

# 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, August 22, 2017

The Board Room

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

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

**CALL TO ORDER:** 1:30 PM by President Barton

**DIRECTORS PRESENT:** Bill Barton, President; Stephanie Fontana, Vice President; Don Dietrich, Director; Loretta Estrada, Director; Jody Belgard, Director, Lupe Flores, Director; Tony Campos, Director, Michael Pruger, Director.

**DIRECTORS ABSENT:** none

**DIRECTORS EXCUSED:** none

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

**ADMINISTRATION/OPS:** Lynne Grossi

**PUBLIC COMMENTS:** none

**DIRECTOR COMMENTS:** Director Campos noted a correction to the agenda date.

**CONSENT CALENDAR:** The Consent Calendar was presented. Two minor amendments were made to the minutes. *Director Dietrich moved, Director Campos seconded approval of the Consent Agenda. Motion carried 8-0, Ayes - Directors Barton, Fontana, Estrada, Belgard, Dietrich, Campos, Flores and Pruger.*

#### FINANCIALS

GM noted that the cash balance on hand is \$47,000 with the line of credit still available as fair expenses come in. *Director Belgard moved, Director Estrada seconded approval of the Financial Reports. Motion carried 8-0, Ayes - Directors Barton, Fontana, Estrada, Belgard, Dietrich, Campos, Flores and Pruger.*

**MANAGER'S REPORT** – GM reported that Fair preparation is underway full steam. Lots of activities in preparation for the fair including electrical, lighting, paving, poultry barn insulation, floriculture and outdoor lighting. Ticket booths are being built (we used to borrow booths from the carnival operator). RV camping has been a great source of revenue this year. Home Arts Department needs help and volunteers are welcome. Monterey Bay Dahlia Society has taken over Floriculture and are doing a great job cleaning and preparing the facility.

GM discussed challenges with security services and answered questions from the Board about the contract with First Alarm.

GM talked about how terrific the Santa Cruz County Fair Foundation is doing – their audit was stellar, and after a lengthy process, they are really doing a fantastic job. He had Richard Travis display a graph showing the starting point of annual earnings 5 years ago (\$100,000), today (\$500,000) and a goal of \$1 million by 2023. The Foundation is beginning to aggressively pursue grants and other opportunities. We are also looking to expand sponsorship levels to include larger donations. A consultant has been helping GM with outreach and sponsorship development.

On September 15, (Opening Day) we are hosting the Central Coast Area of the Western Fairs Association meeting – they will attend the Bar-b-que and Monster Truck Show and the Board will show them around as they are available. Meeting will be set for 2:00 at Heritage Hall or upstairs at Codiga Building.

**OLD BUSINESS** – None

**NEW BUSINESS** – None

### **REPORTS**

1. Strategic Planning – update. Directors Dietrich is setting up a meeting with Supervisor Caput and Assemblyman Stone and Monning to discuss funding. Also, after the Fair he will follow up with Jessica Wolf about approach and cost for strategic planning effort.
2. State Property Funding – See above
3. Santa Cruz County Fairgrounds Foundation Update. Jeannie Kegebein requested that everyone attend the Hospitality Night the evening of September 12. Also, they are recruiting volunteers for a shift tending bar or selling t-shirts and sweatshirts. The Foundation 500 Club began last year and they have an event each evening with drinks and appetizers. Tickets are available to support the Heritage Hog Program. October 18 is the Volunteer Dinner and directors are encouraged to attend.
4. Rodgers House News Update – Director Estrada reported that the posts are here for the gazebo repair. Lots of landscaping has been completed and Fair preparation is underway.
5. Ag History Project News Update – John Kegebein reported on Fair preparation – the Living History Farm area will have a “Porch” exhibit with demonstrations, and the Silva’s Clydesdale horses will be in that area as well. An architect has been hired to do a conceptual plan of the Living History Farm site. Harvest Dinner is on October 21<sup>st</sup>.
6. Fair Opening Ceremony – Director Fontana reported that 15 to 20 minutes before opening (about 11:30 a.m.), the Chamber of Commerce will officiate the official fair opening. Everyone is encouraged to attend.
7. Livestock Training – GM reported that 4-H Livestock Training was held in partnership with Monterey and San Benito County 4-H Clubs – very well attended (150+). The plan is to continue this yearly.

**CORRESPONDENCE** – none.

Next Regular Board Meetings are:

September – no meeting

October 24, 2017, 1:30 PM

December 5, 2017, 1:30 PM

December 20, 2017, Holiday Party with Fairgrounds Foundation and Fair Staff

**ADJOURNMENT:** The meeting adjourned at 2:37 pm.