY SHOW-
1751751	366009	FAIR INTERII	20,000.00	HINDER TOURING INC	PROG 66700
1751751	366009	FAIR INTERII	17,500.00	LIT LIVE INC	PROG 66700
1751751	366009	FAIR INTERII	1,500.00	IKANA BAND	8/24/24 IKANA SHOW-HWF Additional Entertainer and hotel rooms
1751751	366009	FAIR INTERII	6,250.00	DYNAMIC TALENT INTERN/	8/24/24 RED JUMPSUIT APPARATUS
1751751	366009	FAIR INTERII	17,500.00	LIT LIVE INC	1ST 1/2 LIT PERFORMANCE 8/23/2
1751751	366009	FAIR INTERII	20,000.00	HINDER TOURING INC	SOUND TALENT GROUP/ WIRE
1751751	366009	FAIR INTERII	4,375.00	LASSEN CO FAIR	8/24/24 KALEO WITHOLDING RMB
1751751	366009	FAIR INTERII	62,500.00	WME IMG HOLDINGS, LLC	KALEO SHOW 8/24/24 1st 1/2
1751751	366009	FAIR INTERII	42,500.00	FRAY TOURING, LLC	UNITED TALENT AGENCY / FAIR
1751751	366009	FAIR INTERII	10,000.00	ARTIST GROUP INTERNATI	ARTIST GROUP INTERNATIONAL / F
1751751	366009	FAIR INTERII	11,550.60	SECURE SCOUTING, INC.	SECURE SCOUTING/ GUARDS & HOTE No contract
1751751	366009	FAIR INTERII	10,000.00	ARTIST GROUP INTERNATI	ARTIST GROUP / CONTRACT
1751751	366009	FAIR INTERII	6,250.00	DYNAMIC TALENT INTERN/	DYNAMIC TALENT INTERNTL / CONT
1751751	366009	FAIR INTERII	3,520.00	TYLER PATZKE	8/23/24 1033 \$3520.00 HWFEST
1751751	366009	FAIR INTERII	2,500.00	ROBERT J CLARK	8/23-8/24/24 HUCKLEBERRY ROAD Additional Entertainer
1751751	357005	FAIR MISCE N	765.00	MATT MELOCHE	8.24.24 HWFOOD VOUCHER RMB
1751751	354000	FAIR PUBLIC	1,000.00	LOTUS RADIO CORP	HIDDEN WOODS FESTIVAL KDOT AD
1751751	302300	FAIR PROFE	4,750.00	RAD ENTERPRISES, LLC	8/27/24 1779 \$4750.00 HIDDEN W Additional Marketing
1751751	302300	FAIR PROFE	15,542.21	JESS HORNING	8/2/24 1409 \$15542.21 HW FESTI
1751751	302300	FAIR PROFE	4,750.00	RAD ENTERPRISES, LLC	7/17/24 1760 \$4750.00 HW FESTI Additional Marketing
1751751	356000	FAIR ATTENI	2,500.00	SUSANVILLE ASSEMBLY OF	8/23-8/24/24 ADMISSION BOX OFF
1751751	357000	FAIR MISCEI	5,390.00	TYLER PATZKE	7/11/24 1032 \$5390.00
			8,529.34	Diamond Mtn. Casino	Hotel Rooms
			4,508.50	Rental Guys	Generator Rentals
			35,956.00	Amplified Entertainment	Second Stage Rental- No contract
			3,520.00	Lassen Tent Co.	Tent Rental
			6,048.15	JESS HORNING	Liquid Blue Marketing- Reimbursement for purchases
			20,037.00	Celadon	Decorations for Bars
			627.41	Morning Glory	Ice purchase
1751751	356000		63,096.59	JMF ENTERTAINMENT	Anticipated cost Contract for 63k
			2,500.00	J&J Dance	No Contract, Gates
			522,307.80		

326,811.17 Total Loss

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Meeting Minutes

Lassen County Fair Advisory Board

Regular Meeting

195 Russell Avenue, Susanville, CA 96130

Susanville, CA 96130

September 10th, 2024

5:30 p.m.

