

14th District Agricultural Association

SANTA CRUZ COUNTY FAIR

Established 1885



BOARD MEETING MINUTES

Board of Directors' Meeting

2601 East Lake Avenue, Watsonville, CA

Tuesday, June 27, 2017

The Board Room

Approved by: _____

Date: _____

CALL TO ORDER: 1:30 PM by President Barton

DIRECTORS PRESENT: Bill Barton, President; Stephanie Fontana, Vice President; Don Dietrich, Director; Loretta Estrada, Director; Lupe Flores, Director; Tony Campos, Director; Michael Pruger, Director.

DIRECTORS ABSENT:

DIRECTORS EXCUSED: Director Belgard.

GENERAL MANAGER (GM): Dave Kegebein

ADMINISTRATION/OPS. – Lynne Grossi

PUBLIC COMMENTS: none

DIRECTOR COMMENTS: Director Dietrich reported that he has been meeting with representatives at Santa Cruz County. He has had very productive meetings and would like to have a spokesperson come present after the fair. There are opportunities to increase week time activities here. He would like to have a discussion agenda regarding the \$500,000 earmarked for sports fields by the County. Eric Zamost suggested a comparative of potential revenue from sports fields versus revenues from the race track.

CONSENT CALENDAR: The Consent Calendar was presented with April 25 and May 23rd minutes and Contracts. *Director Dietrich moved, Director Estrada seconded approval of the Consent Agenda. Motion carried 7-0, Ayes - Directors Barton, Fontana, Estrada, Dietrich, Campos, Flores and Pruger.*

FINANCIALS

GM noted that the cash balance on hand is about \$90,000 with an additional \$50,000 to be deposited, similar to this time last year. *Director Estrada moved, Director Flores seconded approval of the Financial Reports. Motion carried 7-0, Ayes - Directors Barton, Fontana, Estrada, Dietrich, Campos, Flores and Pruger.*

MANAGER'S REPORT – GM noted that the best location for sports fields is adjacent to the fairgrounds on a parcel along College Lake. This parcel is underutilized and has good access and parking options if tax revenue could be used to support the effort.

GM reviewed the Event Calendar for the July outlining the numerous events including weekly flea market, horse shows, Quinceaneras and weddings. He summarized the other major rentals we have annually, including the closure to prep for the fair from August 10th until the fair is over. We have help from individuals completing community service hours which is a little inconsistent but a much-needed service.

OLD BUSINESS – Review of Strategic Plan. President Barton reviewed the discussion at the last meeting where the Board asked to agendaize a further discussion with a presentation by facilitator. Jessica Wolf with **Meetings That Matter** provided a summary of the inclusionary process she used to conduct Santa Cruz County Parks Department meetings that were very successful. She shared how the Board could approach the Strategic Planning effort in an inclusive and very productive way. After her presentation Director Dietrich complimented GM in accomplishing many of the goals outlined in the previous Plan. There was discussion of doing an update to the Strategic Plan and what that timing would look like, with the fair only 75 days away. President Barton appointed Director Dietrich and Campos to a committee to develop a framework for proceeding with an update to the Strategic Plan, including a budget, approach and process.

NEW BUSINESS – Approve the renewal for a Line of Credit. GM explained that we've maintained a \$150,000 line of credit the past five years with Santa Cruz County Bank and would like the Board to authorize staff to again acquire a line of credit for \$150,000. *Director Campos moved, Director Fontana seconded approval for renewal of the Line of Credit with Santa Cruz County Bank. Motion carried 7-0, Ayes - Directors Barton, Fontana, Estrada, Dietrich, Campos, Flores and Pruger.*

REPORTS

1. Policy Review meeting – update. President Barton gave an update on progress being made by Policy Review Committee. They will meet again on July 11th. They hope to have work wrapped up by the end of July.
2. State Property Funding – Director Dietrich provided update on this standing item. The fall is a good time to talk with State officials about what will go into the 2018 budget. He will continue tracking State Property Funding efforts and will keep the Board apprised of any developments. GM noted that Western Fairs Association, our trade association is recruiting for a new Executive Director, but it may be months before new recruit gets onboard.
3. Santa Cruz County Fairgrounds Foundation News Update. GM provided an update on the Heritage Hog Program which provides a \$2,000 scholarship. They've contributed to \$132,000 in improvements on the grounds. They have recruited new, very active and productive members so they are making great progress. They are pursuing some grant opportunities. Richard Travis solicited for bartenders for the Flea Market.
4. Rodgers House News Update – Director Estrada reported that the minutes from the last meeting are included in the packet, and their next meeting is tomorrow. GM replaced soil in beds and the members are doing a lot of planting and upkeep of the gardens.
5. Ag History Project News Update – John Kegebein invited everyone to come ride in a wagon at the Fourth of July Parade in Watsonville. Two architects are being interviewed this week for the Living History Farm project. The new Lettuce Exhibit will be dedicated the Second Saturday of August.

CORRESPONDENCE – none.

FACILITIES TOUR – GM took Board on a tour of the facilities.

Next Regular Board Meeting is July 25, 2017 at 1:30 in the Board Room

ADJOURNMENT: The meeting adjourned at 5:15 pm.

DRAFT