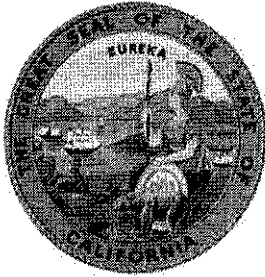


14th District Agricultural Association

SANTA CRUZ COUNTY FAIR

Established 1885



BOARD MEETING MINUTES

Board of Directors' Meeting
2601 East Lake Avenue, Watsonville, CA
Tuesday, January 29, 2013
The Board Room

Approved by: _____

Date: _____

CALL TO ORDER: 1:30 PM by President Estrada

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

DIRECTORS ABSENT: Diana Moreno-Inman, Director

DIRECTORS EXCUSED:

FAIR MANAGER (FM): Dave Kegebein

DIRECTOR COMMENTS: Directors Dietrich and Estrada attended the Chamber of Commerce annual dinner the prior Saturday evening, which was held in the Crossett Building. They were both impressed with the event, the award the Fair received (Event of the Year) and the effort immediately after to transform the Mardi Gras theme for the event the following day. They noted that Marsha of M&M Rentals and Ken Schwan with Monterey Bay Catering did excellent jobs. Director Dietrich enjoyed the WFA Convention and noted there was lots of information on marketing and social media for fair promotion.

PUBLIC COMMENTS: A member of the public wished the Fair Board and Team continued success in 2013.

MINUTES: Director Dietrich moved, Director Belgard seconded approval of the minutes of the January 8, 2013 Board of Directors' meeting. *Motion Carried*

CONSENT AGENDA: Director Belgard moved, Director Fontana seconded approval of the consent agenda. *Motion Carried*

FINANCIALS: Director Belgard moved, Director Yamamoto seconded, approval of the November and December 2012 Financials. *Motion Carried*

FM then presented the Cash Balance update. He noted that business had picked up a lot in the last couple of months. \$160,000 in events has been contracted this year and the projection is to have about \$200,000 cash on hand at the end of 2013, compared with about \$100,000 currently.

MANAGEMENT TEAM REPORT: FM Kegebein summarized the Western Fairs Association annual meeting held in Reno at the end of January. California Fairs & Expositions released about \$30,000 to the Fair as part of state-wide distribution of funds just prior to the conference.

The Fair won Event of the Year from the Pajaro Valley Chamber of Commerce and Agriculture. About a dozen members of the Board and Fair Team attended the dinner on January 26. FM presented a summary of proposed and priority projects for 2013, and will be back with additional details as we get further into the year.

CAFA Litigation Update – two new muffler prototypes are being tested as a means to reduce race car noise.

ACTION ITEMS:

X.1. Review & Approve Management Contract. Fair Manager Kegebein presented a contract for another year of his service as Fair Manager, which had been developed with guidance and oversight by counsel, for approval. The compensation is \$12.00/year (\$1.00/month). *Director Dietrich moved, Director Belgard seconded approval of David Kegebein's Fair Manager Contract. Motion carried 5-1, No – Director Oneto.*

X.2. Review & Approve Sponsorship Contract & Policies. GM introduced the item and explained the terms of the agreement with Ralph Miljanich to develop sponsorship opportunities for Fair funding. After discussion, *Director Dietrich moved, Director Yamamoto seconded approval of the Sponsorship Contract with Ralph Miljanich and the draft Sponsorship Policies. Motion carried 6-0.*

X.3. Review & Approve AHP long term lease draft. John Kegebein explained the need for the Agricultural History Project to have a long term lease on the Fair property in order to protect their commitment to and investment in the facility. With approval by the Board, it will be presented to Department of General Services at the state level for final approval. Director Dietrich and Director Fontana will work in Sacramento to help this along. After discussion *Director Dietrich moved, Director Fontana seconded approval by the Board of the AHP Long Term Lease for presentation to the Department of General Services for consideration. Motion carried 6-0.*

X.4. Review & Approve 2013 Proposed Budget. FM reviewed the budget in detail with the Board. He noted that since it went to print, \$70,000 in additional revenues are projected (2 new horseshows plus the \$30,000 from the State noted above). After discussion, *Director Belgard moved, Director Fontana seconded approval of the 2013 Proposed Budget. Motion carried 6-0.*

X.5a. Review & Approve 2013 Concession Rates. FM presented the proposed rate table for Commercial Exhibitors and Concessions. After discussion, *Director Belgard moved and Director Dietrich seconded approval of rates. Motion Carried 6-0.*

X.5b. Review & Approve 2013 Ticket Prices. FM presented the proposed ticket price table. After discussion, *Director Dietrich moved and Director Yamamoto seconded approval of ticket prices for 2013. Motion Carried 6-0.*

X.6. Review & Approve Workers' Compensation Exempt Statement. FM explained that CFSA must have a resolution on file from the Fair Board that authorizes the Authority to provide workers' compensation coverage for directors and volunteers working at the Fair. *Director Fontana moved and Director Dietrich*

