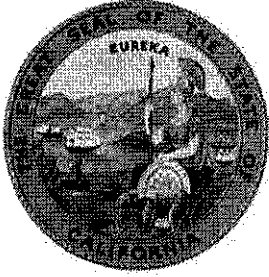


# 14<sup>th</sup> District Agricultural Association



## SANTA CRUZ COUNTY FAIR

Established 1885

### BOARD MEETING MINUTES

Board of Directors' Meeting  
2601 East Lake Avenue, Watsonville, CA  
Tuesday, November 26, 2013  
The Board Room

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

**CALL TO ORDER:** 1:32 PM

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

**DIRECTORS ABSENT:**

**DIRECTORS EXCUSED:**

**GENERAL MANAGER (GM):** Dave Kegebein

**DIRECTOR COMMENTS:** Director Dietrich applauded the outstanding performance of Dave Kegebein, GM, for his work both at the Fair and in improvements made to the facility overall. This was seconded by Directors Estrada and Belgard. Director Oneto expressed thanks that GM took on the challenge of taking over management of the facility two years ago and has been so successful in turning things around. Director Fontana appreciates all the events taking place, and is thrilled to see the buildings and venues being put to good use. Director Estrada applauded the increased use of the facilities, and was amazed to see how quickly staff cleaned up after one event in preparation for the next.

**PUBLIC COMMENTS:** Eric Zamost read a commentary related to the approval of the Ocean Speedway contract at the prior board meeting.

**MINUTES:** Review and approve October 22, 2013 minutes. *Director Dietrich moved, Director Fontana seconded approval of the October 22, 2013 minutes. Motion carried.*

**CONSENT AGENDA:** *Director Dietrich moved, Director Belgard seconded approval of the Consent Agenda. Motion carried.*

**FINANCIALS:** GM presented an overview of the current financials. There is a cash balance of about \$150,000 moving forward. GM noted that the Fair event is very expensive to put on and with the tremendous resources needed to conduct a successful Fair; it is very difficult to glean more than a marginal profit from the event. The non-Fair events have the biggest potential to grow revenue. GM responded to questions, noting that sponsorships are complicated by the many different entities out soliciting – progress is being made however.

*Director Fontana moved, Director Yamamoto seconded approval of the September and October financials. Motion carried by roll call vote*

**MANAGEMENT TEAM REPORT:** GM Kegebein reported on Fair actual revenues vs. prior year revenues for several categories. The Horse Show revenues to date are \$146,000 (compared to total revenue of \$69,000 in 2012), total rentals are \$528,000 this year (compared with \$330,000 total last year). Heritage Foundation had budgeted \$345,000 net revenues this year and are at \$317,000 currently. Of this they have netted \$193,000 and have committed \$199,000 to 2013 approved projects and equipment purchases.

RV sites are being upgraded currently, including electrical and sewer upgrades, and will have 17 sites, up from 12 currently when completed. Next year's priority will be to finish sewer system upgrade, which is in much better shape than initially thought – may require an additional \$30,000 to \$40,000 in repairs.

*BOARD ADJOURNED FOR A 5 MINUTE RECESS AT 3:10*

**ACTION ITEMS:**

X.1. Approve Delegation of Authority. *Director Oneto moved, Director Yamamoto seconded motion to approve Delegation of Authority to General Manager. Motion carried by roll call vote.*

X.2-4. Approve 2014 Concession & Commercial Exhibitor Rates, Ticket Prices, and Camping Rates *Director Dietrich moved, Director Fontana seconded motion to approve 2014 Concession & Commercial Exhibitor Rates, Ticket Prices, and Camping Rates. Motion carried by roll call vote.*

X.5. Approve Hiring of Fair Manager. *Postponed to December meeting*

X.6. Review and Respond to Settlement Proposal Regarding CAFA v. 14<sup>th</sup> DAA et al: Sacramento Superior Court, Case #34-2011-80000901. GM explained that the stay of the CAFA lawsuit expires on December 6. The settlement agreement is being worked on but is not yet finalized. *No action taken*

**INFORMATIONAL ITEMS**

1. Fair Theme for 2014 – Sew It – Grow It – Show It! Fair dates are September 9-14, 2014.

**REPORTS**

**RODGERS HOUSE** – Minutes from the last meeting are in the packet. Director Estrada reported that there will be House tours during the Heritage Holiday Fair on December 6, 7 & 8.

**HERITAGE FOUNDATION** – calendar for upcoming Farmers Markets was passed around for volunteers to help with alcohol sales. Decorating for the Holiday Craft Fair will be December 4<sup>th</sup>.

**AG HISTORY PROJECT** – Holiday potluck will be held December 2. The December Second Saturday will be held on the 14<sup>th</sup> with kid's crafts, hayrides and more.

**COMMUNITY GARDENS UPDATE** – volunteers are busy with the year-end cleanup, plans are to continue through next year.

**FINAL COMMENTS:** Director Belgard wished everyone a Happy Thanksgiving!

**CLOSED SESSION:** The Board received a progress report on settlement negotiations in the CAFA v. 14<sup>th</sup> DAA case. No action was taken

**Next Meetings**

1. Regular March Board Meeting Tuesday, December 17, 2013, 1:30 in the Board Room

**ADJOURNMENT:** The meeting was adjourned at 5:37 PM.

DRAFT