

14th District Agricultural Association



SANTA CRUZ COUNTY FAIR Established 1885

BOARD MEETING MINUTES

Board of Directors' Meeting
2601 East Lake Avenue, Watsonville, CA
Tuesday, April 28, 2015
The Board Room

Approved by: _____

Date: _____

CALL TO ORDER: 1:30 PM by President Dietrich

DIRECTORS PRESENT, Don Dietrich, President, Jody Belgard, Director; Tony Campos, Director; Loretta Estrada, Director; Stephanie Fontana, Director, Eric Hammer, Director Bruce Oneto, Director; Stuart Yamamoto, Director.

DIRECTORS ABSENT: none

DIRECTORS EXCUSED: Stephanie Fontana

GENERAL MANAGER (GM): Dave Kegebein

President Dietrich requested that Item VIII.4 (AHP signage) and Item IX.2 (FM Antenna) be moved to after the Consent Agenda – agreed by consensus. He also requested that Item X.1 (CEQA Neg Dec) be considered at 2:00 – agreed by consensus.

PUBLIC COMMENTS: none

DIRECTOR COMMENTS: none

CONSENT CALENDAR: Public Comments – Eric Zamost asked for clarification if the \$7,000 audit costs are per year, or total cost. Director Barton clarified that they are annual fees. *Director Belgard moved, Director Hammer seconded approval of the Consent Agenda. Motion carried unanimously.*

ITEM VIII.4 AG HISTORY PROJECT SIGNAGE. Lindsay Roberts presented the Marketing Committees recommendation for new signage for the AHP site. The Board agreed that the presentation was fantastic and that the new, recommended signs were a huge improvement, being much more noticeable and professional.

ITEM X1. Review and Approve CEQA Negative Declaration Addendum for Expansion of Outdoor Market Days. GM provided an introduction explaining that the proposal is for expanded outdoor market days in 2015 as was planned when the original contract was initiated. El Mercado Popular will fund \$200,000 towards expansion of the Carnival Parking Lot, rearrangement of the west Gate Entrance and additional restrooms.

Public comments: Eric Zamost expressed concern that the noticing period was short not giving the public adequate time to evaluate the action. Patricia Davidson commented that 1) permeable pavement be

considered to increase recharge and decrease runoff; 2) she disagrees with traffic analysis suggesting that there is significant traffic on Sundays; 3) she is concerned that the environmental document was not available early enough to allow adequate public review; and 4) inquired as to how additional sanitary sewer flows would be accommodated. Max Kelly enlightened the newer board members that there was a lot of history behind the earlier Farmers Markets decisions. He recommended targeted outreach to the neighbors so as to head off problems and conflicts in the future.

GM explained the numerous delays in planned improvements to the Holohan/Highway 152 intersection. Director Hammer noted that the Sunday traffic impacts are significant, which is the concern being expressed by the public. GM noted that the paving will be an overlay of the existing pavement, so permeable pavement will not be an option at this time. Also that Salsipuedes Sanitation is available to them for regular events as agreed to in their contract, and that the short timing of this CEQA action is indicative of the many time constraints under which the facility operates. GM suggested that the CEQA action could be brought back in a minimum of 10 days, to allow for public noticing, if the Board was more comfortable with that option. Max Kelly commented that there had been a promise that the Holohan/Hwy 152 improvements would be completed by 2012 back in 2010, however the work has been endlessly delayed. Director Campos provided history on the project from the time that he was county supervisor. Director Estrada recommended outreach to educate the public on the alternate routes to the facility during times of heavy use. *Director Hammer moved and Director Yamamoto seconded a motion to delay the CEQA action and Farmers Market contract for consideration at a meeting in 10 or more days, as scheduling allows. Passed unanimously.*

ITEM IX.2. FM Antenna Contract for 5 years in the amount of \$300/month. GM explained that there have been several discussions about a proposal to use existing poles or construct a pole to accommodate a local FM radio antenna. The current proposal is to place a pole up to 100 feet high in the vicinity of the sewer pump station in the back. Joel Mijares with Power Broadcasting was available to answer questions and responded that it would be a single use pole for a non-profit 501(c3) FM radio station. *Director Yamamoto moved and Director Hammer seconded approval of contract for FM Antenna. Motion carried unanimously.*

ITEM VIII.2 Ocean Speedway. GM presented an update on the video camera efforts undertaken by the Fair to comply with the settlement agreement. Patricia Davidson noted that the responsibility to identify cars in noise violation is that of Ocean Speedway, not the public nor fair staff. GM noted that the noise impacts have been significantly reduced. Director Dietrich expressed his appreciation at the cooperation between all parties. Director Estrada also commented on the reduction in noise impact from the races.

