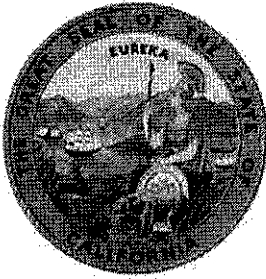


14th District Agricultural Association



SANTA CRUZ COUNTY FAIR

Established 1885

BOARD MEETING MINUTES

Board of Directors' Meeting
2601 East Lake Avenue, Watsonville, CA
Tuesday, December 17, 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: none

DIRECTORS EXCUSED: none

GENERAL MANAGER (GM): Dave Kegebein

DIRECTOR COMMENTS: Director Dietrich thanked Richard Travis for the wonderful Craft Fair support. He noted that the public and vendors were very happy with the facility and services. Director Dietrich also noted that he had been working with Manny lately and was impressed with his skills and commitment. Director Oneto further thanked Richard and Manny for their hard work, as evidenced by the letter in last month's board packet from the California Horse Show Association Show of Champions officials, thanking the Board for the facility and great support during their horse show season. He also thanked them and Ron for their work on the very successful Crafts Fair. Director Fontana enjoyed the Craft Fair, and thought the check-in had been nicely streamlined by Gina. President Estrada commended the bar-b-q which was operated by Rob and his crew, who started work at 7:00 a.m. in the morning.

PUBLIC COMMENTS: none

MINUTES: Review and approve November 26, 2013 minutes as amended (Management Team Report change from \$345,000 *net* to *gross*). *Director Dietrich moved, Director Fontana seconded approval of the August 37, 2013 minutes. Motion carried 6-0.*

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

FINANCIALS: GM presented an overview of the current financials. He compared gross revenues in 2012 at \$1,391,141 to 2013 gross revenues of \$1,807,577. After discussion by the Board, *Director Yamamoto moved, Director Belgard seconded approval of November 2013 Financials. Motion carried 6-0.*

MANAGEMENT TEAM REPORT: GM Kegebein provided the projects update and recap of projects completed in 2013.

ACTION ITEMS

X1. Review and approve hiring of Fair Manager.

GM provided the introduction – the salary for the position is \$92,520 plus a 48% benefits burden totaling annual expense of \$136,929.60. GM is concerned that the cash flow is tight to support this hire; however a GM is needed to allow the facility to move forward towards success and profitability. Director Dietrich noted that the Farmers Market alone, which the GM successfully brought back to the facility as a profitable concession, will alone cover the expense. GM thanked the Board for their support and expressed confidence that improvements to the facility will continue and the operation will become even more successful in the future. He also felt rewarded that there continues to be growth in the volunteerism on which the organization depends.

Director Belgard moved, Director Yamamoto seconded approval of hiring of David Kegebein as Fair Manager. Motion carried unanimously by roll call vote, to great applause.

X2. 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 January. *No Action Taken*

REPORTS

RODGERS HOUSE – report included in packet. President Estrada noted that they'd had a nice Christmas dinner. Parking lot lights are a great improvement.

HERITAGE FOUNDATION – In 2013, \$128,000 more was donated by the Heritage Foundation to the Fair than in 2012. The Holiday Fair was very successful – 4,000 people attended.

AG HISTORY PROJECT – John Kegebein reported that a grant was received from the Community Foundation to do social media marketing. The Second Saturday in December was very successful, with 85 kids in attendance. The displays in the Codiga Building are being reorganized and a Berry Exhibit will be added.

COMMUNITY GARDENS UPDATE – none

FINAL COMMENTS: Director Dietrich thanked Randy Repass for the donation of a dump truck. Mr. Repass responded that he thinks the Fair is a tremendous community resource and loves the volunteerism. Director Oneto wished everyone a Merry Christmas and Happy New Year. Director Belgard welcomed and thanked GM for his commitment to the organization. Director Fontana said she is really pleased with how the year turned out and thanked the GM and Board for their hard work and dedication. Director Yamamoto thanked GM and staff for making this a great year and looks forward to the New Year. President Estrada thanked GM for signing on, and also thanked Director Dietrich for the tremendous amount of time and labor he has contributed doing construction, operating heavy equipment and breaking pipes on the grounds and also as a Director.

CLOSED SESSION: none

Next Meetings

1. Regular January Board Meeting Tuesday, January 28, 2014, 1:30 in the Board Room

ADJOURNMENT: The open session meeting was adjourned at 3:20 PM.