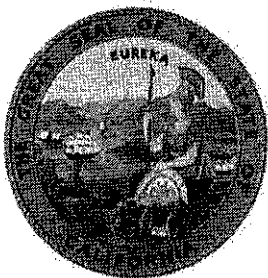


# 14<sup>th</sup> District Agricultural Association

## SANTA CRUZ COUNTY FAIR

Established 1885



### BOARD MEETING MINUTES

Board of Directors' Meeting  
2601 East Lake Avenue, Watsonville, CA  
Tuesday, August 25, 2015  
The Board Room

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

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

**CALL TO ORDER:** 1:32 PM by President Dietrich

**DIRECTORS PRESENT**, Don Dietrich, President; Tony Campos, Director; Loretta Estrada, Director; Stephanie Fontana, Director; Eric Hammer, Director; Bill Barton, Director.

**DIRECTORS ABSENT:** none

**DIRECTORS EXCUSED:** Director Yamamoto.

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

**PUBLIC COMMENTS:** Bud Thoman was unable to attend.

**DIRECTOR COMMENTS:** Director Dietrich commended Dave and staff for doing fantastic job, especially maintenance in the hot weather.

**CONSENT CALENDAR:** Director Campos moved, Director Belgard seconded approval of the Consent Agenda. Motion carried unanimously.

**FINANCIALS:** GM presented an overview of the May, June, & July 2015 financials –increasing efficiency is contributing to more positive financial outlook. Director Estrada moved and Director Belgard seconded motion to approve Financials. Passed unanimously.

**MANAGER'S REPORT:** GM had Steve Stagnaro provide example of print ads and digital campaign that will provide 4.5 million impressions. The campaign starts September 8<sup>th</sup>. Director Campos wants to receive a copy of the Hispanic advertisement.

GM noted sound containment project in Crosetti is finished and exterior grading improvements will be next.

There will be an expanded opening day ceremony and bigger entertainment on Wednesday night to kick-off a big opening night and successful fair!

### OLD BUSINESS

President Dietrich reported that the Board Policies and Procedures Committee has made it through board conduct and CEO relationship. The committee hope to have a draft by October with adoption early in 2016. The By-Laws will also be updated.

## **NEW BUSINESS**

1. GM noted Heritage Foundation has always done event license which requires much staff and volunteer time to coordinated and obtain the licenses. The Foundation wants to obtain a permanent license. *Director Campos moved, Director Barton seconded approval of Heritage Foundation application for a permanent alcohol license with a letter to be signed by President Dietrich. Motion carried unanimously.*
2. *Director Fontana moved, Director Campos seconded approval of the JLA application for a line of credit to cash flow auction. Motion carried unanimously.*

## **CORRESPONDENCE**

Notice of violation from Regional Water agency. They know what is wrong but have not provided an explanation of how it should be done. GM is continuing to seek solution but let the board know that the situation may lead to additional litigation.

## **REPORTS**

1. Rodgers House News Update – Report is in packet. President Estrada the group is waiting for sign to be installed; the redwood trees are looking bad and there will be a night tour of the house on Friday during Fair.
2. Heritage Foundation. – Jeannie Kegebein reported there are 4 new board members; the strategic plan has been updated. They will be hosting the hospitality night preview of the fair, the event will take place on Tuesday, September 15<sup>th</sup> from 5:30 – 8 PM. The Foundation will be hiring an administrative assistant, 12 hours per week. Jeannie asked the board for their support of the Heritage Hog program which is raising money for the water storage system for the fairgrounds.
3. Ag History Project – Dedication of the Borina Tractor Barn and kick-off of the 30<sup>th</sup> year celebration was a success. Living History Farm survey will continue through fair. Nic Keiderling and Bob Erbe have water wheel almost working, just doing final balancing.

**Next Agenda Items Requested** – Steve Stagnaro on spring agenda to explain marketing process; \$110,000 media budget gets spread thin but building Sunday participation.

## **Next Meetings**

Next Regular Board Meeting Schedule (at 1:30 in the Board Room) is December 15, 2015

**ADJOURNMENT:** The meeting adjourned at 3:20 pm.