

Santa Cruz County Fair Board of Director's Meeting
2601 East Lake Avenue, Watsonville
Tuesday, November 18, 2008
1:30 PM

- I. CALL TO ORDER
- II. ROLL CALL
- III. PERSON(S) WISHING TO ADDRESS THE BOARD

PUBLIC COMMENTS REGARDING ITEMS NOT LISTED ELSEWHERE ON THE AGENDA

Public comments shall be limited to three (3) minutes per speaker in accordance with Public Meeting Law; no action can be taken on public comments, unless they are identified elsewhere on the agenda. Public comments on items listed elsewhere on the agenda will be heard as that item is being considered.

- IV. AGENDA
 - Board Meeting of November 18, 2008

Action by Board

- V. APPROVAL OF MINUTES
 - Board Meeting of October 21, 2008

Action by Board

- VI. FINANCES
 - Financial Statements

Action by Board

- VII. PRESIDENT'S REPORT
- VIII. FAIR MANAGER'S REPORT
- IX. COMMITTEE REPORTS

- Rodgers House – Loretta Estrada
- Speedway Report – John Prentice
- Buildings and Grounds – Michael Bethke
- Strategic Plan – Bruce Oneto
- Heritage Foundation – Richard Travis
- Junior Fair Board – Russell Sanderson
- Agriculture History – Pat Johns
- Fair Committee – John Kegebein
- Publicity - Steve Stagnaro

- Revenue Enhancement Committee – Rob Marani

Action by Board

X. OLD BUSINESS

- Appoint a Fair Committee to negotiate Ag. History release - Jody Belgard Akimoto

Action by Board

XI NEW BUSINESS

- Future Fair Operations – Jody Belgard Akimoto
- 2009 Commercial Exhibitor Rates (Recommended by staff) – John Kegebein
- Admission Rates for 2009 (Recommended by staff) – John Kegebein
- Rental Rates for 2009 (Recommended by staff) – John Kegebein
- Sponsorship Revisions (Recommended by staff) – John Kegebein
- Budget Approval – John Kegebein

Approval by Board

XII. CORRESPONDENCE

XIII. **CLOSED SESSION**

Pursuant to paragraph two (2) of subdivision (d) of Section 11126 discussion of Fair business.

Discussion

ADJOURNMENT

Further information regarding this regular scheduled meeting of the Board of Directors of the 14th District Agricultural Association can be obtained by contacting the Interim Chief Executive Officer at 2601 East Lake Avenue, Watsonville, Ca 95076, telephone (831) 724-5671.

NOTE TO PARTICIPANTS

- 1) The Board of Directors may take action on any matter listed on the Agenda, including those matters listed under committee or Staff Reports. Additionally, the Board may take action on any matter not listed on the agenda to the extent permitted by applicable law.
- 2) Committee, Staff Report and Recommendations are subject to change.