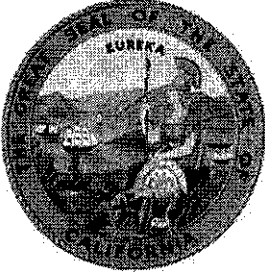


14th District Agricultural Association



SANTA CRUZ COUNTY FAIR
Established 1885

BOARD MEETING MINUTES

Board of Directors' Meeting
2601 East Lake Avenue, Watsonville, CA
Tuesday, January 28, 2014
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: none

DIRECTORS EXCUSED: none

GENERAL MANAGER (GM): Dave Kegebein

DIRECTOR COMMENTS: President Estrada stated one thing she had taken away from the WFA Conference was the Board should be reading the Fair's mission statement every month. Director Fontana found the WFA Conference energizing and took away the message that Fairs must evolve!

PUBLIC COMMENTS: Eric Zamost commented on President Estrada's written WFA Conference report information on the Nevada County Fair issue with elephant exhibit.

MINUTES: Review and approve December 17, 2013 minutes. *Director Dietrich moved, Director Fontana seconded approval of the December 17, 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. The December 2013 financials had not been completed but GM noted that expenses would be \$67,256 more than income.

MANAGEMENT TEAM REPORT: GM Kegebein He explained the issues with well #2 and the horse show well, project spending has been curtailed until repair costs are known.

ACTION ITEMS

X1. Review and approve Proposed 2014 Budget Worksheet

GM reviewed income and expense projections for 2014. Income numbers are conservative, there may be some additional horse shows and current rentals continue to be strong.

Director Fontana moved, Director Yamamoto seconded approval of 2014 Budget Worksheet. Motion carried unanimously by roll call vote.

X2. Review and approve Worker's Compensation Exempt Statement

Director Belgard moved, Director Dietrich seconded approval that the Board of Directors of the 14th DAA and any volunteers donating time for the Fair, will be covered by Workers' Compensation Insurance while performing their volunteer work. Motion carried unanimously by roll call vote.

X3. Board Elections & Appointment of Committees

Director Belgard moved, Director Dietrich seconded nomination of Director Estrada as President of the Board. Motion carried unanimously by roll call vote.

Director Yamamoto moved, Director Belgard seconded nomination of Director Dietrich as Vice President of the Board. Motion carried unanimously by roll call vote.

Director Dietrich moved, Director Belgard seconded to keep current board committee assignments. Motion carried unanimously by roll call vote.

X4. Review Fairtime Entertainment Plans

GM polled directors on what their thoughts were regarding amphitheater stage. Directors are in favor of diversifying entertainment and focusing on smaller stages that fair patrons can access easily. *No Action Taken.*

X5. Review & Respond to Settlement Proposal Regarding CAFA v. 14th DAA et al: Sacramento Superior Court, Case #34-2011-80000901. To be brought back for consideration in February. *No Action Taken*

INFORMATION ITEMS

WFA CONVENTION – President Estrada's written report was included in the packet. Director Dietrich noted that the 14th DAA is in much better shape than some other DAA's and the Heritage Foundation and their collaboration with management is outstanding. Director Fontana noted it was her first convention and that she found it fun and eye-opening. Director Belgard noted it was eye-opening to see what is happening at other fairs. All agreed the keynote speakers were excellent.

2014 FAIR PRIDE DAY – Director Fontana presented the idea of a Pride Day to increase attendance. Board consensus was the fair is already a community event open to everyone.

REPORTS

RODGERS HOUSE – report included in packet. President Estrada noted that she had sent a letter to Granite Rock requesting a donation of the concrete for the patio.

HERITAGE FOUNDATION – Rita Gordon is a new board member. Crab Feed tickets are on sale for \$50 each. Looking for handmade or local items for the silent auction; business card ads for placemats. Richard Travis passed the sign-up list for beer sales during the Farmers Market.

AG HISTORY PROJECT – John Kegebein reported on upcoming Second Saturday events. The Berry Exhibit opening is tentatively planned for August. A new theater area has been added in the Codiga Center, thanks to volunteer John Skinner.

COMMUNITY GARDENS UPDATE – plans being made for 2014.

FINAL COMMENTS: Director Oneto presented his idea of a parcel tax, \$10 per year for 10 years, to provide funding for fair. Director Dietrich stated he would like to keep the County Board of Supervisors in the loop on what is happening with the Fairgrounds. He would like to see the long term AHP lease completed in 2014. He would like directors to share their 2014 goals with management and staff.

CLOSED SESSION: none

Next Meetings

1. Regular Board Meeting Tuesday, February 25, 2014, 1:30 in the Board Room

ADJOURNMENT: The meeting was adjourned at 4:33 PM.

DRAFT