

①

# 14th District Agricultural Association SANTA CRUZ COUNTY FAIR

Established 1885

**Board of Directors' Meeting Notice**  
**Tuesday, August 24, 2021 at 06:00 PM Pacific Time (US and Canada)**

**In Person Location – Heritage Hall**

**Remote Participation - Join Zoom Meeting**  
<https://us06web.zoom.us/j/83827757844?pwd=VTJOR1ZbnFyQktVM1hsRXNUVEs1QT09>

**Meeting ID: 838 2775 7844**

**Passcode: 887962**

**One tap mobile**

**+16699006833,,83827757844#,,,,\*887962# US (San Jose)**

**Dial by your location**

**+1 669 900 6833 US (San Jose)**

**Directors: Stephanie Fontana – President, Jody Belgard - Vice President, Bill Barton, Tony Campos, Don Dietrich, Loretta Estrada, Lupe Flores, Michael Pruger.**

**CEO: David Kegebein**

**Recording Secretary: Mary Bannister**

### **Mission Statement**

The mission of the Santa Cruz County Fairgrounds is to provide a safe place for community events, educational opportunities and the annual Fair that showcases the talents and diversity of our community.

**Public Participation:** Please be informed that any member of the public has a right and is invited to participate during this public meeting and may address the Board either during the "Public Comment" portion and/or during the discussion of any particular item listed on the agenda. The Board reserves the right to limit the time for public comment to a maximum of three (3) minutes per speaker in order to proceed with the agenda. Public comment must be related to Open Meeting Laws for DAAs.

All meeting notices, agendas and materials considered by the Board during the meeting will be available during the meeting.

The agenda and notices will also be available on the website at

<https://www.santacruzcountyfair.com/board/agenda-items> as well as

### **Americans with Disabilities Act**

Persons with disabilities who may require accommodations to attend the meeting are requested to contact the Manager's office at 831-724-5671. Persons requesting a Spanish translation service are to contact the Manager's office five (5) business days prior to the scheduled meeting date. Agendas for the 14th District Agricultural Association can be accessed online: [www.santacruzcountyfair.com](http://www.santacruzcountyfair.com). Questions regarding agenda items should be directed to the Managers office at 831-724-5671.

2

**14th District Agricultural Association**  
**SANTA CRUZ COUNTY FAIR**  
**Established 1885**

**Board of Directors' Meeting Agenda**  
**Last Board Meeting before the 2021 FAIR**

**Agenda**

Items listed on this agenda may be considered in any order at the discretion of the President. All items so listed may be considered for action. Any item not listed on the agenda will not be discussed or considered by the Board.

**CALL TO ORDER** – President Stephanie Fontana

**ROLL CALL & PLEDGE OF ALLEGIANCE**

1. Declaration of Quorum
2. Approval / Disapproval of Absences

**PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA**

Public comment is a right granted to the public. It is reserved for items that are not listed on the agenda, but under the Board's jurisdiction. Please be informed that public participation under Public Comment will be limited to **three (3) minutes per speaker** and in accordance with state law, the Board will not comment or otherwise consider such Public Comment item for business until and unless such item has been properly agendized at a future meeting.

**CORRESPONDENCE**

CDFA – F2021-07 General Fund Support Letter

**CONSENT CALENDER** (*Discussion/Action*)

1. Minutes of June 22, 2021 Board Meeting
2. Contracts on Consent Agenda

**FINANCIAL** (*Discussion/Action*)

1. Cash Balance / State Support / Credit Line / Cash Flow / Audit Progress
2. GASB 68 & OPEB Liabilities
3. Review & Accept May 2021 Financials
4. Review & Accept June 2021 Financials

