

# 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, October 24, 2017

The Board Room

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

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

**CALL TO ORDER:** 1:40 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, excused

**PUBLIC COMMENTS:** Eric Zamost asked about the procedure for excusing absent or late directors at board meetings.

**DIRECTOR COMMENTS:** Director Campos congratulated Mary Bannister on being chosen Woman of the Year. Director Dietrich discussed the emptiness of many of the buildings during Fair and that he heard from many exhibitors that hard copy entry guides are essential to up the entries. He recommended that the Board again consider publishing a hard copy of the Entry Guide. He also asked that the President agendize this discussion for the next Board Meeting and that it be discussed with the Department Heads. Also recommends that a position be created with the primary responsibility of updating, publishing and distributing the Guide.

President Barton congratulated the team on a great Volunteer Dinner and a wonderful Harvest Dinner. The Board celebrates and honors the volunteers, Ag History team and the Foundation for the splendid work they do.

**CONSENT CALENDAR:** The Consent Calendar was presented. Director Dietrich had questions about A Tool Shed contract – they contributed about \$4,000 in in-kind services. The Standard Agreements page included two admissions audits – GM explained that one was for the money count room and the other food

concessions. *Director Fontana moved, Director Belgard seconded approval of the Consent Agenda. Motion carried 8-0, Ayes - Directors Barton, Fontana, Estrada, Belgard, Dietrich, Campos, Flores and Pruger.*

## **FINANCIALS**

GM reported that the Fair revenues appear to be very similar to last years' -still getting last details of auction and some other activities. After further discussion, *Director Pruger 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 Lynne is home and working towards getting better and our thoughts are with her and her family. With respect to the printing of Entry Guides brought up earlier by Director Dietrich, there is more that needs to be done in addition to printing the guide - outreach strategy is being updated. Mary Travis commented that she heard from the seniors that the Entry Guide is very important to them – even if just targeting that group, it would be helpful. GM said the Entry Guide will be printed. Director Flores offered to help get the information to the many clubs and organizations in the community. Director Fontana explained the challenges she had with her Service-Dog-In-Training and concern with service dogs with fake credentials that were on-site during Fair. She will provide additional information to help clarify the situation.

GM has worked to get the Handicap Parking spaces into compliance around the facility. The work on the drinking water system continues, and there is more to be done. The Foundation has been working on a grant for storage tanks which will help with the overall system.

GM noted that providing enough security was challenging at the Fair – we didn't have the coverage we'd hoped for at the gates. 2017 Fair Comparative Report in packet shows that fair admission revenue was about \$460,000 plus another \$40,000 in advanced on-line sales. Sunday was the big challenge with parking lots completely full – we were at capacity. CHP provided patrol services each day and were especially useful on Sunday with the traffic crowd. Cumulative admissions, parking, bar and Monster Truck revenues were up 3% at \$700,000.

GM presented conceptual analysis of converting the auto facility to an RV park. This is just to start the conversation, and the Board will consider options in the future. State funding for fairs has been secured legislatively, and there is a bond measure for State Parks that includes \$18 million for one-time funding for fairgrounds, to be shared around the state. We have State funding for paving and the Booster Pump (\$18,000) and these projects will be completed this year.

GM also mentioned two adjacent properties, one 38 acres in size, that could help with access and these options will be further explored.

**OLD BUSINESS** – None

**NEW BUSINESS** – None

## **REPORTS**

1. Strategic Planning – update. Directors Dietrich and Campos followed up with Jessica Wolf with Meetings Matter about approach and cost for strategic planning effort. They are working on a

“Project Rationale” that would address 1) usefulness of the property in general and 2) “what do you want to see at the Fair?” Should have Project Rationale done by December. There was discussion about the need to include the various areas of the county and adjoining counties and how would that be accomplished.

2. California Fairs Alliance Report - none
3. Santa Cruz County Fairgrounds Foundation Update. Jeannie Kegebein reported that the fair was lovely and thanked the volunteers. There are about 45 benches available to be sponsored for \$350 each, about 55 have already been sponsored. Looking for more volunteers with the potential of becoming board members.
4. Rodgers House News Update – Director Estrada reported that they will have a meeting tomorrow – last month’s meeting was cancelled.
5. Ag History Project Update – had a wonderful Harvest Dinner last Saturday and a very successful auction.

**CORRESPONDENCE** – none.

Next Regular Board Meetings are:

December 5, 2017, 1:30 PM

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

Other Upcoming Events

Holiday Fair is December 1-3, 2017 at the Facility – attendance is recommended!

Western Fairs Association Conference – January 3-6, 2018 in Anaheim, CA

**ADJOURNMENT:** The meeting adjourned at 3:55 pm.