

**14th DISTRICT AGRICULTURAL ASSOCIATION  
SANTA CRUZ COUNTY FAIRGROUNDS**

**GENERAL**

**POLICIES**

Adopted \_\_\_\_\_

# Mission, Vision, & Values

## **Mission Statement:**

The mission of the Santa Cruz County Fairgrounds is to provide a safe place for community events, educational opportunities and the annual Fair that showcases the talents and diversity of our community.

## **Vision Statement:**

The 14<sup>th</sup> DAA's vision is to provide a premiere facility which meets the needs of the community

## **Statement of Values:**

The 14th DAA is committed to:

- Maintaining a clean, safe, family-oriented and culturally diverse environment.
- Promoting education, agriculture and preserving our heritage while meeting the challenges of the future.
- Maintaining a high quality staff that provides customer service and promotes the community while sustaining strong business relationships and fiscal responsibility.

## TABLE OF CONTENTS

<b>Mission Statement</b>	<b>2</b>
<b>Vision Statement</b>	<b>2</b>
<b>Statement of Values</b>	<b>2</b>
<b>Introduction</b>	<b>4</b>
<b>Definitions</b>	<b>5</b>
<b>Officers of the Board of Directors</b>	<b>6</b>
<b>Director's Responsibilities</b>	<b>6</b>
<b>Additional Policies</b>	<b>7-8</b>
<b>Procedures</b>	<b>9</b>
<b>Standing Committees</b>	<b>10</b>
<b>Personal</b>	
<b>CEO</b>	<b>11</b>
<b>CEO's Responsibilities</b>	<b>11-12</b>
<b>Other Employees</b>	<b>12</b>
<b>Public Statements</b>	<b>13</b>
<b>Facility Rentals</b>	<b>14</b>
<b>Safety Policy</b>	<b>15</b>

## **INTRODUCTION**

This Policy Manual is the result of the Board of Directors' efforts to establish a consistent means of serving the needs of the people of the 14th District Agricultural Association.

It reflects the goals of the Association, brings consistency to its operation, provides fair treatment for all concerned, increases staff efficiency, cuts down on wasted effort, and relieves the Board and management of the burden of making repetitive decisions.

The guidelines offered here is the basis upon which management and staff conducts the business of the Association. The Board of Directors as a policy setting body has the ultimate responsibility for this manuals' content. Its collective decisions will be the impetus for any changes.

Furthermore, any changes in, or exceptions to, the policies established in the Policy Manual shall be performed only by authority of a 2/3-majority vote of the full Board. Neither management nor Directors will take any actions contrary to established policy without such authority. Addendums attached as a result of Board action are considered a part of Board policy

In some cases procedures and goals are included to help insure consistent interpretation of policy. This manual should serve as a constant tool of management, a reminder to present Directors of policies currently in effect, and an introduction to the operation of the Association for new Directors. The Policy Manual will be reviewed annually by the Executive Committee in December and presented to the full board at the meeting in January for ratification.

This Policy Manual shall be in compliance with the State Accounting Procedures Manual at all times. The Accounting Procedures Manual takes precedent in matters regarding accounting procedures.

**DEFINITIONS TERMS USED WITHIN THIS  
POLICY MANUAL**

<b><u>ASSOCIATION:</u></b>	14 <sup>th</sup> District Agricultural Association
<b><u>BOARD:</u></b>	The policy making body for the Association, consisting of nine Directors
<b><u>DIRECTORS:</u></b>	Individual members of the Board, appointed by the governor to fill four-year terms.
<b><u>DIVISION:</u></b>	The Division of Fairs and Expositions, a branch of the California Department of Food and Agriculture.
<b><u>DISTRICT:</u></b>	District 14 is the County of Santa Cruz. Participation is also encouraged from surrounding counties.
<b><u>MANAGER:</u></b>	Chief Executive Officer (CEO) of the 14 <sup>th</sup> DAA
<b><u>POLICY:</u></b>	A statement of a course of action to be consistently followed under stated conditions without reference to higher authority.
<b><u>PROCEDURE:</u></b>	A system of organization and/or action developed to achieve the policy goals of the Association.
<b><u>STAFF:</u></b>	Those employees (both civil service and non-civil service) hired by the CEO.