3

**14th District Agricultural Association**  
**SANTA CRUZ COUNTY FAIR**  
Established 1885

**REPORTS (Discussion/Action)**

SCC Fairgrounds Foundation Update - Jeannie Kegebein

Agricultural History Project Update – John Kegebein

Junior Fair Board – Shannon Cole

Livestock Committee – Director Fontana and Director Estrada

Buildings & Grounds Committee – Director Pruger and Director Flores

**NEXT BOARD MEETING DATES**

Oct 26, Dec 7

**CEO REPORT**

1. Fair Marketing Materials – Managers Message
2. Meeting at Baserra Property behind Fairgrounds with Supervisor Caput & Staff
3. SB-5 Project – Electrical Upgrade Progress Report
4. Slide Show Presentation – review of past, present and future operations  
Including 2021 FAIR Kickoff

**ADJOURNMENT**

Date of Notice – August 14, 2021

Blank

5

a  
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, May 25, 2021  
The Board Room

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

**CALL TO ORDER:** 1:34 p.m. by President Stephanie Fontana

**DIRECTORS PRESENT IN PERSON:** None

*Due to the Covid 19 Pandemic special arrangements were made to participate remotely via Zoom*

**DIRECTORS PARTICIPATING REMOTELY:** Stephanie Fontana - President; Jody Belgard- Vice-President (excused at 3:20), Bill Barton, Don Dietrich, Tony Campos, Lupe Florés, Michael Pruger (excused at 3:30).

**JR FAIRBOARD MEMBER:**

**DIRECTORS ABSENT:**

**DIRECTORS EXCUSED:** Director Estrada

**CHIEF EXECUTIVE OFFICER (CEO):** Dave Kegebein

**RECORDING SECRETARY:** Mary Bannister

**PUBLIC COMMENTS:** Eric Zamost commented that when meetings are again held in person, he'd like to know what hurdles would be faced in also allowing remote access. Phillip Carranco commented that agendas don't provide information regarding Old Business, as an example, the Race Track contract information. Jessica Ayala said that Bagley Keene Act was violated last month by not providing 10 days' notice. Also, she reported that the Livestock Committee meeting was not allowed to be recorded. She also asked that the Board presses to have PRA requests met. Eric Zamost said that he is recording the meeting.

**DIRECTOR COMMENTS:** none

**CLOSED SESSION – BOARD ADJOURNED TO CLOSED SESSION AT 1:40, RETURNED TO OPEN SESSION AT 2:41. REPORT ON CLOSED SESSION:** President Fontana reported that no action was taken in closed session.

**Public Comment –** Mary Ann LoBalbo from Santa Cruz County Public Works reminded everyone about the need to remove food waste from garbage receptacles and improve handling of waste headed to the

landfill. She noted that fines will follow if changes aren't made. She said the County is available to assist. Jessica Ayala commented that her PRA requests have not been adequately handled. Also, she stated that public correspondence is not being included in the agenda packets – she is asking the board to make sure that happens. She stated that the Bagley Keene Act is not being followed regarding meetings being posted. Phillip Carranco stated that there is old business that is not being agendized, and policies in the Policy Manual should be followed.

**Director Comments** – Director Belgard noted that she will leave the meeting at 3:20. Director Dietrich is very concerned about fire season this year and asked that the temporary horse and livestock stalls be put up in advance.

**CONSENT CALENDAR.** Director Belgard noted that in the Minutes of April 27, 2021, directors present should include Directors Flores and Campos. *Director Belgard moved; Director Barton seconded approval of the minutes of April 27, 2021 as amended. Motion carried 7 - 0. Ayes - Directors Fontana, Belgard, Barton, Dietrich, Campos, Flores and Pruger.*

Contracts - Director Dietrich asked if preliminary numbers were available from the Goat Hill Fair. CEO said they were not. Jessica Ayala asked about the Spay Neuter Contract which is shown as a zero charge. *Director Dietrich moved; Director Campos seconded approval of the contracts. Motion carried 7 - 0. Ayes - Directors Fontana, Belgard, Barton, Dietrich, Campos, Flores and Pruger.*

