



14TH DISTRICT AGRICULTURAL ASSOCIATION

SANTA CRUZ COUNTY FAIR

ESTABLISHED 1885

AGENDA

Board of Directors' Meeting

2601 East Lake Avenue, Watsonville, CA

Tuesday, May 24, 2011, 1:30 PM @ the Board Room

Directors: Robert Marani, President; Brian Mathias, Vice President; Bruce Oneto, Director; Loretta Estrada, Director; Patrice Edwards, Director; Jody Belgard Akimoto, Director; Stuart Yamamoto, Director; Christopher Smith, Director; Bob Thomas, Director.

Manager: Michael Bethke

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

I. CALL TO ORDER - Rob Marani

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.

II. ROLL CALL - Michael Bethke

III. PLEDGE OF ALLEGIANCE

IV. 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.

V. FINANCIALS

1. Review and Approve April, 2011 Financials

VI. MINUTES

1. Review and Approve April, 2011 Minutes

VII. CONSENT AGENDA

\$5,000.00 and above:

1. Unplugged Standard Agreement (Fair Entertainment Wednesday Night)
2. *Paradise Artist (Turtles) Standard Agreement (added to agenda on May 18, 2011 pursuant to section 11125.3(b) of the Bagley King Act)*

¹Persons 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 on the web at: www.santacruzcountyfair.com. Questions regarding agenda items should be directed to the Managers office at 831-724-5671.



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Concession:

1. JLT Concession Rental Agreement

Commercial Exhibitor:

1. Bath Fitters Commercial Exhibitor Rental Agreement
2. Cutco Cutlery Commercial Exhibitor Rental Agreement
3. Santa Cruz County Mosquito and Vector Control Commercial Exhibitor Rental Agreement
4. Hansen Trading Company Commercial Exhibitor Rental Agreement
5. West Coast Style Commercial Exhibitor Rental Agreement
6. Sanye Inc. Commercial Exhibitor Rental Agreement
7. Frank Gallucci Commercial Exhibitor Rental Agreement
8. Water Conservation Commercial Rental Agreement

Standard Agreements:

1. Doad Hext Standard Agreement
2. *Paradise Artist (Turtles) Standard Agreement (added to agenda on May 18, 2011 pursuant to section 11125.3(b) of the Bagley King Act)*

Judging Agreements:

1. Dr. John Henson Judging Agreement
2. Janice Escobar Judging Agreement
3. Cheryl Anderson Judging Agreement
4. Sergio Garcia Judging Agreement
5. Gail Harlamoff Judging Agreement
6. Craig Smith Judging Agreement
7. Kris Gudel Judging Agreement

Interim Rental Agreements:

1. Tony Valencia Interim Rental Agreement
2. Oscar Anzola Interim Rental Agreement
3. Jose Olivas Interim Rental Agreement
4. Georgeann Eiskamp Interim Rental Agreement
5. Patty Salazar Interim Rental Agreement
6. Chris Zemny Interim Rental Agreement
7. Vick Marani Interim Rental Agreement
8. Alejandra Martinez Interim Rental Agreement
9. Gene DiCicco Interim Rental Agreement
10. Leticia Anaya Interim Rental Agreement (2012)
11. Diana Mays Interim Rental Agreement for (2012)
12. Ruth Leon Interim Rental Agreement (2012)
13. Erica Varela Interim Rental Agreement (2012)
14. Monterey Bay Youth Outdoor Day

VIII. MANAGER'S REPORT – Michael Bethke

1. Status Update on Solar Panel Systems
2. Status Update on Heritage Hall and Ag. History Barn
3. Status Update on 9-11 Memorial Event

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4. Status Update on Fair Website
5. Status Update on Statewide Fair Funding
6. Status Update on California Construction Authority
7. Status Update on Master Planning Contract Re-negotiations
8. Status Update on Farmers Market Initial Study
9. Status Update on Fairground's Reporting Procedures
10. 200 Year Anniversary Event at the Cal Expo State Fair
11. Sponsorship Request by County Farm Bureau for State Fair Booth

COMMITTEE REPORTS

1. Buildings and Grounds Committee News Update
2. Rodgers House Committee News Update
3. Ocean Speedway News Update
4. Education Committee News Update
5. Heritage Foundation News Update
6. Junior Fair Board News Update
7. Agriculture History Project News Update
8. Fair Committee News Update
9. Horse Show Committee News Update
10. Livestock Committee News Update
11. Ad Hoc Community Relations Committee

IX. OLD BUSINESS

1. Review, Approve and File Notice of Exemption for Stars of Justice Charity Rodeo Contract Categorical Exemption
2. Review and Approve New Sponsorship Policies
3. Approve time and date of next neighborhood town hall meeting

X. NEW BUSINESS

1. Review proposed amendments to the Fair's Noise Policy

XI. CORRESPONDENCE

1. Letter from F&E Acting Director Rebecca Desmond
2. Thank You Letter from Pajaro Valley Chamber of Commerce and Agriculture
3. Young Farmers and Ranchers State Fair Booth Letter of Support

XII. CLOSED SESSION

1. Personnel: Government Code Section 11126(a) - **[NONE]**
2. Real Estate: Government Code Section 11126(c)(7) - **[NONE]**
3. Pending Litigation: Government Code Section 11126(e) - **[NONE]**

XV. ADJOURNMENT

1. Next Finance Committee Meeting Tuesday, June 28, 2011 @ 12:45 PM in Board Room.
2. Next Board Meeting Tuesday, June 28, 2011 @ 1:30 PM in Board Room.

Date of Notice: May 13, 2011 (*Reposted May 18, 2011*)

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