

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 25, 2014
The Board Room

Approved by: _____

Date: _____

CALL TO ORDER: 1:30 PM by President Estrada

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

DIRECTORS ABSENT: none

DIRECTORS EXCUSED: none

GENERAL MANAGER (GM): Dave Kegebein

AGENDA UPDATE: President Estrada announced removal of Action Item X.2 from the agenda. Also noted was adjournment to a closed session at 2:30 PM.

DIRECTOR COMMENTS: none

PUBLIC COMMENTS: none

MINUTES: Review and approve minutes of January 28, 2014. *Approved by consensus*

CONSENT AGENDA: GM clarified several items on the consent agenda: #54 – CA State Horseman's Association is a deposit, #61 – rent is reduced because event is a Fairgrounds fundraiser. #70 is a church event and they will use the grounds for an entire week. *Director Dietrich moved, Director Yamamoto seconded approval of the Consent Agenda. Motion carried 6-0.*

FINANCIALS: GM presented an overview of the December and January financials and STOP (Statement of Operations) Report. After discussion by the Board, *Director Belgard moved, Director Dietrich seconded approval of December 2013 and January 2014 Financials. Motion carried 6-0.*

MANAGEMENT TEAM REPORT: GM Kegebein provided an update on Well #2 problems and plan for repairs which may cost roughly \$30,000. He spoke about the San Benito County Fair model and their successes with fundraising which we will try to model with our own fundraising entity, the Heritage Foundation. San Benito featured a "Heritage Hog" that was auctioned at their fair for \$32,000 in 2012 and \$58,000 in 2013. After discussion, GM identified President Estrada as a fund raising ambassador for the Fair because she is identified, after years of involvement, as the face of Santa Cruz County Fair.

ACTION ITEMS

X.1. Review and approve Write-off of Uncollectible Receivables. Nic Kiederling reviewed the receivables with his recommendation. The Board may approve the write-off however State approval is required next. *Director Dietrich moved, Director Belgard seconded approval of Uncollectible Receivables Write-off. Motion carried 6-0.*

X2. Review & Respond to Settlement Proposal Regarding CAFA v. 14th DAA et al: Sacramento Superior Court, Case #34-2011-80000901. *Item removed from agenda as announced by President Estrada at the beginning of the meeting.*

INFORMATIONAL ITEMS

1. Joint Fairs Committee -- GM, Director Dietrich and Director Fontana attended the Fairs Committee meeting in February. They were pleased to learn that the Fair industry and State officials are starting to recognize the need to provide some funding for infrastructure maintenance, repairs and improvements of the fair properties.

2:30 ADJOURNED TO CLOSED SESSION

3:22 RETURNED TO OPEN SESSION

CLOSED SESSION REPORT

GM reported out of closed session that he has been authorized to sign on behalf of the 14th DAA a three way agreement between CAFA, Ocean Speedway and the 14th DAA to settle CAFA v. 14th DAA et al: Sacramento Superior Court Case #34-2011-80000901.

(Returned to Informational Items)

2. Verizon Cell Tower – Verizon is considering placing a tower in the race track area. Would replace an existing light pole. Could create revenues in the range of \$1,000+/month. Staff will continue discussions and report back to Board.
3. Fair website changes – Director Fontana presented information on current website standards and the need to freshen our website as well as increase our social networking presence. These efforts have been shown to increase gate at other fairs. The Board was very supportive and appreciative of the concepts presented.
4. Ag History Project Long Term Lease – the request is now in to the Department of General Services to extend a 25 year lease to the Agricultural History Project. The contract documents should be completed by June. Staff time will cost the AHP ~\$4,000 to \$5,000
5. Fair Director Goals for 2014
 - a. President Estrada – would like to see the Rodgers House patio completed, and would like to work on fundraising.
 - b. Director Dietrich – would like to see:
 - i. Long term lease for AHP –once 25 year lease is signed is committed to getting it bumped out
 - ii. An aggressive recycle and reuse program
 - iii. Structural safety upgrades at the sheep barn and hog barn
 - iv. Development of strong board policies

- c. Director Belgard supports the other directors' goals, would like to see the Rodgers house patio completed and plans a personal refocus on the Fair.
- d. Director Yamamoto would like to:
 - i. See the CAFA lawsuit settled
 - ii. Spend more time at the facility and to help with projects
 - iii. Get the City of Watsonville more involved with the facility and Fair.
- e. Director Fontana would like to see:
 - i. 20% increase in Fair attendance
 - ii. Operations improvements
 - iii. See how larger events revenues can be improved
 - iv. Consideration of rebranding and imaging
- f. Director Oneto would like to see:
 - i. Summer/day camp hosted at facility
 - ii. Enticement for the school district to create opportunities for kids to take advantage of the grounds for educational opportunities.

REPORTS

RODGERS HOUSE – report included in packet - President Estrada noted that their next meeting is tomorrow.

HERITAGE FOUNDATION – Jeannie reported that the Grab Feed is sold out. Sue King needs volunteers for set-up Friday afternoon and Saturday and servers are needed Saturday night. Also silent auction donations are needed. The Foundation is working on a strategic plan.

AG HISTORY PROJECT – John Kegebein was grateful for the 25 year lease that is being drafted.

COMMUNITY GARDENS UPDATE – getting ready for the new season.

FINAL COMMENTS: Director Yamamoto thanked CAFA and Ocean Speedway for coming to the table and arriving at a settlement. He was hopeful that funding now can be focused on the facility maintenance. He also expressed gratitude for the ongoing support shown by CAFA for the facility. Director Fontana noted that she has learned much in her time as director and looks forward to new successes. Director Oneto predicted that nearby properties will be valued much higher due to their proximity to the fairground facility. President Estrada asked each director for a list of 10 potential donors to the Fair Heritage Hog Fundraiser so that she can start her outreach efforts. She likewise asked the Fair Management Team to provide hog program information for her.

Next Meetings

1. Regular Board Meeting Tuesday, March 25, 2013, 1:30 in the Board Room

ADJOURNMENT: The open session meeting was adjourned at 4:45 pm.