**FINANCIALS.** CEO reported \$450,000 cash on hand with all County payments from the CZU Fire current. Pension Liabilities have not been provided from the State to finish the audit so a Qualified Audit will be presented without those numbers next month. March financials and 2020 STOP report are in the packet. Director Dietrich asked if overtime is being paid to employees. He recommends a wage bump to the employees who had a rough year and stood by during the pandemic. CEO noted that the existing employees did just receive a wage increase. Jessica Ayala asked if credit was requested for taxes on off road fuel purchases and stated that employees may not be compensated from other agencies. CEO said fuel taxes rebate forms are submitted and are reimbursed. No employee receives compensation from another agency – the Fair is reimbursed from the county (via FEMA) for janitorial services. *Director Barton moved; Director Belgard seconded approval of the 2020 STOP Report. Motion carried 7 - 0. Ayes - Directors Fontana, Belgard, Barton, Dietrich, Campos, Flores and Pruger.*

March 2021 Financials were presented. Director Dietrich asked for some clarifications. *Director Flores moved; Director Belgard seconded approval of the March financials. Motion carried 6 - 1. Ayes - Directors Fontana, Barton Belgard, Campos, Flores and Pruger. Noes - Dietrich*

April 2021 Financials will be presented next month.

**CEO REPORT**

**June 15<sup>th</sup> Reopening Date & 2021 September Annual Fair.** CEO reported that we are looking very positive for a 2021 Fair with current guidelines allowing full opening starting mid-June. LA County Fair is moving their dates to May, from September so hopefully that frees up vendors during our time slot. Current Health guidelines recommend that there is a screening of patrons to verify vaccines or covid tests at the gates, Masks would then be required for those not tested or vaccinated. We are moving forward with entry guides and other preparations.

**Vaccination Clinics** – Tomorrow is the last day of the Santa Cruz County clinic. The SALUD Para La Gente clinic will wrap up around June 13.

**CZU Lightening Complex Fire County Reimbursements** - complete

**SB-5 Project – Electrical Upgrades**– Bids are due this Thursday. \$180,000 remains in the budget which may not be enough to complete the project. May need to break the project into phases and complete as funding allows.

**Update on Proposed Santa Cruz County Animal Control Ordinance**– The most recent version appears to be acceptable. Tim Baldwin from the Salinas Sports Complex continues to help with reviews. It will likely be brought back next month for consideration.

**40 Acres Behind Fairgrounds Development** – Planning is in process by the County to acquire the 40 acres behind the Fairgrounds for use as a park/sports facility accessible to the Fairgrounds. County will raise grants to fund acquisition of the property, and additional funding efforts may be warranted.

**Panetta Legislation** – Congressman Panetta visited and toured the fairgrounds recently. Director Estrada also provided a tour of the Rodgers House during his visit. He is working to get federal funding for Fairs.

**Security RFP** – The security service contract will be separated into two parts by non-fair time special events and the fair time security contract. The RFP has been posted and proposed contracts will be brought to the Board next month.

**Pajaro Valley Chamber of Commerce and Agriculture Awards Dinner** – **President Fontana** has been selected **Woman of the Year** and **Holiday Lights** is the **Event of the Year** by the Pajaro Chamber and everyone is encouraged to attend to celebrate with us. Tickets are available & selling fast.

**Ransomware Attack** – CEO reported that our computer system was down for a time, due to a ransomware attack, but is now back up and running. Director Dietrich asked how Director's emails were affected. CEO said they weren't affected.

Jody Kolbach asked about the Rodgers House working group and funding related to the facility. CEO responded that the Rodgers House group will report to the Building and Grounds Committee and that there are funds held by Foundation to support the Rodgers House. Jessica Ayala asked if the ransomware breach was reported to CDFA IT and also what department of the County is purchasing the 40 acres behind the Fairgrounds. She also said that she would like to be notified of the Policy Committee meetings. CEO said that the County is exploring the purchase of the 40 acres for athletic fields and parks. The ransom ware attack was reported to CDFA but they are not involved with individual fair's computer operations.