Members Present: Holly Mueller, Tim Ochotorena, Cheryl Lauritsen, Jose Pena, Kevin Stafford, Randy Harlan, Brian Wolf, Claudio Bustamante Kaitlyn Midgley, Becky Albaugh.

Members Absent: Brett Smith

Guest: Chris Gallagher

A. CALL TO ORDER: The meeting was called to order by President Holly Mueller at 5:33PM.

B. OPENING CEREMONIES

The pledge of allegiance was led by Tim Ochotorena.

C. AGENDA

There was a motion by Cheryl Lauritsen to approve the agenda with a second by Kevin Stafford. All in favor, motion carries.

D. PUBLIC COMMENT – No public comment.

E. INFORMATION/CONSENT CALENDAR

Jose Pena amended the August 13th minutes by stating there were some fair advisory board members listed under both present and absent. There was a motion by Jose Pena to approve the August 13th, 2024 Fair Advisory Board minutes with those changes and a second by Tim Ochotorena. All in favor, motion carries. Fair Manager Midgley would make those changes before posting the approved minutes

F. CORRESPONDENCE – Fair Manager Midgley reviewed the CDFA Biosecurity Practices for HPAI H5N1 in lactating cows and the steps fairgrounds should be taking if they are having dairy and/or poultry shows. More information can be found on CDFA's website.

G. SUBJECT: Officer Elections

There was a motion made by Jose Pena with a second by Kevin Stafford to elect Tim Ochotorena as the incoming president of the Fair Advisory Board. All in favor, motion carries. There was a motion by Randy Harlan and a second by Jose Pena to elect Kevin Stafford as the incoming Vice President for the Fair Advisory Board. All in favor, motion carries.

H. COMMITTEE REPORTS

1. EXECUTIVE COMMITTEE

There has not been a meeting. The next meeting is scheduled for September 17th at 3:30PM in the Lassen County Fair Office. **Brief discussion about Fair Manager resignation. (added by motion of the Board at the October 8, 2024 meeting).**

2. EXHIBITS COMMITTEE

Chairman Becky Albaugh reported that the committee had met earlier that day and had discussed having a heritage quilt show and potentially making the fair theme around heritage, history or generations. The next meeting is scheduled for October 15th at 3:30PM at the fair office.

3. ENTERTAINMENT AND INTERIM COMMITTEE

Fair Manager Midgley provided an update on the Hidden Woods Music Festival stating that financially the festival lost about \$150,000 but that this was her anticipated loss for a first year event and found that there were ways to cut some of the budget and felt it could grow. Several other board members including Randy Harlan, Jose Pena, and Claudio Bustamante echoed this opinion stating that everyone who attended had a great time and that it could be an event that

brings the county more revenue. Discussion was also had over scheduling a three day truck pull in the spring instead of the fall in between the music festival and the fair the advertising fell short. Discussion was held about hosting an endure race and or other events during the Sunday of fair instead of auto racing as the committee fell like this was a way that the fair could increase revenue during the week. There was a motion by Kevin Stafford with a second by Cheryl Lauritsen to approve the September 4, 2024 meeting minutes. All in favor, motion carries.

4. LIVESTOCK COMMITTEE

There has not been a livestock committee meeting. One will be scheduled after the next Fair Advisory Board Meeting.

5. LONG RANGE AND PLANNING COMMITTEE

There has not been a meeting. Some of the committee members met to help set up and run the Hidden Woods Music Festival along with Kaitlyn Midgley. There are currently no meetings scheduled.

