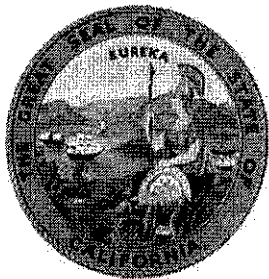


# 14<sup>th</sup> District Agricultural Association

## SANTA CRUZ COUNTY FAIR

Established 1885



### BOARD MEETING MINUTES

Board of Directors' Meeting  
2601 East Lake Avenue, Watsonville, CA  
Tuesday, December 16, 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; Don Dietrich, Director; Stephanie Fontana, Director; Eric Hammer, Director; Bill Barton; Tony Campos, Director (excused himself at 4:27 PM).

**DIRECTORS ABSENT:** none

**DIRECTORS EXCUSED:** Stuart Yamamoto

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

**PUBLIC COMMENTS:** none

**DIRECTOR COMMENTS:** Director Dietrich commented on the nice job the GM did on the new building. He also grumbled about the cowardly thief that stole the forklift battery.

**GM requested that item IX.3 be moved up on the agenda, board agreed by consensus.**

**IX.3 Review Proposed Ag History Project Lease.** GM discussed the importance of the Ag History Project (AHP) and the value of the facilities, noting that it was in part why he stepped in when the fairgrounds was on the brink of collapse in order to preserve the value of the Ag History Project facility. The existing 25 year lease is about to expire – they are close to resolution on terms of new 30 year lease. It is anticipated that final resolution will occur in the next month or two.

John Kegebein noted that the AHP is a fairly independent operation and only relies on the Fair for water supply. Director Campos would like to see the State support the Fair in negotiations with Salsi Sanitation District and other utility providers. Director Oneto would like the contract to include a first right of refusal should the facility ever be privatized. Otherwise an option to buy could be considered. Director Barton supports getting the job done – and providing full support to the AHP. Director Fontana supports the 30 year lease as a very workable solution. Director Hammer would like to see the 3 entities – AHP, Fair and Heritage Foundation be branded so as to present a unified front. Directors Belgard and Chair Estrada support moving forward.

Eric Zamost asked who had the option after 10 years. GM responded that both organizations may exercise the option for renewal.

**GM requested that item IX.2 be moved up on the agenda – board agreed by consensus.**

**IX.2 Sponsorship Development Contract with Claudette Mannina of designingleads**

GM provided background summary and introduced Claudette Mannina who provided a summary of her background and expertise and responded to Board comments and questions. The Board discussed the contract with GM and further discussed the work approach with Ms. Mannina.

*Director Dietrich moved and Director seconded approval of Sponsorship Development Contract with Claudette Mannina of designingleads. Motion carried 5-3.*

**CONSENT AGENDA:** *Director Dietrich moved, Director Hammer seconded approval of the Consent Agenda. Motion carried 8-0.*

**FINANCIALS:** GM presented an overview of the summer financials –year to date revenues total nearly \$1.69 million with checks written totaling about \$1.43 million. Cash on hand is approximately \$239,500.

**MANAGER'S REPORT:** GM summarized the financial statements and provided an overall operations review. The storage building behind the Crosetti Hall is done. They are doing interior work now – and it's coming along well. A roll-up door will be installed for easy access in the Crosetti Building. GM reviewed the 2014 Heritage Foundation Project Funding request. Of the \$189,600 in funding requested from the Heritage Foundation, \$136,000 has been spent.

**NEW BUSINESS**

1. Review Implementation of AB 2490 – GM provided a summary of the new legislation wherein more oversight of the District Ag Associations is being transferred to the local DAA boards. Each DAA board is required to develop their own purchasing policy. GM recommended that Board continues to operate under the current Purchasing Policy until a new policy is developed.
2. [moved up in the agenda – discussed above]
3. [moved up on the agenda – discussed above]
4. 2015 Fair Dates – GM presented overview of recent discussions by the Board regarding reducing the fair by one day by eliminating Tuesday. This has been a trend in the industry, and Tuesday is a poorly attended day generating little revenue. He would like to see more resources directed to the Thursday night's entertainment to improve attendance and revenues. The livestock schedule can stay the same, and the horse show may even expand to both weekends. After discussion; *Director Dietrich moved and Director Hammer seconded the motion to condense the Fair to 5 days and increase investment in Thursday entertainment. Motion carried 7-0.*
5. Approve proposed fair time concession/exhibitor/camping rates. GM reviewed the proposed rates schedule and responded to questions from the Board. After discussion, *Director Dietrich moved and Director Fontana seconded motion to approve recommended rates schedule except that Adult admission rates will be increased to \$12.00. Motion carried 7-0.*

6. Board Election of Officers. Chair Estrada nominated Director Dietrich as Board Chair, and Direct Barton as Vice Chair. *Director Oneto moved that nominations be closed and nominated officers be approved, Director Hammer seconded. Motion carried 7-0.*

## REPORTS

1. Rodgers House News Update – President Estrada reported they had a very nice dinner this month and the Gazebo area is almost prepared. There will be 2 additional events in January. The Pajaro Valley Chamber of Commerce and Agriculture did the Man & Woman of the year interviews there.
2. Heritage Foundation. – Jeannie Kegebein reported that the Holiday Craft & Gift Fair was very successful. There will be a holiday party on December 17<sup>th</sup> at the Heritage Hall. In January a fund raising plan will be presented to the board.
3. Ag History Project – Jeannie reported that a grant from the Community Foundation was received for a Living History Farm feasibility study. Lynne reported on their participation in Share Your Holidays food & toy collection drive.

## Next Meetings

2015 Regular Board Meeting Schedule (all at 1:30 in the Board Room) presented in the agenda as follows;

1. February 24, 2015
2. April 28<sup>th</sup>, 2015
3. June 23<sup>rd</sup>
4. August 25<sup>th</sup>
5. October 27<sup>th</sup>
6. December 15<sup>th</sup>.

*Director Hammer moved and Director Dietrich seconded approval of the proposed meeting schedule. Motion carried 7-0.*

**ADJOURNMENT:** The meeting adjourned at 5:05 pm.

