



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-October 20, 2009

1:30 PM

Directors: Jody Belgard Akimoto, President; Michael Bethke, Vice President; Stuart Yamamoto, Director; Bruce Oneto, Director; Loretta Estrada, 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

CONSENT CALENDAR

1. Approval of Minutes of August 18, 2009 regular meeting.
2. August, 2009 Balance Sheet
3. August, 2009 Trial Balance
4. August, 2009 Payroll
5. September, 2009 Financial will be handed out at meeting (if available)
6. August Receipt Ledger
7. September Receipt Ledger
8. Master Food Concession Recap
9. Interim Rentals
10. Commercial Exhibitors

PRESIDENT'S REPORT

PUBLICITY REPORT – Update on Publicity – Steve Stagnaro

INTERIM MANAGER'S REPORT

1. Please read attachment

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.

OLD BUSINESS

1. Ag. History Lease- Lynne Grossi and John Scurfield
2. Second Reading of Smoke Free Policy – John Kegebein
3. Reconsider the July 21st approval of hiring a CFO. Based on Fair Policy – Bruce Oneto
4. Master Plan – John Kegebein
5. Teleconference with Lewis Ridgeway – John Kegebein

NEW BUSINESS

1. Fair Report – John Kegebein
 - a. Attendance
 - b. Entries
 - c. Food Concession
 - d. Commercial Exhibits
 - e. Service Gate Issues
 - f. Critique the Fair – Loretta Estrada
2. Appoint a three member finance committee. CEO, Board President, and Deputy Manager as unofficial members of committee. – John Kegebein, Patrice Edwards
3. Appoint a Horse Show Improvement Committee that includes members from the Horse Community (5-7 members). CEO, Board President, and Deputy Manager as unofficial members of committee. – John Kegebein, Patrice Edwards
4. 2010 Budget Review– John Kegebein
5. Christmas Dinner – Loretta Estrada
6. Christmas Fair – Heritage Foundation
7. Share an employee with the Heritage Foundation – John Kegebein
8. Sponsorship (contract with Dave Brockman to do sponsorship with commission) – John Kegebein

MATTERS OF INFORMATION

1. Rodgers House: Loretta Estrada
2. Ocean Speedway: John Prentice
3. Heritage Foundation: Richard Travis
5. Junior Fair Board: Russell Sanderson
6. Agriculture History: Lynne Grossi
7. Fair Committee/ Education Committee: John Kegebein
8. Revenue Enhancement Committee: Robert Marani
9. Alternative Management Structures: Jody Belgard Akimoto
10. Next Board Meeting Tuesday, November 17, 2009
11. We will have the first revue of the 2010 budget at the October meeting. Any suggestions or items you want on the budget need to be conveyed to John Kegebein by September 30, 2009

CORRESPONDENCE

- Blanca Boyd, Re: Horse Show Refund, dated: October 6, 2009
- Annie Ivie, Re: Refund of Admission Purchase, dated: September 19, 2009
- Georgia Crouse, Re: Refund of Entries for three exhibitors, dated: September 12, 2009

- Rachel Rios, Re: Refund of Commercial Exhibitor Booth, dated: September 30, 2009
- Chris Giminez, Re: Web-site Stats the Week of Fair, dated: September 21, 2009
- Jean Harrah, Re: Schedule on Web-site, dated: September 16, 2009
- Liz, Re: ATM/Credit Card, dated: September 20, 2009
- Steinbruner family, Re: 2009 Fair, dated: September 29, 2009
- Charlotte Walker, Re: Public Transit, dated: September 29, 2009
- Barbara Crum, Re: Memorial Bench, dated: October 5, 2009
- Sgt. S. Leonetti, Re: Dale Kuykendall, dated: not dated
- Marilyn Chappell, Re: Education Days, dated: September 22, 2009
- Marc, Re: 2009 Fair, dated: September 24, 2009
- Phyllis Dias, Re: 2009 Fair, dated: September 22, 2009

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 agendaized at a future meeting.*

ADJOURNMENT

Date of Notice: October 8, 2009