I. FAIR MANAGER:

a. SUBJECT: FAIR FINANCIAL REPORT

Fair Manager Midgley reviewed the financial report from fair. The daily gate admission was down from the year before but she suspected this was because there was an increase from the previous year in both season passes and concert tickets which admits patrons to the fair. Concessions were slightly down from the prior year but sponsorships have increased 10%. Overall the fair grossed \$571,445 with a net profit of \$208,203 which is a 2% increase from the year prior.

b. SUBJECT: HIDDEN WOODS FINANCIAL REPORT

Fair Manager Midgley stated that she was still compiling a financial report from the festival as bills were still coming in but she anticipated a financial loss.

- c.** Lastly she stated that she had submitted her resignation to the Board of Supervisors earlier that day with her last day scheduled for September 27, 2024. She stated it wasn't an easy decision and that she was sad to let go of the fairgrounds but is excited to start on a new venture.

J. MATTERS BY THE BOARD:

Jose Pena stated that he was devastated by the loss in losing Kaitlyn Midgley to another organization and he wanted to know what the Fair Advisory Board members could do to help or get her to stay. He stated he would be calling some of the Board of Supervisors to ask her to stay.

Becky Albaugh thanked Kaitlyn Midgley for her time at the fairgrounds.

Cheryl Lauritsen thanked everyone for all they did for the Hidden Woods Music Festival.

Claudio Bustamante stated that he is going to miss the current fair manager and wished her luck on her new venture.

Brain Wolf wished Kaitlyn good luck.

Randy Harlan stated that he was very frustrated with the way certain members of the board members and wished that more had shown support to the current fair manager. He felt that under the current leadership the fairground's was heading in a positive direction.

Kevin Stafford thanked Kaitlyn Midgley and stated it was an honor working with her and that she showed what the fairgrounds can be with a lot of hard work and time put in.

Tim Ochotorena thanked Kaitlyn Midgley for her time and hates to see her leave. He also thanked Holly Mueller for her term as president.

Holly Mueller thanked everyone for trusting her with the presidency for two years and for the opportunity to serve. She's looking forward to more progression on grounds and thanked Kaitlyn Midgley for her time.

- K. ADJOURNMENT:** There was a motion by Jose Pena and a second by Cheryl Lauritsen to adjourn. Meeting adjourned at 6:32PM.

g4c



1-800-365-6988

info@zitomedia.com

102 South Main Street
Coudersport, PA 16915



October 21, 2024

Dear Local Franchise Authority:

Zito Media makes every effort to keep our service rates as low as possible. Increasing costs from almost every aspect of our business –particularly the cost increases from the content providers and local network affiliates - forces us to review our service rates on an ongoing basis. As a result, Zito Media will be adjusting some of our service rates starting in December of 2024.

Local Channel Charge

While we are under the current retransmission agreements signed at the end of 2023, Zito still incurs an increase in charges each year.

The December bill will reflect the new rates, with an increase of \$2.78/month, in order to continue carriage of the local network broadcast affiliates. Additionally, we eliminated some local affiliate channels as well as some multicast channels not affiliated to major networks in some areas as well as those that carried additional charges to deliver the feeds to the local market. It is important to note that the entire amount of this surcharge is paid directly to the broadcast local affiliates; Zito does not retain any of this surcharge.

Cable Programming Charge

With increased programming and operating costs, the prices which Zito pays for cable programming have also risen significantly over the past year. In order to partially recover these costs, effective with the January bill we are adjusting our rates as follows:

Cable Programming Charges will increase by \$4.53/month.

Optional Services, Internet and Phone Services

At this time, Zito Media is also increasing the cost of its Internet service on each tier by \$1/month in most areas. Those currently under promotional or contract pricing are not impacted until the promotional rate expires. Zito has not taken an increase on the Internet service in over five years despite seeing increases in most operational expenses. No other services will see an increase in their monthly rates.

We appreciate the opportunity to do business in your community and will continue to do everything we can to keep our rates competitive with other providers. Please contact us if you have any questions about this rate adjustment.

RECEIVED
NOV - 4 2024
JULIE BUSTAMANTE
LASSEN COUNTY
By Denity