**OLD BUSINESS**- none

**NEW BUSINESS** –

**2021 Fair Time Concession – Vendor – Camping Fees** – CEO provided an update on Fair Time fees and recommended approval. *Director Dietrich moved, Director Fontana seconded approval of Fair Time Fees. Motion carried 5 - 0. Ayes - Directors Fontana, Barton, Dietrich, Campos, and Flores.*

**Horse Show Rental Rates** – CEO provided background on how rates are set. Jessica Ayala asked for a copy of background materials. She stated that rates appear low. CEO provided clarification regarding our rates. Director Dietrich asked if stall rate was sufficient to cover costs of cleaning stalls. CEO responded that it is and horse stall rentals are one of our most profitable event related rentals. *Director Flores moved; Director Barton seconded approval of the Horse Show Rental Rates. Motion carried 5 - 0. Ayes - Directors Fontana, Barton, Dietrich, Campos, and Flores.*

**CORRESPONDENCE-** CDFA Correspondence regarding Poultry Health Inspections and Fair & Livestock Show Guidance.

**REPORTS**

**Santa Cruz County Fairgrounds Foundation** – Jeanie Kegebein reported that they are currently interviewing Heritage Hog applicants. Proceeds will go towards purchase of 69 livestock pens which cost \$400 each. The 2020 Annual Report is being prepared. Alcohol sales are happening again and volunteers are needed for Friday Night Races, Sunday Flea Market and other events.

**Agricultural History Project** – John Kegebein reported that the Chicken Exhibit is being redone, interpretive signage is being prepared, but Spanish translation is needed – looking for a volunteer. He learned that the Watsonville 4<sup>th</sup> of July Parade will be static, that is the exhibits will be on the sidelines and the audience will drive by. AHP plans to participate.

**Junior Fair Board - none**

**Rodgers House Update-** Will be presented next month.

**Livestock Committee** – President Fontana reported that they have been meeting monthly – they are updating the entry guide. She commented on the very dedicated and talented committee that they're working with. Phillip Carranco asked if the Health Site Plan has been developed for the fair. CEO said the requirements are being developed now. Mike Francesconi said that up until June 15<sup>th</sup> the outdoor guidelines will need to be followed but after June 15<sup>th</sup>, if the tier system is no longer in place the requirements should change.

**NEXT MEETING**

Next Regular Board Meeting is June 22, 2021 at 1:30 p.m. via remote-cast as necessary.

**ADJOURNMENT:** The meeting adjourned at 4:05 p.m.



a  
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, June 22, 2021  
The Board Room

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

CALL TO ORDER: 1:36 p.m. by President Stephanie Fontana

DIRECTORS PRESENT IN PERSON: None

*Due to the Covid 19 Pandemic special arrangements were made to participate remotely*

DIRECTORS PARTICIPATING REMOTELY: Stephanie Fontana - President; Jody Belgard- Vice-President  
Loretta Estrada, Bill Barton, Don Dietrich, Tony Campos, Lupe Flores, Michael Pruger.

JR FAIRBOARD MEMBER: Morgan Cole

DIRECTORS ABSENT: none

DIRECTORS EXCUSED: Director Campos (excused at 3:40 pm)

CHIEF EXECUTIVE OFFICER (CEO): Dave Kegebein

RECORDING SECRETARY: Mary Bannister

DIRECTOR COMMENTS: none

CLOSED SESSION – President Fontana announced that there would be no Closed Session during today's meeting.

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA: Phillip Carranco commented that policies and procedures were not being followed for requests on information requested such as design drawings of Katy's Courtyard and Fair Board approval of racetrack schedule and fair dates. Mary Ann LoBalbo from Santa Cruz County Public Works congratulated the Fair for getting yellow bins for food waste and gave detailed requests for future handling of waste, suggested procedures during the Fair and offered training. Jessica Ayala commented that the Bagley-Keene Act doesn't require participants give their names at public meetings. Ayala also stated

there are multiple committees on fairgrounds and she has been unable to find the dates and times of their meetings.

**Director Comments – None**

**CONSENT CALENDAR.** May 25, 2021 Minutes: Eric Zamost commented that the Public Comment section of the meeting minutes are incorrect. Minutes were tabled.

