

# **Santa Cruz County Fairgrounds Foundation**

## **Board Retreat**

**Saturday, April 30, 2016**

**Facilitator: Karen Storey**

Participants: Kirk Schmidt, Kevin Larkin, Ivan Diaz, Kaleena Kane, Michele Bassi, Jeannie Kegebein, Julie Oliver, Steve Tedesco, Sue King, Don Dietrich, Stephanie Fontana, Lynne Grossi, John Kegebein and Dave Kegebein

### **1. The Group's List of Successes and Accomplishments during the past 4-5 years:**

- Financial Stability
  - Coming out of debt
  - Keeping buildings rented
  - Funding available for projects
- Strong Leadership
  - Fair Manager
  - Management Team
  - Great Volunteers and Volunteer Appreciation
  - Improvements in Fairgrounds and Foundation Administrative Operations
- Facility Improvements
  - We have acquired equipment and tools to do the work.
  - Storage building, Crosetti and Harvest Hall
  - New Foundation office
  - Roads & infrastructure
  - Constant quality of grounds
  - Bathrooms in Heritage Hall and parking lot next on list
- Public Relations/Communications
  - Improved communications with fair family through newsletter
  - Good neighbor again
  - Increased customer satisfaction
  - More customers
  - More activities open for the public
  - Improving Foundation Member relations

### **2. Three separate groups discussed Visioning the Fairgrounds of the Future**

Group 1: Michele, Julie, Kaleena, John, Stephanie

Group 2: Ivan, Kirk, Kevin, Dave, Jeannie

Group 3: Sue, Steve, Don, Lynne

### **3. After each small group presented their "Visions", the consensus of the whole group was to pursue the following ideas (full brainstorming list is under #5):**

1. Widen 152; fix intersection
2. Get attention of legislators for SCCFair
3. Expand RV park
4. Equestrian Center

5. Maximize multi-purpose facilities
6. Replace walls of Fine Arts Building with sliding glass doors to access Paddy Smith Park
7. Technology
8. Agriculture important
9. Paint buildings and other possibilities to make the fairgrounds pleasing to donors/visitors
10. Youth leadership development
11. Sports center
12. Increase quick revenue return
13. Maximize alcohol sales
14. Increase admin and maintenance paid staff
15. Do events all week
16. More communication to Public More PR and Marketing
17. Continuous reinvention
18. Capitalize on unique history
19. Energy savings

**4. It was suggested that potential criteria for prioritizing the group's ideas include:**

- How quickly ROI
- Applying available resources (people and \$\$)
- Divide out capital campaigns vs short-term turn around
- Public partnerships needed
- Partnerships with other organizations needed
- Prioritize on a timeline where activities fit and Stick With It! Short vs long-term project coordination
- Communication/alignment between Fair Board and Foundation Board. Collaborate
- See tangible results

**5. All combined ideas from the small group's suggestions for the "Vision of the Future Fairgrounds" :**

1. Upgrades to Current Facilities
  - a. Expand RV park
  - b. Visually change the look of the fairgrounds; paint buildings with color other than beige
  - c. Replace entrance sign with new marquee sign
  - d. Kitchen upgrades in halls
  - e. Replace walls in Fire Arts Building with sliding glass doors into Paddy Smith Park
  - f. Add kitchen to Fine Arts Building
  - g. Renovate Floriculture Building to rental hall
  - h. Keep beautiful landscaping
  - i. Build pathways through lawn
  - j. Use shrubs as sound wall
  - k. Pavement upgrades
  - l. Improve maintenance road
  - m. Use middle of racetrack for sporting event when cars aren't racing
  - n. Boundary Management
  - o. Consistently upgrade technology
  - p. Consider best use of landlocked property

2. New Facilities
  - a. Year-round Equestrian Center
    - i. Build covered arena
    - ii. Paint horse stalls a color pleasing to horses
  - b. Livestock area
    - i. Build large multi-purpose building/Convention Center for livestock during Fair and large expos/trade shows during remainder of the year
    - ii. Sports Center
  - iii. Larger Foundation office
  - iv. Upgrade/enlarge? Fairgrounds admin offices
3. Maintain safe facility for youth and families
  - a. Sports Center
  - b. Use center of race track, parking lot, other areas?
  - c. Entertainment venue
  - d. Strong youth program centered around volunteering at fairgrounds
4. Expansion
  - a. Additional lobbying to State
  - b. New Classification
  - c. Better funding
  - d. Better Management ability
  - e. Increase paid staff
  - f. Increase promotion of public events
5. Increase Revenues
  - a. More RV sites
  - b. Bingo
  - c. Branding of buildings through Foundation
  - d. Year-round Equestrian Center
  - e. Livestock facility/Convention Center
  - f. Training in facilities
  - g. Renovate Floriculture Building as rental hall