

# 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, May 27, 2014  
The Board Room

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

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

**CALL TO ORDER:** 7:00 PM by Director Estrada

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

Director Oneto explained Director Hammer's involvement as Executive Director of the Redwood Mountain Faire which takes place this weekend. In response, *Director Oneto moved, Director Belgard seconded that Director Hammer be excused. Motion carried.*

**DIRECTORS EXCUSED:** Director Yamamoto, Director Hammer

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

**DIRECTOR COMMENTS:** Director Oneto, referring to the Lions Club folks who had attended the prior Board meeting, encourages the GM and Board to move cautiously with decisions on the role of non-profits in Fair activities.

**PUBLIC COMMENTS:** John Prentice with Ocean Speedway warmly thanked the Board and staff for sticking it out through the lawsuit. He reminded the Board and staff how important the races are to the fans – many who have enjoyed the races through generations. He thanked the GM for his hard work to find a settlement. He noted that other tracks are requiring the modified mufflers so they are more commonly used, and they seem to be working well. He said the grounds look fabulous.

**MINUTES:** Review and approve minutes of April 22, 2014. *Director Dietrich moved, Director Fontana seconded approval of April 22, 2014 minutes. Public member Eric Zamost requested revisions to the minutes. Motion carried approving minutes as presented*

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

**FINANCIALS:** GM presented an overview of the April financials –winter was typically slow so finances are very tight right now. Cash on hand is approximately \$39,000, lending urgency to the action item regarding line of credit later in the meeting. With one long term employee Aurelio recently leaving, liabilities are significantly reduced (vacation/sick leave credit). *Director Dietrich moved, Director Belgard seconded approval of April 2014 Financials. Motion carried.*

**MANAGEMENT TEAM REPORT:** Ocean Speedway exceeded its curfew last week so will pay a penalty. GM had a productive meeting with the Cabrillo Host Lions Club last week and an agreement is being worked out that is favorable to both parties.

GM has had no negative feedback on the proposal to consider moving the Fair dates to late June. Moving the Fair to the June time-frame would allow increased rentals during the busy August/September season and may also allow for an Oktoberfest which would be desirable. Director Oneto stated that he'd like to see lots of input from parents and schools on this concept.

Additional tankage is needed at well site. Sewer system repairs are completed. A plan is being developed to approach and recruit corporate level donors.

### **ACTION ITEMS**

X1. Review and Approve Resolution 2014-01 to Renew Line of Credit. GM introduced item. *Director Oneto moved, Director Belgard seconded Approval of Resolution 2014-01 Renewing Line of Credit. Motion carried.*

X2. Operating Account Signatures. GM introduced item recommending that 2 staff members be allowed to sign operating account checks, leaving 3 directors on for approval of checks over \$500. Recommendation is to add Nic Kiederling and Dave Kegebein as authorized signatures. *Director Dietrich moved, Director Belgard seconded approval of Operating Account Signature update.*

### **REPORTS**

1. Rodgers House News Update – President noted that the report is in the agenda packet, next meeting is tomorrow.
2. Heritage Foundation. – Jeannie Kegebein noted that the Crab Feed brought in \$38,000 and the Holiday Fair was up \$20,000, both events were big successes. The Strategic Plan will be voted on in June.
3. Ag History Project – John Kegebein noted that the May Second Saturday event was Day on the Farm and brought in more than 900 attendees. He expressed thanks to Fred Silva and his crew for bringing the Clydesdales which were a big hit. The 4-H partnership was great and they hope to continue that relationship next year. Director Dietrich complimented the AHP on their Facebook presence. John thanked Director Fontana for her help and expertise in social media. There has been a big turnover on the Board, and marketing will now be done in-house by enthusiastic new Director.

### **DIRECTOR COMMENTS**

Director Dietrich complimented the GM for keeping things going during tight financial times. Director Oneto asked what the fallback plan is should we have a natural disaster, such as a fire. GM said it creates a difficult situation as agencies will reimburse for expenses using the grounds as a staging area, but payments can be delayed so a cash shortage may be created. San Diego Fairgrounds were just used as the Fire Operations Center during the big spring fires there.

### **Next Meetings**

1. Regular Board Meeting Tuesday, June 24, 2014, 1:30 pm in the Board Room

**ADJOURNMENT:** The meeting was adjourned at 8:30 pm.