Consent Agenda: Public Comment: Jessica Ayala asked for clarification of differences in rates charged for graduation events and where is the policy. Dave explained that each event was unique – different number of chairs, tables, space and time. There is no policy because the needs for graduation events is uniquely COVID-based. *Director Flores moved, Director Estrada seconded and motion carried 7-0. Ayes Directors Fontana, Belgard, Barton, Estrada, Campos, Flores, and Pruger.*

**FINANCIALS.** CEO reported \$350,000 in the operating account and \$162,000 due to be reimbursed from CDFA for the SB-5 project. There is currently \$100,000 in the reserve account & zero credit lines. April 2021 Financials were presented. Public Comment: Phillip Carranco stated that alcohol sales have been incorrectly reported for years. CEO reported that is factually incorrect and explained that the foundation remits their percentage a quarterly basis and without events during COVID there were no alcohol sales. *Director Barton moved for acceptance. Director Flores seconded acceptance. Motion carried 6-0. Ayes – Directors Fontana, Barton, Campos, Estrada, Flores and Pruger.*

Financial Review – Director Barton stated presentation is complete and recommends approval, noting that we have no choice but to wait for the GASB 68 information from the State that was not available for the review. Public comment: Jessica Ayala asked about credit cards and how many years an auditor is used. CEO - audit firm changes auditors within the firm every six years. *Director Pruger moved for acceptance of 2019 Financial Review. Director Barton seconded and motion carried 6-0. Ayes Directors Fontana, Barton, Campos, Estrada, Flores and Pruger.*

**CEO REPORT** – was moved to after New Business at the request of the CEO

**NEW BUSINESS:**

**2022 Building Rental Rates** – CEO presented long-term spreadsheet of rental rates. Recommended cost increases in 2022 due to increased security, labor and utility costs. We are competitive with local venues. CEO explained that Heritage Hall long term rate increases are more because of the low introductory rental rate when it opened to rentals after conversion to an event facility by the foundation. Public Comment - Phillip Carranco asked about not-for-profit rate and CEO explained that the Fair only makes a profit when all buildings are rented each week and the costs to operate a building are the same regardless of what individuals or

group is renting the building. *Director Estrada moved approval of 2022 Building Rental Rates. Director Flores seconded the motion and it carried 6-0. Ayes-Directors Fontana, Barton, Campos, Estrada, Flores and Pruger.*

**Security Contracts** -CEO reported that security contracts were split into Fair-Time and Non-Fair Time to provide better security service for the fairgrounds. The Executive Committee and he reviewed the proposals.

**Non-Fair Time Security Contract** – Notice of intent to award a contract was posted. Allied Universal (previously 1<sup>st</sup> Alarm) was the awardee. They subsequently backed away from the special event security business and Panther Security was the second place bidder so will be contacted and contracted shortly.

**Fair Time Security Contract** – Two bidders qualified and Miller Event Services was selected. They are big event specialists who move into the fairgrounds for the entire Fair. *Director Pruger moved the Fair Time Security Contract be approved. Director Flores seconded the motion and it carried 6-0. Ayes-Directors Fontana, Barton, Campos, Estrada, Flores and Pruger.*

**2021 Fair Entry Guide** -CEO stated that Livestock Entry Guide is complete; remainder is in development. Katherine Hill is on cell phone for any questions. Public Comment - Becky Steinbruner’s question about why meat bird exhibits were eliminated from poultry was answered by CEO. The late start impacted timing. Jessica Ayala had questions about who is in charge; CEO responded that all staff reports to him. He thanked Katherine and Loretta for their time on the Livestock Entry Guide. President Fontana thanked Katherine for her time and work on the project and the public for their interest. *Director Campos moved that the Livestock Entry Guide be approved. Director Estrada seconded the motion and it carried 6-0. Ayes-Directors Fontana, Barton, Campos, Estrada, Flores and Pruger.*

