

14th District Agricultural Association

SANTA CRUZ COUNTY FAIR
Established 1885



BOARD MEETING MINUTES

Board of Directors' Meeting
2601 East Lake Avenue, Watsonville, CA
Tuesday, April 24, 2012
The Board Room

Approved by: _____

Date: _____

CALL TO ORDER: 1:35 PM

DIRECTORS PRESENT: Patrice Edwards, Vice President; Bruce Oneto, Director; Loretta Estrada, Director; Bob Thomas, Director, Stuart Yamamoto, Director; Rob Marani, Director.

DIRECTORS ABSENT:

DIRECTORS EXCUSED: Jody Belgard Akimoto, President.

TEAM LEADER: Dave Kegebein – Interim Manager (IM)

DIRECTOR COMMENTS: none

PUBLIC COMMENTS: Eric played a 3 minute video about rodeo animal abuse.

MINUTES OF MARCH 27, 2012 BOARD MEETING: Amended to note that Rob Marani was excused at the March meeting. *Director Estrada moved, Director Thomas seconded approval of the minutes. The motion was carried, with Director Marani abstaining.*

CONSENT AGENDA: Director Estrada asked inquired about the festival that was booked for September 30, 2012. IM responded that it was the "Hoop Festival" sponsored by an event organizer with a good success rate at similar events. *Director Marani moved, Director Yamamoto seconded approval of the consent agenda. Motion carried.*

FINANCIALS: IM went over financial reports for March. He also reviewed the cash flow and discussed the need for a line of credit to cover the low cash period just before fair time. He noted that Melanie Kett made a \$10,000 donation to cover legal expenses, which was hugely appreciated and helps tremendously. Director Edwards thanks the IM and Nic Keiderling for the clear, accurate and up-to-date financial reporting. *Director Estrada moved, Director Yamamoto seconded approval of the financials. Motion carried.*

MANAGEMENT TEAM REPORT: Minutes from Ag History, Heritage Foundation, Rodgers House Committee meetings were included for review by the Board. Directors Marani and Oneto thanked the IM for this very helpful information. The Fair and AHP are sharing a table at the PV Business Expo on Thursday afternoon.

ACTION ITEMS: none

INFORMATION ITEMS:

FUNDRAISING CONCEPT - Director Oneto discussed a concept for funding that he'd been considering. If 2,500 people could be identified who would give \$100/each for two fair tickets per year for 5 years, a significant amount of revenue would be secured. The fundraising opportunity could be split by county supervisorial district. Volunteers would need to be solicited to promote the effort. Director Edwards really liked the concept and Director Marani spoke in support of the concept and recommended looking into a 501c3 to accept the funds. IM suggested that a more formal recommendation be developed and brought back to the board for consideration.

RODGERS HOUSE - Director Estrada said that a lot of work has been done, as detailed in the minutes from their March 28, 2012 meeting.

HERITAGE FOUNDATION - The Heritage Foundation is proceeding with events schedule. Heritage Hall should be done mid-June. Getting an estimate for roof repairs of the Crosetti Building brought a range of \$120,000 to \$130,000. The Foundation is looking for a permanent restroom structure for the Farmer's Market – Woody is spearheading that effort. Sue King said the most recent newsletter has been sent out. The Foundation will have a Chardonnay Cruise on May 8th. They also need help with "The Day on the Farm" food booth, June 2, 2012 if anyone has time to contribute. Also the Road Angels Car Show is that day.

JUNIOR FAIR BOARD – no report

OCEAN SPEEDWAY – no report

AG HISTORY PROJECT – Reception being held May 2, from 5:00 – 7:00 PM featuring photographs by Fred Chamberlain and Laura Rider demonstrating the restored fly-shuttle loom. Day on the Farm is June 2, 2012 from 10 AM till 4 PM. Currently working on the hop exhibit.

PUBLICITY UPDATE – Steve Stagnaro reported that he is having 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 meeting was adjourned at 2:32 PM.

Next Board Meeting: May 22, 2012 @ 1:30 PM in the Board Room