

# 14th District Agricultural Association

SANTA CRUZ COUNTY FAIR

Established 1885

## Board of Directors' Meeting Notice

Tuesday, January 23, 2024 at 1:30 PM Pacific Time (US and Canada)

In Person: **Heritage Building**

**Directors:** Stephanie Fontana, Tony Campos, Lupe Flores, Michael Pruger, Dana McRae, Rachel Wells, Nick Calubaquib.

**CEO/Manager:** Zeke Fraser [ceo@santacruzcountyfair.com](mailto:ceo@santacruzcountyfair.com)

**Recording Secretary:** Donna Steward

### 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.

### 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.

**Public Participation:** Any person may address the Board during its Public Comment period. 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 and individuals may speak only once during Public Comment. All Public Comments must be directed to an item listed on today's Agenda including the Closed Session Agenda, or to a topic not on today's Agenda that is within the jurisdiction of the Board. Board members will not take actions or respond immediately to any public communication presented regarding topics not on the Agenda but may choose to follow up later, either individually, or on a subsequent Agenda.

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>

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## Board of Directors' Meeting 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 Michael Pruger

**ROLL CALL:** Declaration of Quorum

### PLEDGE OF ALLEGIANCE

### PUBLIC COMMENTS

### CORRESPONDENCE

1. CDFA

### CONSENT CALENDAR *(Discussion/Action)*

1. Board Meeting Minutes from December 5, 2023
2. Western District UPC Contract
3. El Mercado Popular Contract
4. Interim Revenue Contracts
5. 2024 Fair Contracts

### FINANCIAL *(Discussion/Action)*

1. CFSA Financial Reports for August 2023
2. CFSA Financial Reports for September 2023
3. CFSA Financial Reports for October 2023
4. CFSA Financial Reports for November 2023

### OLD BUSINESS *(Discussion/Action)*

1. Annual Contract between the 14th DAA and Fairgrounds Foundation
2. Technology Infrastructure
  - a. Discussion/Updates
  - b. Multi-phase proposal – overcoming price barriers
  - c. Visual Presentation (maps)
3. Parking Lot / Main Entrance Discussion/Updates
4. 2024 Fair Business
  - a. Marketing/Advertising – contracts & budget discussion
  - b. Sponsorships – changes to existing programs
5. CCA: Small Animal Barns, Civil Engineer, Parking Lot / FEMA

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## **NEW BUSINESS** (*Discussion/Action*)

1. 2024 Elections and Committees
  - a. President/VP
  - b. Livestock Committee
  - c. Buildings and Grounds Committee
  - d. Greenteam Committee
2. 2024 Delegation of Authority
3. 2024 Fair Dates and Theme
4. 2024 Fair Business (new additions)
  - a. Ticket Pricing/Discount Programs
  - b. Budget discussion/proposals for Entertainment
5. Providing Audio of Board Meetings

## **REPORTS** (*Discussion/Action*)

1. SCC Fairgrounds Foundation Update
2. Agricultural History Project Update
3. Livestock Committee – Director Fontana
4. Buildings & Grounds Committee – Director Pruger and Director Campos
5. Policies and Procedures Committee – Director McRae, Director Fontana, Director Wells and Director Calubaquib

## **BOARD MEETING DATES: 2024**

Jan 23, Feb 27, Mar 26, Apr 23, May 28, June 25, July 23, Aug 27, Oct 22, Dec 3

## **MANAGER REPORT**

1. WFA Convention; General Updates; Fair Updates

## **CLOSED SESSION:**

The Board is authorized to meet in Closed Session for the purpose of Pending Litigation (Gov.Code Section 11126(a)(1) - Ocean Speedway vs.State of California: Santa Cruz County/ Fairgrounds Foundation; David Kegebein; Jeannie Kegebein.

## **RECONVENE INTO OPEN SESSION**

## **DIRECTOR COMMENTS**

## **ADJOURNMENT**

Date of Notice: January 12, 2024