**Delegation of Authority** Document is written for \$25,000 for period of time July 1, 2021 through December 2022. In light of increased costs of fair entertainment contracts being signed, CEO requested that the amount be increased to \$40,000. After discussion about both amounts and contract term, *Director Campos moved that the Delegation of Authority be approved with an amount of \$30,000 and for the period July 1 through December 31, 2021. Director Pruger seconded the motion and it carried 6-0. Ayes-Directors Fontana, Barton, Campos, Estrada, Flores and Pruger.*

**CEO REPORT:**

**June 15<sup>th</sup> Reopening Date & 2021 September Annual Fair** -The Fairgrounds is in the business of putting on an annual Fair. Fires/disasters can cancel the event. Last year Revenue Protection Insurance helped cover some of the lost revenue from the cancelled fair. This year there is nothing left in insurance pool, so we have no backup.

**Vaccination Clinics & Emergency Services** -Vaccination Clinics are closed and gone. The County has used 400 days of the 650 days provided in our 30-year agreement.

**SB-5 Project – Electrical Upgrade Progress Report** - CEO signed new contract for project increasing grant award from SB-5. Original budget was \$440,000 now is \$701,000 to accommodate increases in costs of PG&E and materials. The project has been divided into 4 phases and \$701,000 will cover first three phases. Cash flow is the challenge of this grant award. Fairgrounds pays for product and services and then the State reimburses those expenses. Goal is to have project completed by Fair time.

**Santa Cruz County Animal Control Ordinance** - County Supervisors are still working on the document

**Panetta Legislation** -Panetta legislation hasn't moved forward. The Governor has \$50 million for Fairs in new budget. It appears that about 70% will go to the bigger fairs. The allocations are being negotiated.

**PV Chamber Awards Dinner** -This is third Chamber award presented to groups on the fairgrounds; it shows the tremendous respect of the community toward fairgrounds community services.

**State Fire Marshall Proposal** - The proposal has been put on hold. The proposal has a large fee for fire support at special events. Fairs are claiming we do not have special events; we are in the event business.

**Additional Comments** - Public Works has never had any interactions with fairgrounds CEO or staff.

**CORRESPONDENCE** -The memo included in the board packet from the Governor is related to ethics during elections.

**REPORTS**

**SCC Fairgrounds Foundation** - Jeannie Kegebein said that Anisa Valasco is the 2021 Heritage Hog Scholar and was interviewed by KION yesterday and on 6pm news last night. Heritage Hog fundraising campaign begins now until the September livestock auction. The Foundation's first annual report is almost ready for printing.

**Agricultural History Project**-John Kegebein announced that AHP is rebuilding the chicken exhibit and will expand information on the history of chickens. AHP will be in Aptos and Scotts Valley 4<sup>th</sup> of July Parades with tractors and wagons. They will open for 2<sup>nd</sup> Sat in July (first time since the pandemic began). They plan to promote Holiday Lights with a lit wagon during tractor parades at the Fair.

**Junior Fair Board**-Shannon Cole announced that the Junior Fair Board will be switching direction and promoting Holiday Lights in the barn during the Fair.

**Livestock Committee** - Board President & Committee Chair Stephanie Fontana said that the Livestock entry guide which contains the policies of the livestock department is completed now that the board has adopted it.

**Building and Grounds Committee**-Director Pruger There will be a walk-through of all facilities on Monday and a priority list will be created.

**Policy Committee**-President Fontana said changes will be included in next Fair Board packet.

**CLOSING COMMENTS**

**Directors** - Director Estrada- CEO Dave Kegebein has done more in the nine years he has been CEO than has been done in the last 50 years.

