

**Pickaway County Agricultural Society**  
**Special Meeting Minutes**  
**January 23, 2018**  
**7:00pm**

- I. Call to order – By President Von Cremeans at 7:00
- II. Pledge of Allegiance – Steve Barthelmas
- III. Roll Call – Directors not present Michael Bennett, TJ Cline, Scott Goldsmith, Sean Mayhugh (courtesy of notification given), Frank Reisinger, Carlee Stewart (courtesy of notification given) and John Woodruff. Jennifer Pontious arrived at 7:03pm.

IV. Committee Reports

- a) Financial – Chris Pence – Budget is a moving target.

Highlights:

REVENUE:

- Admission tickets revenue raised by a couple thousand dollars because we anticipate attendance to be up because of entertainment
- Double price of pit passes from \$5 to \$10
- Privileges – nothing really changed. Just used 5-year average to estimate.
- Sell t-shirts to generate revenue (\$1k)
- Camping revenue to increase a couple thousand because of adding 20 sites
- Stalls and pens higher because expecting money billed in 2017 to be paid in 2018.
- Sponsorship & promotions increased because of additional opportunities (VIP tables at concert)
- Other assets sold (train)

EXPENSES:

- The salaries
- Ground maintenance higher (pulling track needs improved)
- Electric bill went up \$1k in 5 years (need to raise rent to cover costs). AEP has not called back to help us resolve. May still have to pay demand meter. 2005 flea market rental hasn't been raised
- Race expenses/purses (running averages, includes state money)
- Manure budget raised because needs renegotiated
- Entertainment budget raised because getting better and more acts to draw in attendance and increases revenue
- Property expenses is what it is, worst case scenario reflected
- Advertising (slight increase).
- Building repairs (jumped to \$33k - average from 5 years, added train money, will go toward grand stand).
- Rent/lease (running average).
- \$21k in bank acct at end if all goes according to plan.

- Not having storage rentals was taken into consideration.

Dustin Hube has been in contact with Lt. Brown, point of contact/deputy on security needs. They have suggested increasing security if a beer garden is on the grounds. Fight breakouts increased last year. The sheriff's office needs to be met with soon to help plan accordingly and increase deputy presence. Increase has been accounted for in budget.

Gerald Loudermilk moved to approve the budget. Jim Arledge seconded. Motion carried.

b) Entertainment – Mark List & Randy Smith

- 1<sup>st</sup> Sat night - demo derby/Mark (horse races over around 4 – derby starts around 7). Food vendors open (rides not open)
- Sunday night - Dirt Drag/Randy - afternoon King/Queen contest afternoon.
- Monday - Jr. Fair parade, opening ceremony and cake sale.
- Tuesday - motocross (\$2,500 cost – guy will set up course for autocross).
- Wednesday - autocross/tough truck (approximately \$2,000). Will be part of a series (possibly with Ross and Perry County).
- Thursday - broken horn rodeo (\$13,000) – REAL rodeo! – get major sponsor like Kroger, not charge attendees admission, bring canned of food as admission (to be donated to Mid-Ohio Food Bank).
- Friday - truck/tractor pull (\$11k – good announcer, Dan Bergetche, charges \$425). Single sled cost. \*PCAS election
- 2<sup>nd</sup> Saturday – charging \$4k (usually costs \$10k) Two Steel Girls mother/daughter act from Nashville (modern country...originally from southern Ohio – John Seyfang connection) with beer garden (\$250-300 VIP/Corporate tables cost approximately). Mark verbally already has about 12 tables spoken for. Do a local group to open (Simple Harvest). Pumpkin Show stage – has lights. Need sound. Running at about \$8,000. Will use additional pit and grandstand ticket sales. Working on getting major sponsors/advertisers. Want event to pay for itself. Steve Barthelmas suggested looking closely at contract for extras requested by band so that we don't incur excessive extra charges.
- Dinosaur show (on kids day, 2 days, 2 shows/day, has fossil tent, animatronics, 6 ft dinosaurs, will have sponsor to pay for).
- Statue guy/mime (will have sponsor to pay for).
- Do a dj for kids on Monday, Wednesday, and Friday for a couple hours in evening to get kids involved.

Jim Arledge moved to approve Entertainment plan. Tracey Rittinger seconded. Motion carried.

- Fair Book – Brad Lutz – had first committee meeting week and a half ago. Went through fair book page by page. A lot of discussion about content management and layout. Rearranging so that ads separate from rest of content so it flows better and looks nicer. Working with Herald to get an editable format. Meeting with Teresa Maynard Thursday at 1:00pm. Will email each species chairman to go through content to make sure content is accurate. Get photos of directors and committees with names. Previous year’s grand champion buyers included with photos. Mostly formatting to make it look nicer and easier to read. Considering higher quality print (like Perry County). Feb 7 @ 6:30pm next committee meeting at commissioners office. Deadline for all edits/revisions/additions tentatively March 1. Steve Barthelmas moved to approve Herald to produce fair book. Shirley Lear seconded. Motion carried.

Tracey Rittinger inquired on t-shirts and merchandise sales. Christy Pence & Craig Weiler will create committee with Tracey to explore. T-shirts, glasses, koozies, etc. Where is best place to sell and who will man tent/booth?

- Concessions – Tracey Rittinger – Von will attempt to contact Mike Bennett again. He has not responded to any communications. Von will call again tomorrow. No systems or procedures written down to guide others in the process. Dustin Hube was on concessions committee last year – cautioned on raising prices on electric because there was a lot of negative feedback. Benchmarks for other fairs = \$4.50/square foot of trailer. \$100 for 50 amp, pay rates for garbage removal. We charge some \$180 and give \$40 in free admission passes. Concession contracts currently are hand written, individually. Need to be consistent and have pricing listed in print on all contracts. 2018 Triple Treat Shows sets up on Sunday because they drive from another show on Saturday. May need to be reconsidered for 2019 to have additional days of operation.
- Employee committee – Chris Pence – starting process to build policies and procedures. Likely not done by fair this year because of all other things we’re trying to work on. Von suggested Jim Arledge manage Steve Helber. To help more consistency and eliminate confusion. Von will call Steve tomorrow to inform him. Tracey Rittinger moved to have Jim Arledge be Steve Helber’s point of contact. Craig Weiler seconded. Motion carried.

#### V. New business

Mark List – Sale committee voted to pay \$1,500 toward website for fair grounds at their last meeting.

Adjournment – Tracey Rittinger moved to adjourn. Brad Lutz seconded. Motion carried.

NEXT MEETING: Monday, February 12 @ 7:00pm

Minutes submitted by Christy Pence, Secretary