

14th District Agricultural Association

SANTA CRUZ COUNTY FAIR

Established 1885



BOARD MEETING MINUTES

Board of Directors' Meeting

2601 East Lake Avenue, Watsonville, CA

Wednesday, October 26, 2016

The Board Room

Approved by: _____

Date: _____

CALL TO ORDER: 1:30 PM by President Barton

DIRECTORS PRESENT: Bill Barton, President; Stephanie Fontana, Vice President; Loretta Estrada, Director; Jody Belgard, Director, Don Dietrich, Director; Tony Campos, Director.

DIRECTORS ABSENT: n/a

DIRECTORS EXCUSED: Director Yamamoto, Director Hammer

GENERAL MANAGER (GM): Dave Kegebein

Admin & Operations: Lynne Grossi

DIRECTOR COMMENTS: None

PUBLIC COMMENTS: Robin Turnquist with the Clover Deli presented a letter requesting that the Board agendaize a discussion on the future of the Clover Deli at the Fair.

CONSENT AGENDA: *Director Dietrich moved, Director Campos seconded approval of the consent agenda. Motion Carried 6-0.*

FINANCIALS: FM reported a cash balance of \$581,000 which will be reduced by the \$150,000 line of credit when paid. An additional \$31,000 cash from foundation beer sales is anticipated. He noted that in the winter usually \$30,000 to \$40,000 more is spent than is received and the books from Fairtime are still being finalized. The cash balance position now is \$75,000 to \$100,000 better than this time last year.

MANAGERS REPORT: Team from CDFA is coming for mandatory 3 hour training. FM referred to the public comment regarding the Clover Deli and noted that the building was originally a milk barn and its proximity to livestock activities including the beef barn and pig races creates a food safety liability. President Barton appointed Director Estrada and Director Dietrich to a committee to discuss and research the issue and bring a recommendation back to the Board.

NEW BUSINESS:

ELECTION OF OFFICERS Director Dietrich moved that President Barton be considered as President again. Director Campos seconded the motion. Director Campos made a friendly amendment to the motion

adding Director Fontana as Vice President, which was accepted by Director Dietrich and seconded by Director Estrada. *Motion Carried 6-0.*

DISCUSS STRATEGY/DEVELOPMENT PURSUIT OF STATE PROPERTY FUNDING

President Barton summarized the discussion at the last board meeting where it was proposed to further discuss the need for a strategy to increase the awareness and funding levels for fair facilities at the state level.

GM provided background and reviewed handouts that included:

1. California Fairgrounds 2015 Critical and Urgent Deferred Maintenance and Infrastructure Needs”
2. California Department of Food and Agriculture: Network of California Fairs Funding deferred Maintenance – Fire, Life & Safety/Infrastructure
3. Santa Cruz County Fairgrounds, 14th DDA Facilities List

GM noted that the State approved \$18,000 last year for the control panel on the Fire Protection Pumping System and \$53,000 this year for paving. Director Estrada commented that the State owns the facility but pays almost nothing towards the very expensive maintenance needs. Director Campos asked for a tour of the facilities to assess conditions. Eric Zamost (public) commented that it is not a forgone conclusion that, because the State owns the facility they should maintain it, since they don't collect revenues from it.

John Kegebein highlighted the positives at the facility including the Ag History Project, the Rodgers House, Heritage Hall, and noted that a tremendous amount has been spent on these great successes. Director Dietrich emphasized the need to continue to talk about three points; 1) Infrastructure repair, 2) Infrastructure maintenance, and 3) State mandate issues including the creek management, potable water system requirements and legal issues. He stressed the need to have an accurate assessment and verifiable data in order to keep a consistent message to bring before the legislators when seeking funding. We also need to consider whether we stress our area alone or team with a bigger area by teaming with others in our area.

GM noted that we are working through some legacy issues regarding state mandates. Longer term issues are infrastructure improvements as listed in the handouts. A lot of cosmetic and building improvements are being accomplished over time with help from the Foundation. GM will inquire with neighboring facilities as to their interest in being involved. President Barton asked Director Dietrich and Campos to do a summary sheet defining the message and strategy to be brought back for Board consideration.

CORRESPONDENCE None

REPORTS

1. Rodgers House – Director Estrada reported that they had a working lunch meeting today. Their Christmas dinner will be on December 7th with 24 guests to be served, which was an auction item.
2. Santa Cruz County Fair Foundation – Jeannie Kegebein report that the Fair alcohol sales were up \$21,900 from 2015 at \$121,000 gross with \$64,000 net. Kevin Larkin is chairing a committee looking at bringing Bingo to the site. Steve Tedesco and Jeff Nielsen are researching a youth leadership institute that could possibly be a March through August program with a Fair volunteer requirement. The Heritage Hog generated \$20,000 and there is still time to donate!
3. Agricultural History Project – John Kegebein reported that the annual Harvest Dinner is October 29th, everyone is encouraged to attend, and tickets are available on-line or at AHP.

4. Western Fairs Association Convention is January 15-18th, 2017 in Reno, Nevada

FINAL COMMENTS: Director Estrada commended Jerry Ernst– a Jack of All Trades, for his tireless work at the Fair, also Richard and Mary Travis for their dedication and commitment.

Next Meetings

1. Next Board Meeting Tuesday, November 29th, 2016, 1:30 in the Board Room

ADJOURNMENT: The Business meeting was adjourned to Board of Directors training at 3:35 PM.