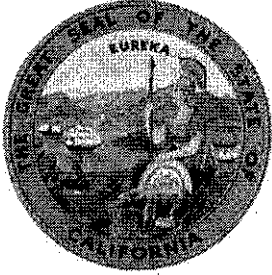


14th District Agricultural Association

SANTA CRUZ COUNTY FAIR

Established 1885



BOARD MEETING MINUTES

Board of Directors' Meeting
2601 East Lake Avenue, Watsonville, CA
Tuesday, April 22, 2014
The Board Room

Approved by: _____

Date: _____

CALL TO ORDER: 1:30 PM by Director Dietrich

SWEARING IN CEREMONY: Alan Smith swore in new director Eric Hammer

DIRECTORS PRESENT: Jody Belgard, Director; Bruce Oneto, Director; Stuart Yamamoto, Director; Don Dietrich, Director; Stephanie Fontana, Director; Eric Hammer, Director

DIRECTORS EXCUSED: President Estrada

GENERAL MANAGER (GM): Dave Kegebein

SPECIAL ANNOUNCEMENT: Steve Stagnaro unveiled the 2014 Fair Poster and presented the artist, Rachel Nigh, with her award

DIRECTOR COMMENTS: All directors present warmly welcomed Eric Hammer to the board

PUBLIC COMMENTS: Several representatives from the Cabrillo Host Lions Club spoke in opposition to the proposal that they give up their beer concession at the Fair. They asked for clarification as to why they were being excluded and asked that the decision be reconsidered. Several letters were presented. Eric Zamost showed a video clip on calf roping.

MINUTES: Review and approve minutes of March 25, 2014. *Director Yamamoto moved, Director Fontana seconded approval of February 25, 2014 minutes. Approved by consensus*

CONSENT AGENDA: *Director Belgard moved, Director Yamamoto seconded approval of the Consent Agenda. Motion carried.* GM noted that although College Host Lions Club contract is not now on the concessions contract report, it is not yet complete so it does not mean that they have been excluded at this time.

FINANCIALS: GM presented an overview of the March financials –winter was typically slow but things are picking up. He noted that a long term employee has given notice and part of the reserves will be paid out upon his departure. Current unrestricted cash on hand is \$59,000. *Director Belgard moved, Director Yamamoto seconded approval of March 2014 Financials. Approved by consensus.*

MANAGEMENT TEAM REPORT: In response to Public Comment, GM Kegebein explained that he had made an offer to Cabrillo Lions for the Heritage Foundation to buy out their beer concession. Heritage

would operate the location and give Cabrillo Lions 50% of profit for 5 years. GM reported that the Auto Racing/CAFA settlement calls for a muffler design competition with a \$50,000 prize – so far at least 2 organizations are competing for the prize. Video monitoring of the races is also being implemented as part of the settlement.

GM reported that in 1896 when the fair organization was first created, it was to honor Apple Growing Industry, hence the September Fair date. Currently 4 to 6 weeks of prime facilities rental time is lost due to the Fair being held in September. There are a lot of compelling reasons to consider moving the Fair to sometime in June. School is out, and there is less competition with the two nearby fairs – Monterey and San Benito. Director Oneto stated that he'd like to see further discussion on this matter as he has heard strong support from the school to hold the Fair in the summer.

Director Dietrich thanked the Cabrillo Host Lions Club for coming and expressed hope that the matter could be worked out with the GM. If they are unable to come to agreement, the Board may be asked to agendize the item for future consideration.

REPORTS

1. Rodgers House News Update – Director Belgard noted that the report is in the agenda packet, next meeting is tomorrow.
2. Heritage Foundation. – Jeannie Kegebein noted that Jonathan Barr is looking for funding to hire a paid grant writer. There is a website upgrade underway, and the new office is nearly completed.
3. Ag History Project – John Kegebein invited Director Hammer on a tour, and noted that they had over 500 people on Second Saturday this month. They hope to have over 1,000 visitors at Day on the Farm on May 10.

INFORMATIONAL ITEMS

GM explained the process in the initial solicitation for the carnival RFP. All proposals were rejected in the first 2 rounds. A selection was made in the third solicitation, however one bidder may file a protest.

Ag History Project Lease – Department of General Services has reviewed proposed lease and recommends that three 10-year lease increments be considered. GM hopes to have the action back to the Board in June.

FAIRGROUNDS TOUR

Fair Board was taken on a tractor tour of the grounds led by GM and Lynne Grossi

Next Meetings

1. Regular Board Meeting Tuesday, May 27, 2014, 7:00 pm in the Board Room (please note this will be an evening meeting)

ADJOURNMENT: The meeting was adjourned at 4:14 pm.