



14TH DISTRICT AGRICULTURAL ASSOCIATION

SANTA CRUZ COUNTY FAIR

ESTABLISHED 1885

AGENDA

Board of Directors' Meeting

2601 East Lake Avenue, Watsonville, CA

Tuesday, October 25, 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

II. ROLL CALL - Michael Bethke

III. PLEDGE OF ALLEGIANCE

IV. AGENDA APPROVAL

V. 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.

VI. FINANCIALS

1. Review and Approve July, 2011 Financials
2. Review and Approve August, 2011 Financials
3. Review and Approve September, 2011 Financials

VII. MINUTES

1. Review and Approve August, 2011 Minutes

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VIII. CONSENT AGENDA

\$5,000.00 and above:

1. Animal Training and Research 2012-01 (Fair Entertainment)

Concession:

1. Dannie Lewis 2011-32

Commercial Exhibitor:

1. Portraits by Baila #32
2. Coraza Crafts #33
3. Narconon Vista Bay #34
4. Santa Cruz Republican Central #35
5. Santa Cruz County Democratic Central #36
6. Man's International #37
7. OM Fairtrade #38
8. Allterra Enviromental, Inc. #39
9. American Red Cross #40
10. OM Sairam Crafts #41
11. Segway Santa Cruz #42
12. Barn Shop Woodworks #43
13. DCD Financials #44
14. Flying Beaver #45
15. Feather Hair Extension by Michelle #46
16. California Gold Batting Cages \$47
17. Graniterock #48
18. The Salvation Army #49
19. Mobile Climb USA #50
20. Dynasty Gallery #51
21. Pacific Enterprise #52
22. Scentsy Wickless Candles #53
23. Castallanos #54
24. Tupperware #55
25. Diamond Wireless #56
26. Sunugul #57
27. Medina's Construction Co. #58
28. Sassy Fashion & Accessories #59
29. Starz Cupcakes #60
30. Wayne's Custom Construction #61

Standard Agreements:

1. Los Banos Abattoir #53
2. Superior Meat Co. #54
3. Yosemite Meat Co. #55
4. D&G Sanitation #56
5. Dustin Stafford #57
6. Show Photos by Katina #58

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7. Community Television #59
8. Banda Furia #60
9. RCM Electric (Fair) #61

Judging Agreements:

1. Alec Stefanski
2. Mickail Murawski
3. Eric Mahlstedt
4. Dave Bossie
5. Cathy Carlson
6. Jason Chavez
7. Tim Clifford
8. Brian Sassone
9. David Teckam
10. Dan Thompson
11. Cortlandt Toczykowski
12. Reed Vander Schaff
13. Jack Weldon
14. Keith Weyrauch
15. John Wheeler
16. Dan Scripture
17. Amy Isaksson
18. Gail Becker
19. Madalene Farris
20. Bettie Mae Rossi
21. Annette Avila
22. Rhonda Garris
23. Michael Konvolinka
24. Clinton Ramer

Interim Rental Agreements:

1. MJG Entertainment #113 – canceled
2. Kids Closet Connection #114
3. Santa Clara Valley Pigeon Club #115
4. Circus Imagination #116
5. Gabilan Cutters #117
6. Rene Aguilar #118
7. Circus Gatti #119
8. Dennis Lipska #2012-13
9. Martha Torres #2012-14

IX. **MANAGER'S REPORT – Michael Bethke**

1. Status Update on Heritage Hall and Ag. History Barn
2. Manager's October Annual Report and Projections
3. Status of the Fair Report/Department Head Feedback/Lewis Ridgeway Feedback

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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
12. Ad Hoc Alcohol Policy Committee

X. OLD BUSINESS

1. Review and receive comments for the Watsonville Certified Farmers Market Initial Study/Negative Declaration
2. Status Update for proposed amendments to the Fair's Noise Policy and Review Recent Race Track Acoustic Report
3. Background Information Update and Suggestions for Master Plan Process
4. Review Final Comments to 2010 Audit Report

XI. NEW BUSINESS

1. Recommendation to Waive Building Rentals for Heritage Foundation Fundraisers – Michael Bethke
2. Department Fund Raising Ideas – Doris Wilson
3. Discussion about the Fair's and CDFA's Nepotism Policies – Michael Bethke
4. Discussion and Recommendation to Recruit a Part-Time CFO and/or Finance Manager – Michael Bethke
5. Appointment of a Board Representative on the CDFA Budget Workshop on November 1st through 3rd – Michael Bethke
6. Discussion of procedures for calling Special Meetings (Govt. Code Section 11125.4) and Required Notice (Govt. Code Section 11126.3)
7. Review and Recommend Approval for PG&E and AMBAG Rebate Proposal for Facility Lighting Improvements.
8. Discussion of F&E and CDFA contracting protocols for projects under \$5,000.
9. 2012 Fair Dates (September 11-16, 2012) – Michael Bethke
10. Security Request For Proposal (RFP) – Michael Bethke
11. Discuss Administrative Office Phone System – Michael Bethke

XII. CORRESPONDENCE

1. Letters of Appreciation and Support

XIII. CLOSED SESSION

1. Personnel: Personnel Exception under Government Code Section 11126(a) The Board will meet in closed session to discuss the performance and evaluation of the Fair Manager/CEO.
2. Real Estate: Government Code Section 11126(c)(7) - **[NONE]**
3. Pending Litigation: *Community Alliance for Fairgrounds Accountability v. State of California, ex rel., 14th District Agricultural Association and DOES 1-15*, Sacramento County Superior Court, Case number 34-2011-80000901. The Board will meet in closed session to consult with legal counsel. Government Code Section 11126(e).

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4. Pending Litigation: *Citizens for Environmental Responsibility, an unincorporated association, Stop the Rodeo, an unincorporated association; and Eric Zamost, an individual v. California ex rel. 14th District Agricultural Association, a California State Institution; Board of Directors of the 14th District Agricultural Association; California Department of Food & Agriculture; California Department of General Services; and DOES I-X, Sacramento County Superior Court, Case number 34-2011-80000902.* The Board will meet in closed session to consult with legal counsel. Government Code Section 11126(e).

XIV. ADJOURNMENT

1. Next Finance Committee Meeting Tuesday, November 22, 2011 @ 12:45 PM in Board Room.
2. Next Board Meeting Tuesday, November 22, 2011 @ 1:30 PM in Board Room.

Date of Notice: October 14, 2011

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