

# 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 24, 2016

The Board Room

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

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

**CALL TO ORDER:** 1:30 PM by Vice President Fontana

**DIRECTORS PRESENT:** Stephanie Fontana, Vice President; Loretta Estrada, Director; Jody Belgard, Director; Don Dietrich, Director; Stuart Yamamoto, Director.

**DIRECTORS ABSENT:** Director Tony Campos

**DIRECTORS EXCUSED:** Director Barton; Director Hammer

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

**ADMINISTRATION/OPS.** – Lynne Grossi

**PUBLIC COMMENTS:** Eric Zamost suggests the Foundation Retreat meeting violated the Bagley-Keene Act because two board members were present.

**DIRECTOR COMMENTS:** none

**CONSENT CALENDAR:** The Consent Calendar was split by consensus of the board so that those present could vote on approval of the March 22, 2016 minutes. *Director Estrada moved, Director Yamamoto seconded approval of the March 22, 2016 minutes. Directors Belgard and Dietrich abstained, the remaining directors voted in favor, motion carried.*

*Director Belgard moved, and Director Dietrich seconded approval of the Contracts on the Consent Agenda. Motion carried unanimously.*

**NEW BUSINESS** (moved up on agenda while computer rebooted):

GM summarized Santa Cruz Fairgrounds/Salsipuedes Creek Restoration Project and services to be provided by Ecological Concerns, Inc. (ECI). *Director Dietrich moved, Director Yamamoto seconded motion to approve multi-year contract with ECI in the amount not to exceed \$17,027.32. Motion carried unanimously.*

#### REPORTS

1. Santa Cruz County Fairgrounds Foundation. Jeannie Kegebein reported that Katie Bassman with Lakeside Organics is now on the board so now 12 members are seated. They are looking for a contract grant writer.

2. Rodgers House News Update – Director Estrada was grateful to Trish Kett for keeping things going while she was away.
3. Ag History – Lynne Grossi reported that The Day on the Farm, May 14<sup>th</sup>, was very successful this year with over 700 in attendance. There was a lot of 4-H activity and Silva's draft horses made hay in the hay field under the direction of John Kegebein (this was recorded by video so will be available for viewing). Also, Ag History got first place in the Artichoke Festival Parade with the tractors.

**FINANCIALS:** GM reviewed the January, February and March 2016 financials. He reported that the cash balance is \$179,000 with no outstanding liabilities. He also reviewed the proposed credit line for this year. *Director Dietrich moved, Director Yamamoto seconded approval of the Cash Balance/Cash Flow/Credit Line. Motion carried unanimously.*

*Director Dietrich moved, Director Belgard seconded approval of the January, February and March 2016 Financials. Motion carried unanimously.*

#### **MANAGER'S REPORT:**

1. Road maintenance equipment has been acquired so the staff can now start oiling and sealing the roads around the grounds. French drains have been installed across from the rose garden in an area of poor drainage. This will lower the perched water table there, preserving the infrastructure and roads in the area across from the Hog Barn. GM distributed the Draft Foundation Funding request. It has been approved by the Foundation. \$18,000 in State Infrastructure Funding may come through to help fund the Fire Protection Diesel Pump Engine.
2. Facilities Rental – a new horse show will take over the former July Almaden Horse Show slot. Several new events are also coming – a church group is taking 2 weeks at the end of July. The RV Park is busy with good tenants including PG&E workers. The Soquel Flea Market will close in April of 2017, Fairground's Market is hoping to expand in May.
3. The Logo designs were distributed – one for the Fairgrounds facility, and a different one for the Santa Cruz County Fair.
4. Still looking for a department head for the Fine Arts Department.

#### **OLD BUSINESS**

Jeannie Kegebein reported on the Fairgrounds Foundation retreat (report was distributed). The workshop focused on a 20 year vision. Kirk Schmidt provided an overview of Return on Investments (ROI) concepts for both short term and long term investments. Example of a short term investment was the RV Park and a long term project would be making the cow barn a permanent structure that could be used for livestock at Fairtime and for events with a large separate parking area for other times of the year. Another concept discussed was to put large sliding doors at one end of the Arts Building creating a large indoor/outdoor venue for weddings and other events. Mr. Schmidt recommended a joint meeting of the Fair Board and Foundation Board be held. Jeannie Kegebein proposed an evening meeting on the regular July meeting date (July 26) focused on strategic planning. GM supported the idea and further suggested public meetings later in the year with an emphasis on including key participants/stakeholders.

**CORRESPONDENCE – none**  
**Next Agenda Items Requested - none**

**Next Meetings**

Next Regular Board Meeting Schedule is July 26, 2016 at 6:30 PM in the Board Room

**ADJOURNMENT:** The meeting adjourned at 2:45 pm.

DRAFT