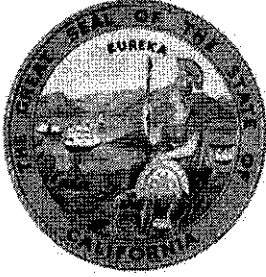


14th District Agricultural Association

SANTA CRUZ COUNTY FAIR

Established 1885



BOARD MEETING MINUTES

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

Approved by: _____

Date: _____

CALL TO ORDER: 1:30 PM

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

DIRECTORS ABSENT: None

DIRECTORS EXCUSED: Bruce Oneto

GENERAL MANAGER (GM): Dave Kegebein

DIRECTOR COMMENTS: Director Dietrich felt privileged to do volunteer work several days per week lately and has been very impressed with staff, and especially the GM. Director Dietrich has been operating the backhoe to assist the GM with site grading and earthmoving work. Director Fontana come out to the quilt show last weekend, and was impressed with the great attendance and wonderful show. President Estrada commented on the great attendance at the Farmer's market last weekend, and reported that a reception, hosted by Diane Cooley, was held at the Rodgers House honoring retired Supreme Court Justice Sandra Day O'Connor.

PUBLIC COMMENTS: Wendy Brannon asked that the Fair Board members make their contact information available so that the public would have the opportunity to comment on matters related to the Fair operations. She is concerned that the Home Arts Department is being moved from the Crosetti Building to the Harvest Building which may lead to security and exhibit safety concerns. Mr. Kelly reinforced Ms. Brannon's comments and also noted that the sound mitigation for the Farmers Market is working well. He expressed appreciation that the board addressed the neighbor's issues.

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

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

FINANCIALS: GM presented an overview of the current financials. At the end of January there was about \$158,000 cash on hand, minus restricted funds, leaving approximately \$17,000 available. 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. *Director Dietrich moved, Director Yamamoto seconded approval of the January 2013 Financials. Motion carried.*

MANAGEMENT TEAM REPORT: GM Kegebein reported that the Ocean Speedway staff will conduct testing on muffler and engine soundproofing systems on March 15, 2013 at 6:00 p.m. at the track. He also noted that the Farmers Market generated approximately \$2,600/week the first three weeks which is above predicted revenues. The Western Fairs Association has introduced SB 741 modifying the package District Ag Associations work under.

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.

GM provided an update on the status of 11 projects underway at the grounds and reviewed the Project List and budget estimates.

ACTION ITEMS:

X.1. Review & accept 2011 Audit. *Director Dietrich moved, Director Fontana seconded acceptance of the 2011 Audit. Motion carried, 5-0.*

X.2. Review & Approve Write Off of Uncollectable Receivables. Nic Keiderling explained the need to write off \$2,672.09 in receivables which exceeds the \$500.00 Board authority. *Director Belgard moved, Director Yamamoto seconded approval of the write-off of uncollectable receivables. Motion carried, 5-0.*

X.3. Review & Approve Animal Training & Research International Contract (sea lions). GM presented the contract for the budgeted amount of \$12,000 for sea lion shows at the 2013 Fair. *Director Dietrich moved, Director Belgard seconded approval of the Animal Training & Research International contract. Motion carried, 5-0.*

X.4. Review & Approve Kobert Animal Productions Contract (turkey stampede & exotic bird show). GM reviewed the contract with Kobert Animal Productions in the budgeted amount of \$10,800.00 for providing turkey stampede and bird shows at the 2013 Fair. *Director Fontana moved, Director Yamamoto seconded approval of the Kobert Animal Productions contract. Motion carried, 5-0.*

X.5. Discuss 2014 audit Options for 2012 – review or full audit. An estimate has been received from a local auditor for \$7,500 for an audit of the 2012 financials. Bill Barton will discuss the options at the March board meeting. *No action taken.*

X.6. Approve fair Theme for 2013. After discussion, it was recommended that the Fair Management Team review Fair Theme submittals and obtain input from the Department Heads at their meeting on March 20 in selection of the Fair Theme for 2013. *Director Yamamoto moved, Director Fontana seconded recommendation that Fair Management Team screen submittals and present to the Department Heads for final decision. Motion carried, 5-0.*

REPORTS

RODGERS HOUSE - Director Estrada reported that the orchid greenhouse is going to be moved near the Floriculture breezeway opening up the patio between the Rodgers House and Heritage Hall. She also reported that they are getting three bids from painters for preparation and painting of the house exterior.

OCEAN SPEEDWAY – muffler and sound proofing testing on March 15 from 6:00 – 7:30 p.m.

HERITAGE FOUNDATION – Jeannie Kegebein reported that the Crab Feed is this weekend and there are only 2 tickets left if anyone wants one!!

JUNIOR FAIR BOARD – no report.

AG HISTORY PROJECT - John Kegebein reported that Easter on the Farm will be held March 30, 2013. Every child will receive a cup with a carrot seed 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.

FINAL COMMENTS: Director Dietrich reported that he's received a lot of input from the public. He doesn't feel that it's the Director's job to manage the Fair – the Board's job is to set policy and allow the GM and management team to continue doing the excellent job they've been doing on day-to-day management activities. Director Belgard said that she is looking forward to touring the Heritage Hall and Rodgers House patio. Director Fontana agreed with Director Dietrich regarding roles of the Board and GM. She also noted that having evening meetings in May and October will allow more opportunity for public involvement and input.

RODGERS HOUSE PATIO/HERITAGE HALL TOUR. GM conducted a tour with the Board, staff, volunteers and public, of the Heritage Hall and Rodgers House showing proposed projects and plans for work at both locations.

CLOSED SESSION: none

Next Meetings

1. Regular March Board Meeting Tuesday, March 26, 2013, 1:30 in the Board Room

ADJOURNMENT: The open session meeting was adjourned at 3:45 PM.