ITEM VIII.3 Fair Concessions. GM provided a summary of the goals of the staff in selecting food concessionaires each year. Lynette Rawlings, who submitted a letter with her comments, noted that she had been a concessionaire at the Fair for 38 years and is very disappointed that her operation has been phased out. The Funnel Cake concessionaire also spoke, expressing her disappointment about not being asked back. Director Campos recommended a selection procedure be developed. GM thanked the two for coming and commenting.

MANAGER'S REPORT: GM reported that the Home Show last weekend had limited success – fortunately, Times Publishing handled the financials so the Fair came out with little impact. GM discussed maintenance projects underway and planned including water leak and electrical repairs and the challenges with keeping

up with the day-to-day maintenance at a facility of this size and age. The Equestrian area food concession improvements are done, the transite fire line has been repaired. Heritage Hall restrooms are still under development – a donor is needed to see them through to completion. The unSCruz event is this weekend and has expanded from 1 to 3 days. The Hog & Sheep Barn reinforcing is nearly complete with the bracing being galvanized now. Looking at the state-mandated water rationing – the livestock area and racetrack lawn areas will have their irrigation cut to meet the required cutbacks.

GM discussed conceptual ideas on the fair logo contest and how it will link to the signage effort. The California Supreme Court has accepted our Stop the Rodeo case – also they found in favor of the City of Berkeley case which has an impact on our lawsuit. The Community Bridges is the most recent manager of the day care facility but the future of that operation is uncertain.

FINANCIALS: GM presented an overview of the January and February financials – cash on hand is approximately \$60,000 with about \$4,500 owed to the Department of Justice. GM also reviewed the Statement of Operations (STOP) report with the Board. After discussion; *Director Belgard moved and Director Barton seconded approval of the January and February Financials. Motion carried unanimously.*

NEW BUSINESS:

Approve Workers Comp Coverage for Volunteers. GM explained that the base rate for Worker's Comp is 6% of payroll. We calculate the number of volunteer hours in order to come up with the base rate. The 2015 rate will be \$15,000 based on a more realistic estimate of volunteer hours than was used in the past. *Director Hammer moved and Director Estrada seconded approval providing coverage for volunteers. Motion carried unanimously.*

Review & Approve Rental Rates for 2016. GM provided a summary of the proposed rental rates. *Director Barton moved and Director Yamamoto seconded approval of Rental Rates for 2016. Motion carried unanimously.*

Review & Approve Camping Rates for 2016. GM provided a summary of the proposed Camping Rates for 2016. *Director Campos moved and Director Belgard seconded approval of Camping Rates for 2016. Motion carried unanimously.*

Approve Modification of 2016 Fairtime Livestock Tent Camping Rates. GM provided a summary of the proposed modification of Livestock Tent Camping rates at Fairtime. *Director Hammer moved and Director Estrada seconded approval of Fair time Tent Camping Rates for 2016. Motion carried unanimously.*

Committee Appointments for Fairboard Members. After introduction and discussion, President Dietrich appointed Director Barton and Nic Kiederling to the Finance Committee.

REPORTS

1. Rodgers House News Update – Report is in packet. President Estrada provided an update on the activities and new features of the Rodgers House.
2. Heritage Foundation. – Jeannie Kegebein passed out copies of the Strategic Plan and provided a summary of activities. Dawn White has resigned from the Board and has been hired as the new book keeper. The Volunteer Mixer will be Tuesday and Wednesday June 16th and 17th.
3. Ag History Project – John Kegebein talked about the AHP 30th Anniversary celebration on August 1st. Jim Panetta and Sandy Lydon will be featured speakers and a scrumptious bbq will be held. There is a Feasibility study being conducted on a Living History Farm supported by a Community Foundation Santa Cruz County Grant. Report will be completed at the end of November. The Day

on the Farm is on May 9th and Mary B. and Jill Pepper will be driving Fred Silva's Clydesdales, under the direction of Teamster John Kegebein. Farmbotics will also bring equipment for display.

Next Meetings

Next Regular Board Meeting Schedule (at 1:30 in the Board Room) is June 23, 2015

ADJOURNMENT: The meeting adjourned at 4:55 pm.

DRAFT