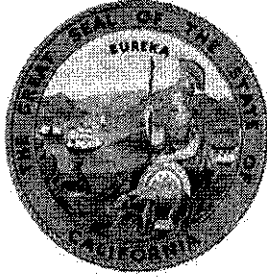


# 14<sup>th</sup> District Agricultural Association

## SANTA CRUZ COUNTY FAIR

Established 1885



### BOARD MEETING MINUTES

Board of Directors' Meeting  
2601 East Lake Avenue, Watsonville, CA  
Tuesday, March 26, 2013  
The Board Room

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

**CALL TO ORDER:** 1:30 PM

**DIRECTORS PRESENT:** Loretta Estrada, President; Jody Belgard, Director; Bruce Oneto, Director; Stuart Yamamoto, Director; Don Dietrich, Director; Stephanie Fontana, Director.

**DIRECTORS ABSENT:**

**DIRECTORS EXCUSED:**

**GENERAL MANAGER (GM):** Dave Kegebein

**DIRECTOR COMMENTS:** Director Dietrich witnessed the muffler testing conducted on March 15 at the racetrack evaluating different sound dampening devices. He appreciated Max Kelly working with the Ocean Speedway staff to find a solution to the noise issues. President Estrada attended the Young Farmers event at Heritage Hall and it was a wonderful event with great food, music and dancing. Many took advantage of the opportunity to tour the Rodgers House as well.

**PUBLIC COMMENTS:** none

**MINUTES:** Review and approve January 29, 2013 minutes. *Director Belgard moved, Director Dietrich seconded approval of the February 26, 2013 minutes. Motion carried.*

**CONSENT AGENDA:** *Director Belgard moved, Director Yamamoto seconded approval of the Consent Agenda. Motion carried.*

**FINANCIALS:** GM presented an overview of the current financials and the Statement of Operations (STOP) report to the state. There is a cash balance of about \$100,000 moving forward. Although cash will again become tight during the summer months prior to the fair, it is estimated that there will be about \$250,000 cash on hand at the end of the year. Horse show activity is about double compared to last year (about \$150,000 in bookings compared to \$75,000 last year). About \$40,000 in improvements are required to put the show area into a condition suitable for the upcoming shows. *Director Dietrich moved, Director Belgard seconded approval of the STOP report. Motion carried 6-0 by roll call vote. Director Dietrich moved, Director Fontana seconded approval of January & February 2013 Financials. Motion carried 6-0 by roll call vote.*

**MANAGEMENT TEAM REPORT:** GM Kegebein reported on progress made on a number of projects underway.

- Harvest Building kitchen patio upgrades including retaining walls, railing and paving are nearly complete
- Horse Show Arena #1 announcers stand and catwalk are done
- Horse stall repairs and preparation are nearly complete – painting preparation will be done in 2 weeks followed by 3 weeks of painting. Richard Travis has been key in getting this huge task accomplished (thank you Richard!)
- Maintenance Yard Work – earth moving and underground work is complete, finish grading and fuel slab will be done in the next 4 weeks
- Service Gate at Grange Hall – widening underway
- Announcers booth roof – roof completely reframed and reroofed by Patricia Davidson (thanks Pat!)
- 12+ other projects of varying magnitude are underway

Muffler Testing – Ongoing work in progress, testing and sound measurements were done on March 15<sup>th</sup>. Max Kelly has sent a complete report of sound measurements for each run during the evening but has not received information from John Prentice yet on what modifications were done to cars for each run.

Sponsorship – Ralph Miljanich is making progress developing the sponsorship program and getting it implemented.

Fair Theme – at the Department Head meeting, **"COWBOY BOOTS & COUNTRY ROOTS"** was selected as the Fair Theme for 2013. Everyone expressed delight with this year's theme.

Fair Time Goals – GM noted three goals for the fair moving forward

1. Increased exhibitor participation
2. Simplified entry process (ideally same-day bring and enter)
3. Making the fair "different" every year, a new and unique experience

Gloria Van Dierendonck and GM met with each of the 18 department Heads and are discussing with them the simplification of fair entries, submissions, and awards. This is being implemented over a 3 year time period with input and communication between staff, management and the departments.

#### **ACTION ITEMS:**

X.1. Consider approval of Pajaro Valley Little League Contract. GM introduced the action item relating to the agreement to split the cost for fencing to secure the back of the fairgrounds and prevent cars from entering the two little league fields. The fairs cost is estimated at \$1,620. *Director Fontana moved, Director Belgard seconded motion to approve PV Little League contract. Motion carried 6-0 by roll call vote.*

#### **REPORTS**

RODGERS HOUSE - Director Estrada reported that the painting contract will be awarded tomorrow for preparation and painting. The greenhouse is to be moved and the patio opened up.

HERITAGE FOUNDATION – Jeannie Kegebein reported that the Holiday Fair netted \$16,000 – about the same as 2011. They are reviewing their alcohol policy. Bill Barton is a new Board Member. The Friends of

the Fair has moved under the Heritage Foundation and their non-profit status. The Crab Feed was a huge success with \$47,000 grossed – the net profit is to be determined.

AG HISTORY PROJECT - John Kegebein reported that Easter on the Farm will be held March 30, 2013. Every child will receive a pot with a carrot for them to grow at home and there will be Easter egg hunts for all. May 18 is The Day on the Farm. The Simulated Tractor project raised \$6,000 at the Harvest Dinner.

COMMUNITY GARDENS UPDATE – GM and President Estrada reported that the ground has been worked and the fence is up. Anna is looking for more families to participate.

**FINAL COMMENTS:** President Estrada encourages everyone to come out to the Sunday Farmer's Market – she thanked Richard Travis for his dedication. She also commended GM for his amazing talents and said that he is truly a work of art! Barbara Anders, a member of the public, supported President Estrada's commendation.

Director Dietrich noted that at last months meeting there was a request that a method for the public to contact the board be established. He asked that this be considered at a future meeting – he would like to have the board consider ways to be accessible to the public.

**CLOSED SESSION:** none

**Next Meetings**

1. Regular April Board Meeting Tuesday, April 23, 2013, 1:30 in the Board Room

**ADJOURNMENT:** The open session meeting was adjourned at 3:07 PM.