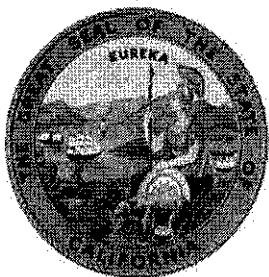


# 14<sup>th</sup> District Agricultural Association



## SANTA CRUZ COUNTY FAIR

Established 1885

### BOARD MEETING MINUTES

Board of Directors' Meeting  
2601 East Lake Avenue, Watsonville, CA  
Tuesday, October 22, 2013  
The Harvest Building

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

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

**CALL TO ORDER:** 6:35 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:**

**DIRECTORS EXCUSED:**

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

**DIRECTOR COMMENTS:** President Estrada praised the fantastic Fair this year, the beautiful condition of the grounds and the wonderful work done by the volunteers. She thanked those in the audience who attended and encouraged those who didn't make it to be sure to come next year! Director Fontana welcomed those in attendance and thanked for coming.

**PUBLIC COMMENTS:** none

**MINUTES:** Review and approve August 27, 2013 minutes. *Director Yamamoto moved, Director Oneto seconded approval of the August 31, 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. With most of the fair-time bills paid, the available cash balance is about \$300,000. The Department of Justice is paid through 2012, and the line of credit is paid off. Horse show revenues are up considerably. *Director Dietrich moved, Director Oneto seconded approval of August 2013 Financials. Motion carried.*

**MANAGEMENT TEAM REPORT:** GM Kegebein provided an update on Fair numbers – attendance was up 11% overall, food and beverage and alcohol sales were up 18 and 17% respectively. 17,680 people volunteered, and there were 48,000 paid attendees. Non fair-time events are up 66%. The total rental revenue is at \$433,230, up 51% from 2012 total of \$210,200.

The Heritage Foundation has budgeted revenues of \$192,000 with projects approved totaling \$199,000. GM presented a project status list to the board.

The board expressed great enthusiasm at the amount of work completed this year. Director Dietrich complemented the GM on keeping the work at or under budget and praised his very accurate cost estimating. President Estrada noted that the GM works for \$1.00/month, yet has for two years spent 70+ hours a week on the grounds.

## **ACTION ITEMS**

### **X1. Review & Approve Revenue Generating Contract for Ocean Speedway**

GM provided the introduction and the President opened the discussion to public comments, after a request by Director Dietrich that the public be respectful of all sides. Nearly 50 members of the public provided comments to the Board, generally in support of the Ocean Speedway contract and continuation of the car races at the facility.

*Director Dietrich moved, Director Fontana seconded approval of Revenue Generating Contract for Ocean Speedway. Motion carried unanimously by roll call vote.*

### **X2. Review & Approve Proposal for Financial Review for 2012**

GM reminded the board that F&E is no longer requiring annual audits for fairs and they approved doing a financial review in April of this year. This proposal is a result of an RFP request by staff for a company to review the year-end 12/31/12 14<sup>th</sup> DAA financial statements. Proposals ranged in estimated cost from \$3,500 + expenses to \$8,500 plus expenses.

*Director Dietrich moved, Director Yamamoto seconded approval of McGilloway, Ray, Brown & Kaufman, LLP being selected to perform the year-end 12/31/12 financial statement review. Motion carried unanimously by roll call vote.*

### **X3. Review & Approve Fair Refund Request**

Four requests for refunds were received from fair exhibitors with a total cost of \$405.00.

*Director Belgard moved, Director Yamamoto seconded approval of requested refunds. Motion carried unanimously by roll call vote.*

### **X4. Build Equipment Storage (chairs, tables, etc.) Building behind Crosetti Building**

GM explained the logistics for events and the additional work to move tables, chairs, stages, etc. between buildings when the building being used for storage is rented. GM proposes using Heritage Foundation funding already budgeted for shop project and funds remaining from projects completed under budget to build a steel frame building in the area behind the Crosetti Building. Estimated cost for building and concrete work is \$90,000.

*Director Dietrich moved, Director Yamamoto seconded approval of the proposal to build a storage building behind the Crosetti Building funded by the Heritage Foundation. Motion carried unanimously by roll call vote.*

### **X5. Management Contract**

GM reminded the Board that his current contract called for a 3 month notice of intent. He explained that he is excited about the opportunities he sees for the fairgrounds and is enjoying the work he is doing and the progress made to date. He offered to continue to manage the fair for a salary and benefits as provided by F & E guidelines.

## **REPORTS**

RODGERS HOUSE – report included in packet. Night tours during fair were cool!

OCEAN SPEEDWAY – above

HERITAGE FOUNDATION – thanks for volunteer support to serve alcohol during fair. Holiday Craft Fair is December 6-8<sup>th</sup>.

AG HISTORY PROJECT – volunteers will operate the JD tractor that children can drive during the Holiday Craft Fair, weather permitting.

COMMUNITY GARDENS UPDATE – first season was a success. Cutting of corn crop will be completed and compost piles started for winter.

JUNIOR FAIR BOARD – needs additional members and rebuilding of organization.

**FINAL COMMENTS:** none

**CLOSED SESSION:** none

### **Next Meetings**

1. Regular Board Meeting Tuesday, November 26, 2013, 1:30 PM in the Board Room

**ADJOURNMENT:** The open session meeting was adjourned at 10:10 PM.