

# 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, October 4, 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 (call in); Loretta Estrada, Director; Jody Belgard, Director, Stuart Yamamoto, Director; Don Dietrich, Director; Eric Hammer, Director; Tony Campos, Director ( arrived at 1:40 PM).

**DIRECTORS ABSENT:** none

**DIRECTORS EXCUSED:** n/a

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

**Admin & Operations:** Lynne Grossi

**DIRECTOR COMMENTS:** None

**PUBLIC COMMENTS:** Kalia Nixon from Fairs & Expositions was introduced. Eric Zamost presented a letter requesting written and email notices of all noticeable meetings.

**MINUTES:** Director Dietrich asked about a Safeway expense in the financial reports on the consent agenda (they were new fair sponsors this year). Director Dietrich moved, Director Yamamoto seconded approval of the consent agenda. *Motion Carried 7-0.*

**FINANCIALS:** GM presented June, July and August financials, pointing out that the August 2016 STOP Report showed August 2016 revenues to be very similar to August 2015's. Director Dietrich moved, Director Hammer seconded, approval of the June, July and August 2016 Financials. *Motion Carried 8.0.*

#### **MANAGERS REPORT:** GM

GM provided the revenue summary and summarized the Junior Livestock cash flow. We had a very successful fair this year with revenues up about 8%.

GM noted that it has been 4 years, 10 months and 4 days since he took the reins, not that he's been counting. His emphasis has been to develop an organization that is:

- Restructured
- Reorganized
- Re-energized

- Repaired
- Rebuilt
- Redone (how we do everything)

Through this period there has been a steady revenue growth in all six fair time sources:

1. Administration
2. Food & Beverages
3. Carnival
4. Parking
5. Sponsorship
6. Exhibits, & miscellaneous other

GM noted that there have been lots of successes but also daunting challenges in keeping this going. Deferred maintenance has been a HUGE issue, and this is the local community trying to maintain a State-owned property with little to no State funding.

The State Water Resources Control and Regional Water Quality Control Board are pushing hard on drinking water and drainage/stream channel issues, resulting in costs that threaten to deplete available funds. There is a serious need for representation in Sacramento so that the legislature can respond to the basic funding need to support their properties. GM suggested that the board needs to make a decision about how to move forward with the future of “who we are and what is our future?”

Director Hammer suggested that these issues be agendized in the future, and that we need to get our local representatives involved. Director Campos suggested that we get the Latino Caucus involved. Director Dietrich noted that the Western Fairs Association is a trade organization not tasked with soliciting funding. He suggested that the board more actively set the meeting agendas and that meetings be scheduled more frequently so that these issues have more follow-through. Someone is going to have to build a coalition in the fair industry. Several directors and Eric Zamost from the public concurred that the GM is doing an awesome job. But more support by the board and the State could make this effort successful.

Director Fontana expressed appreciation for the thoughtful discussion and noted that this conversation has been going on for several years – it’s now time for action – time to pony up. President Barton suggested a meeting be scheduled for October 26 to discuss this further. GM noted that it is time for election of officers which could occur at that meeting as well.

The board and GM discussed the general terms of the contract for the car races, noting that the contract contains maintenance requirements by the operator that should be enforced.

The decrease in Fair entries was discussed including a concern that not having printed premium books may have contributed to the decrease in entries. There was discussion about the need for additional staff to manage the parking, and the difficulty in finding short term employees for these kinds of positions. Director Estrada mentioned her frustration that the Diaper Derby was not shown in the daily schedule – GM responded that space is limited on the programs but that he would ensure it is included next year with a reminder.

There was concern from some directors that the Monster Truck Show, although hugely popular, could have had better crowd control and management. Director Estrada presented a list of comments about the Fair

that could use attention – President Barton noted that Director Estrada’s comments dovetail into the issues that Director Dietrich listed. GM noted that many of the specific issues would be addressed except that finding qualified temporary staff for fair-time would continue to be a challenge.

GM noted that there is new interest by potential department leaders for the Floriculture Department, and Nic Kiederling said that there was a great increase in interest in the hydroponics display. Director Belgard noted that the new tables/planters in front of Heritage Hall are lovely and were very well used during the Fair.

Director Estrada again praised the hard work of the GM, noting that he had done more in the past 4 years than she and Frankie had seen done in many years past.

## **REPORTS**

1. Rodgers House – Director Estrada said many tours of the Rodgers House were done during the fair.
2. Heritage Foundation – Kevin Larkin reported that \$105,000 was generated in 2015 and in 2016 revenues were up 20% to \$119,000. The Heritage Hog generated \$18,000 and there is still time to donate! He also commended Richard Travis for orchestrating the alcohol sales including 118 volunteers who sold liquor for the enjoyment of fairgoers.
3. Agricultural History Project – Lynne Grossi reported that Second Saturday is coming up and the theme is Sheep to Sox. Also the annual Harvest Dinner is October 29<sup>th</sup>, everyone is encouraged to attend, and tickets are available on-line or at AHP.

**FINAL COMMENTS:** Director Estrada commended Jerry – 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. New Board Meeting recommended Wednesday, October 26th, 2016, 1:30 in the Board Room

**ADJOURNMENT:** The meeting was adjourned at 3:45 PM.