



14th District Agriculture Association

2601 East Lake Avenue
Watsonville, CA 95076
(831) 724-5671 • Fax: (831) 761-5827

AGENDA

14th District Agricultural Association (Santa Cruz County Fair)

Board of Directors' Meeting

District Fairgrounds, 2601 East Lake Avenue, Watsonville, CA

Tuesday-February 17, 2009

1:30 PM

Directors: Jody Belgard Akimoto, President; Loretta Estrada, Vice President; Stuart Yamamoto, Director; Bruce Oneto, Director; Michael Bethke, Director; Robert Vallerga, Director; Patrice Edwards, Director; Brian Mathias, Director; Robert Marani, Director.

Interim Manager: John Kegebein

Mission Statement:

To... Recognize And Promote Our Community, Its Individuals, Trades And Commerce, For The Unique Values And Educational Opportunities Of Each That Contribute To Our Community.

To... Promote Education And Personal Growth Of Our Youth Through Competition.

To... Promote Challenges And Opportunities To Our Youth, Who Will Be Our Future Leaders.

To... Provide A Social Gathering Place And Meet The Recreational Needs Of The Members Of Our Community.

Note: 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.¹

CALL TO ORDER-President: Jody Belgard Akimoto

Items listed on this agenda may be considered in any order at the discretion of the Chair. 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.

ROLL CALL/DIRECTORS ABSENT- President: Jody Belgard Akimoto

1. Approve Directors Absences

INTRODUCTION OF GUESTS AND STAFF

¹Persons with disabilities who may require accommodations to attend the meeting are requested to contact the Interim Manager's office at 831-724-5671. Agendas for the 14th District Agricultural Association can be accessed on the web at: www.santacruzcountyfair.com. Questions regarding agenda items should be directed to the Interim Managers office at 831-724-5671.

CONSENT CALENDAR

1. Approval of Minutes of January 20, 2009 regular meeting.
2. 2009 Cash Flow
3. Cash and Cash Equivalent – December 2008
4. Current Bills as of February 2009
5. December 2008 Balance Sheet (will be distributed at meeting)
6. January 2009 Balance Sheet (will be distributed at meeting)

PRESIDENT'S REPORT

1. January 2009 committee meetings attended
2. WFA Convention

INTERIM MANAGER'S REPORT

1. Jody, Rob, Tim and I attended the Salsipuedes Sanitation District meeting Wednesday January 21st and presented them with the past months water meter readings and a letter explaining to them that our water use is way below what the engineer estimated in 1985. After seeing the report they agreed that our fees need to be adjusted and will give us a report at their next meeting.
2. On January 31st we started sampling the water and the water sampling company said that our water met all health department requirements. I do have a meeting scheduled with the County Administrators Office February 20th for help in trying to get FEMA money to replace the water system.
3. Steve Stagnaro and I met with John Prentice regarding his sponsorship program. John uses his website to tell his story and to excite sponsors.
4. On February 12th we will be meeting with all of the County Superintendents of Schools to explain to them the changes we would like to implement this year with Education Days and the Education Exhibit Program. Committee members will be going with me and I would like to invite a Board member to attend also.
5. Gina Locatelli and I met with the Santa Cruz Farm Bureau the day we got home from the convention. Before convention, we discussed the Apple Pie Contest and how it should be located on the Fairgrounds in a location for more exposure. At the meeting, we discussed other subjects with Farm Bureau members. They asked if the Agriculture Department could be in the front of the Harvest Building instead of the rear. For many years they were in the front of the building and for various reasons committee members did not respect the Youth Department volunteers. Our response was that we needed to respect each other and that we are not against change. We also asked Farm Bureau members to help us tell the story of Agriculture, how food is grown, raised and ends up on our dinner table. Farm Bureau

members thanked us for coming and talking to them and to being receptive to change.

6. The Staff and I are working hard to get the Santa Cruz County Fair in compliance with California State guidelines for purchasing, employee performance reports, and time worked and absence reports. These were items that we were written up for in the last audit. When I asked if any one on staff used a time sheet or purchase order form no one knew what I was talking about.
7. I am excited that the Board is going to start the process of determining the criteria that will be needed to select a new manager for the Fair. I really believe that a Strategic Plan and if possible a Master Plan needs to be in place before a new manager is hired, You need to know where you want the Fair to go in the next five years so that you can give a manager direction on how to accomplish the goals and objectives that you set for the Fairgrounds. The Fairgrounds has been operating in a crisis mode for many years and now you have the opportunity to move it forward and give it the respect it deserves. I am willing to work with you to make this a reality.

The Friday after the last Fairboard meeting we received a call from F&E asking us to put proposals together that would equal more than one million dollars each and have it in the Office of Fairs and Expositions by the following Wednesday. Projects needed a budget and a description why they were needed. Based on discussions that we have had these past 9 months, I listed a new water system, a covered arena with parking and three locations for RV hook-ups. The total cost was 20 million dollars for all of the projects. I mention this because you need to know that we made these applications, but more importantly, I did this without a master plan for the Fairgrounds. I would have felt a lot more comfortable if I could have taken the next two or three projects on the master plan and submitted them. I believe that when a plan is in place it is much easier to give direction.

OLD BUSINESS

1. Smoke free policy – Forbes Ellis

NEW BUSINESS

1. Code Adam - Jody Belgard Akimoto
 - a. A new statewide program for Fairs designed to prevent child abductions by rapidly finding lost children on Fairgrounds.
2. Workman's Compensation - John Kegebein
 - a. Reporting 2008 Workers' Compensation Information
3. Division of Fairs and Expositions
 - a. Agreement Procedures
4. Ocean Speedway Agreement – John Scurfield

MATTERS OF INFORMATION

1. Rodgers House: Loretta Estrada
 - Water system
2. Ocean Speedway: John Prentice
3. Strategic Planning: Bruce Oneto

4. Heritage Foundation: Richard Travis
 - Crab Feed update
5. Junior Fair Board: Russell Sanderson
 - Mr. Magorium's Exploratorium
 - Community Service at the Heritage Foundation Crab Feed
6. Agriculture History: Lynne Grossi
 - Day on the Farm
7. Fair Committee: John Kegebein
 - Showcase of Excellence & Information
 - Education Days information and application
8. Revenue Enhancement Committee: Robert Marani
9. Next Board Meeting Tuesday, March 17, 2009 @ 1:30 PM
10. Alternative Management Structures: Jody Belgard Akimoto

CORRESPONDENCE

1. Department of Food and Agriculture
dated January 16, 2009
Re: LBAM one-month extension

PUBLIC COMMENT

*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.*

ADJOURNMENT

Date of Notice: February 5, 2009