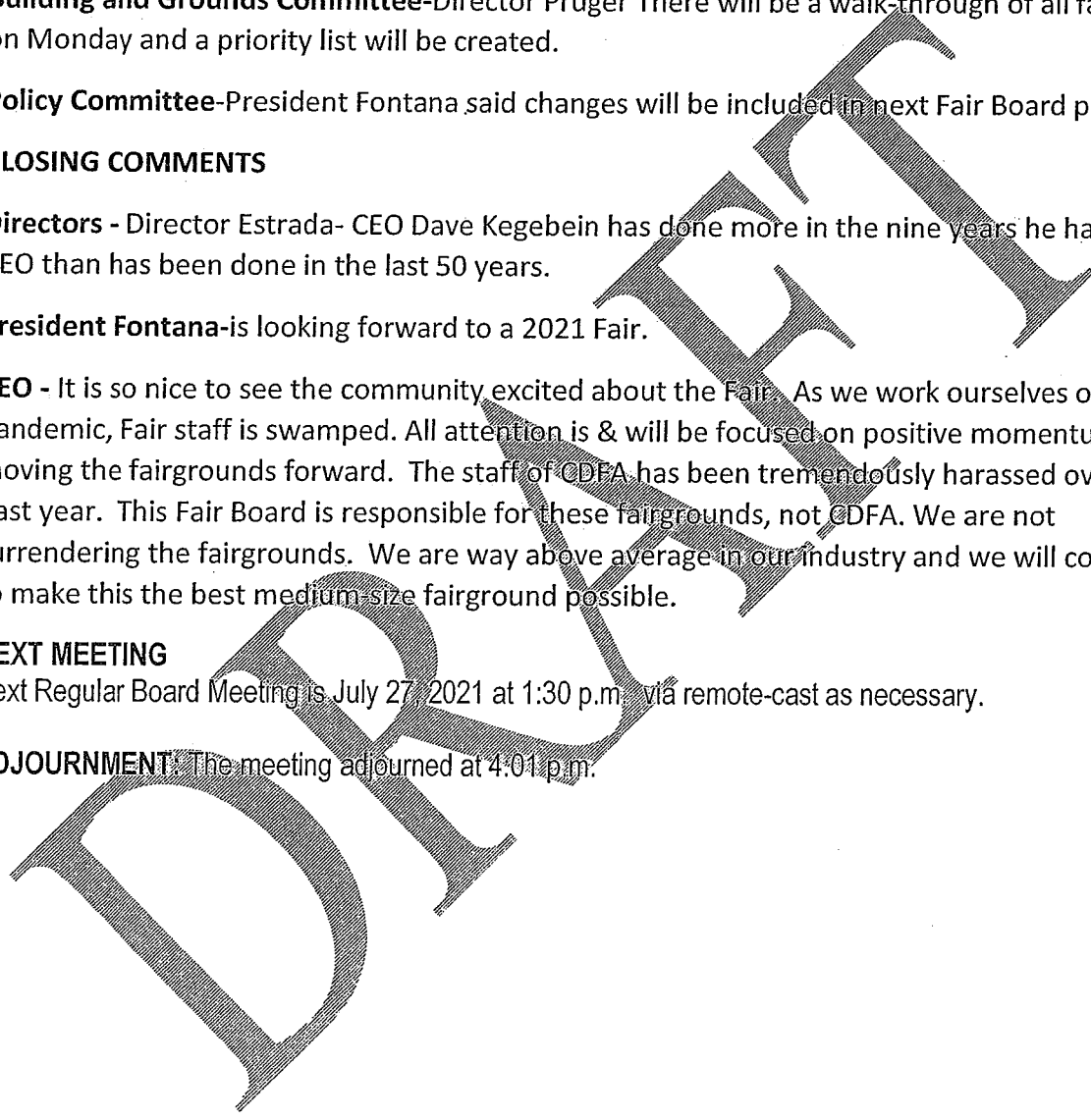
**President Fontana**-is looking forward to a 2021 Fair.

**CEO** - It is so nice to see the community excited about the Fair. As we work ourselves out of the pandemic, Fair staff is swamped. All attention is & will be focused on positive momentum moving the fairgrounds forward. The staff of CDFA has been tremendously harassed over the past year. This Fair Board is responsible for these fairgrounds, not CDFA. We are not surrendering the fairgrounds. We are way above average in our industry and we will continue to make this the best medium-size fairground possible.

**NEXT MEETING**

Next Regular Board Meeting is July 27, 2021 at 1:30 p.m. via remote-cast as necessary.

**ADJOURNMENT:** The meeting adjourned at 4:01 p.m.



BLANK