Minutes

35-A District Agricultural Association

Board of Directors

March 17, 2025

CALL TO ORDER: The meeting was called to order by President Tom Williams at 5:03 PM in the Director’s Room of the 35-A District Agricultural Association.

PLEDGE OF ALLEGIANCE: The Pledge of Allegiance was led by President Williams.

DIRECTORS & STAFF PRESENT: Directors- Williams, Richards, Shelton, Wass, Phillips, Johnson, and Staff- Foley and Davies. Director Vaughan arrived at 5:12 PM.

DIRECTORS ABSENT: All directors present after 5:12 PM.

GUESTS: No guests present.

PUBLIC COMMENTS: None.

CORRESPONDENCE: None.

CONSENT AGENDA:

1. Approve Agenda as emailed
2. F & E Allocation Request

Motion made by Shelton, second by Johnson and carried unanimously via roll call to approve the Consent Agenda as is. [Unanimous vote excluded Vaughan]

ACTION/DISCUSSION ITEMS:

1. APPROVE MINUTES: Motion BY Shelton, second by Johnson and approved unanimously via roll call of present directors to approve the February 24, 2025 Board Meeting Minutes. Vaughan was not present for the vote.
2. APPROVE DISBURSEMENTS: Motion by Richards, second by Johnson and carried unanimously via roll call by the following directors: Williams, Richards, Shelton, Wass, Phillips, and Johnson to approve disbursements in the amount of $34,750.43 and net payroll of $20,440.15 for the month ending January 31, 2025. Vaughan was not present for the vote. Prior to the vote, Richards asked if there were any unusual expenses for the month to which Foley responded that there was a reissuance of $1,980.00 to the Department of Forestry that had been lost in the mail.
3. STATEMENT OF OPERATIONS: Foley stated that the STOP was the last item needed for the Allocation Request. After review, motion by Shelton, second by Johnson and carried unanimously via roll call by the following: Williams, Richards, Shelton, Wass, Phillips and Johnson to approve the 2024 Statement of Operations. Vaughan was not present for the vote.
4. CTO FOR FOLEY: Tabled.
5. MARKETING COMMITTEE: Director Shelton communicated that the Marketing Committee had met at 4:30 PM on March 17, 2025 to brainstorm a marketing plan and strategize ways to boost the fairground’s social media following and ultimately boost revenue. Shelton proposed having a content creator guest speak at the April 21, 2025 board meeting for possible networking. Shelton also recommended a $2,000.00 budget for targeted ads, contests, influencer partnerships and promotions, not including any costs for the proposed content creator. Motion by Phillips, second by Johnson and carried unanimously via roll call to approve the requested budget not to exceed $2,000.00 for promotional uses as well as the guest speaker invitation for the April 21, 2025 meeting. All directors were present for this vote.

MARKETING COMMITTEE MEETING MINUTES ATTACHED

1. EXHIBITS COMMITTEE: Director Wass reported the Exhibits Committee met on March 6, 2025 and discussed requesting the following:
   * 1. Adding a Junior Fairy Garden Class
     2. Specifying “by weight” for largest zucchini
     3. Changing exhibit completion dates from 12 months preceding fair to 18 months preceding fair, excluding baked goods and preserved foods
     4. Adding a Decorated Brooms Class
     5. Scratching the Honey Class
     6. Adding banners to buildings
     7. Strategically placing a sandwich board to showcase quilts
     8. Increasing the Decorated Cupcake budget from $300.00 to $400.00 to align with increasing costs

EXHIBIT COMMITTEE MEETING MINUTES ATTACHED

Motion by Wass, second by Phillips and carried unanimously via roll call to approve requests i-viii as listed above.

1. HORSE SHOW COMMITTEE: Foley shared that she had received a letter from Ashley Hagens after the March 12, 2025 Horse Show Meeting regarding joining the committee. Foley will present the letter at the next Horse Show Committee meeting to discuss the letter’s contents and report back to the board.

REPORTS AND INFORMATION:

DIRECTORS COMMENTS:

* Williams had nothing to share.
* Vaughan had nothing to share.
* Wass had nothing to share.
* Phillips had nothing to share.
* Johnson had nothing to share.
* Richards had nothing to share.

STAFF COMMENTS:

* Davies asked all directors to please review the 2025 Board Member Derby & Rodeo Seats and confirm correctness.

MANAGER’S REPORT:

* Foley shared that we had lost three trees in the previous storm, not two as reported at the last meeting.
* Foley said the guys have been busy doing rainy day clean-up in the shop and organizing.
* Foley stated that we are approaching busy season, she will have the guys start working on the shade cloths. She plans on asking ASI if they will donate their lift to make the job safer and more efficient.
* Foley plans on having the guys spray soon, weather permitting.
* Foley spoke to Denise about Ben’s position, they have another fair also hiring for the same position and will post them at the same time. Waiting on a duty statement to add well and septic systems to justify the title we are trying to secure.

ADJOURNMENT:

There being no further business, motion by Johnson, second by Wass and carried by roll call unanimously to adjourn the meeting at 5:23 PM.

Respectfully Submitted,

Leslie Foley, CEO

Tom Williams, President