

14th District Agricultural Association



SANTA CRUZ COUNTY FAIR
Established 1885

BOARD MEETING MINUTES

Board of Directors' Meeting
2601 East Lake Avenue, Watsonville, CA
Tuesday, June 26, 2012
The Board Room

Approved by: _____

Date: _____

CALL TO ORDER: 1:35 PM

DIRECTORS PRESENT: Jody Belgard Akimoto, President; Bruce Oneto, Director; Loretta Estrada, Director; Stuart Yamamoto, Director; Don Dietrich, Director; Stephanie Fontana, Director.

DIRECTORS ABSENT:

DIRECTORS EXCUSED: Jody Belgard-Akimoto

TEAM LEADER: Dave Kegebein – Interim General Manager (IGM)

AGENDA APPROVAL:

DIRECTOR COMMENTS: Director Oneto would like to have sponsorships on the agenda for a future meeting. He also is interested in making the Fairgrounds fields available for soccer.

PUBLIC COMMENTS: none

MINUTES OF May 22, 2012 BOARD MEETING: *Director Dietrich moved, Director Yamamoto seconded approval of the minutes. The motion was carried.*

CONSENT AGENDA: IGM Kegebein noted that Central Coast Electric revenue is from PG&E's training seminars. *Director Yamamoto moved, Director Fontana seconded approval of the consent agenda. Motion carried.*

FINANCIALS: IGM Kegebein went over financial reports for May. The line of credit from Santa Cruz County Bank to cover the low cash period just before fair time has been approved in the amount of \$150,000. After further discussion, *Director Dietrich moved, Director Yamamoto seconded approval of the financials. Motion carried.*

Future staffing levels were discussed in light of the cash flow predictions. The State's process for terminating employees takes 6 months, and would need to be initiated now if cash flow predictions do not improve. The layoffs process could be halted should cash conditions improve. There was agreement that the two full-time staff members are talented and committed and very much appreciated by the Board and community. Director Dietrich offered to help research other options. *Director Dietrich moved, Director Oneto seconded delaying layoff of staff until the next Board meeting. Motion carried.*

MANAGEMENT TEAM REPORT: IGM Kegebein said that he has learned that the State allows Fairs to hire a sponsorship sales person on commission for up to \$100,000 in commissions. The need is now for folks to get active on setting a policy and getting sponsors to help provide financial support to the fairgrounds. Director Oneto said it is important that a policy be set. Also, it was noted that a Strategic Planning meeting is scheduled for July 11, 2012 at 7:00 p.m.

ACTION ITEMS:

X1. Friends of the Fair proposal was introduced by Director Oneto. He noted that Patrice Edwards, who served on the board for 6 years, and Jeannie Kegebein were key in assisting with its development.

Public Comment: Dawn asked if the funds would be channeled through the Heritage Foundation. Jeannie said this was not the intent –folks were being asked to support the fair directly in this current solicitation. *Director Dietrich moved and Director Yamamoto seconded approval of the Friends of the Fair proposal. Motion carried.*

X2. Farmers Market Agreement – IGM Kegebein gave an update of the status of the Farmers Market negotiation. No action at this time, it may be brought back at a special meeting later this month.

Public comment – Max Kelly noted that an environmental review process is required for new activities at the fairgrounds and recommended that his attorneys be in touch with the Fair's legal counsel. There was a comment made that the Farmer's Market manager, Patricia Rodriguez, left because she feared a lawsuit from the neighbors. Patricia explained that the reason she left was because she was not able to get a long term agreement. She added that she was always willing to work with Mr. Kelly and the community to work out issues. Patricia Davidson recommended that a noise policy be developed that could be reviewed and accepted by the neighbors. Director Oneto expressed disappointment with Mr. Kelly that legal action was again being considered. Mr. Kelly indicated that if a noise policy were in place this issue would not be under discussion. He suggested again that the attorneys meet.

X3. Rental Rates. IGM Kegebein introduced the item noting that Emily had reviewed rental rates in the area and at other Fairs. The spreadsheet with the proposed simplified costs, with the amendments of reducing the Rogers House patio from \$250 to \$200, and the Rogers House from \$500 to \$300. Also, the Grange Hall rental will be added back in to the spreadsheet. *Director Oneto moved, Director Fontana seconded approval of the new rental rate schedule. Motion carried.*

X4. Sound and Lighting Agreement. IGM introduced the Sound and Lighting contract and recommended approval. *Director Oneto moved, Director Yamamoto seconded approval of Sound and Lighting agreement. Motion carried.*

X5. Fairtime Admissions Supervision and Concessions Auditing Agreement. Nic Keiderling presented a report on the upgrade to automated ticket scanners and bar coding. He negotiated the contract with the provider and recommended approval of the contract. *Director Fontana moved, Director Oneto seconded approval of the Fairtime Admissions Supervision and Concessions Auditing Agreement. Motion carried.*

X6. Contract for White Album Ensemble for the Fair. Reed reviewed the entertainment selection for the Fair. We are at about \$103, 000 for fair entertainment, which is leaner than past years. The White Album Ensemble contract is for \$5,000 and he recommends approval. *Director Dietch moved, Director Fontana seconded approval of the White Album Ensemble Contract for the Fair. Motion carried.*

X7. Contract with Pajaro Valley High for garbage and recycling pick-up during fairtime. No action, Director Fontana had to leave the meeting, no quorum for item.

INFORMATIONAL ITEMS

The Division of Fairs & Expositions sent a letter approving the Fiscal Year 2012 budget.

Minutes from Ag History and Heritage Foundation meetings were included for review by the Board.

ROGERS HOUSE

Director Estrada gave the Rogers House Committee update

HERITAGE FOUNDATION

Richard Travis noted that Heritage Hall would be done by the end of July.

JUNIOR FAIR BOARD – There will be a new display in the Exploratorium this year and members are repairing several of last year's displays.

AG HISTORY PROJECT – Lynne Grossi reported that the Day on the Farm was well attended and a big success – very good feedback from the attendees

OCEAN SPEEDWAY. John Prentice reported that they are halfway through their season, and having a good year.

PUBLICITY UPDATE Steve Stagnaro reported that he is had a simple cover for the 2012 fair premium book and poster developed. He also is getting a head start on media and social networking for distribution of fair information.

CORRESPONDENCE: None

CLOSED SESSION: None

ADJOURNMENT: The open session meeting was adjourned at 3:41 PM.

Next Board Meeting: July 24, 2012 @ 7:00 PM in Board Room