## **OFFICERS OF THE BOARD**

**PRESIDENT**- (ANY MEMBER OF THE BOARD)

**Function** -To conduct all meetings of the Association and to be responsible for appointment of all committees.

**VICE PRESIDENT**- (ANY MEMBER OF THE BOARD)

**Function** -To act on the President's behalf in his/her absence.

**CEO** - (NOT A MEMBER OF THE BOARD)

**Function** -To manage the affairs of the Association (see CEO's duties)

**SECRETARY**- (NOT A MEMBER OF THE BOARD)

**Function** -To keep minutes of all board meetings and handle Board correspondence.

**TREASURER**- (NOT A MEMBER OF THE BOARD)

**Function** -To be responsible for the financial records and transactions of the Association.

**NOTE:** CEO, secretary and treasurer positions may be held by one person.

## **DIRECTOR'S RESPONSIBILITIES**

It is the Board's policy to conduct business as outlined in the CDFA's Division of Fairs & Expositions Directors Handbooks

Recommended Guidance for Fair Board Directors – Revised December 2012

**Board of Directors Handbook Part I: Governance**

([https://www.cdfa.ca.gov/Fairs\\_&\\_Expositions/documents/BoD\\_Handbook\\_Pt\\_I.pdf](https://www.cdfa.ca.gov/Fairs_&_Expositions/documents/BoD_Handbook_Pt_I.pdf))

**Board of Directors Handbook Part II: Recommended Best Practices**

([https://www.cdfa.ca.gov/Fairs\\_&\\_Expositions/documents/BoD\\_Handbook\\_Pt\\_II.pdf](https://www.cdfa.ca.gov/Fairs_&_Expositions/documents/BoD_Handbook_Pt_II.pdf))

### **Directors Primary Functions**

Create and communicate the vision for current and future service to the community.

Establish and maintain policies to effectively operate the fairgrounds.

Provide financial and operational oversight.

## **Annually Required Board Actions**

1. Adopt next year's schedule of meetings by last meeting of calendar year.
2. Set limits and authorize CEO to sign contracts.
3. Establish financial document (checks, etc.) signature requirements.
4. Elect Officers for following calendar year.
5. Executive committee to review policy manual in January & present proposed changes to board for approval at next regular meeting.
6. Update director portraits.
7. Select Blue Ribbon & other award winners.
8. Authorize Workman's Comp Insurance pool participation.
9. Approve the budget
10. Set Fair dates & times
11. Establish facility rental rates
12. Set fair time rates for concessions, exhibitors, etc.
13. Review the CEO's performance.
14. Attend required trainings
15. Approve annual delegation of authority for following calendar year before December 31<sup>st</sup>

## **ADDITIONAL POLICIES**

**Director Portraits** – Group Portrait of the Directors, will be placed in the Directors facilities and/or front office of the Administration building

**Memorials on Fairgrounds** - All individual recognition, memorials and awards to be placed on the Fair facility will require Board of Directors approval on an individual basis.

**Memorials** -The CEO with concurrence of the President shall be empowered to make memorials of value not to exceed \$100 to long time volunteers. Tickets and/or gift baskets may be given for marketing purposes only

**Blue Ribbon Awards** - long-term volunteer services and **Director Awards** - short-term volunteer services may be recognized by the Board of Directors upon recommendation of Staff or Director

### **Worker's Compensation for Volunteers**

Worker's Compensation covers employees; the 14<sup>th</sup> DAA should prepare annual resolutions to include volunteers and members of the Board of Directors in the fair's coverage

**Check Signing Policy** - All disbursements up to \$500 requires only one signature signed either by the CEO, or designated Board member. A disbursement of \$500 or more requires two signatures either the CEO or designated Board member. It is the intent of this policy that the CEO be one of the signatures whenever possible.

The Board shall annually approve a list of authorized bank account signers which may include the CEO, CEO designated representatives, and board members.

### **Budget and State Funding**

The Board and the CEO are equally and jointly responsible for ensuring that expenditures remain within the amounts approved by F&E. The Minutes of the Board of Directors should acknowledge:

- Receipt of the approved budget
- Receipt of all funding received from the state



### **Fair Dates and Times**

The current year's fair theme or logo as well as its dates, proposed hours of operation, and special days should be noted in the minutes of the Board.

### **Facility Rental Rates**

The Board should establish fee schedules for all rentals and associated charges for buildings, areas of grounds, equipment, clean up and security deposits, set up and tear down, standby and other labor charges, and nonprofit discounts, reflect these in the minutes; the resolution should specifically name individuals authorized to negotiate changes to the established rates and identify any limitations imposed on that authority.

### **Fair Rates and Commissions**

The Board should set or approve standard rates for concessionaires and commercial exhibitors. Include minimum guarantees, concession percentage, price per unit for beer & wine, booth fees, utility fees, and discounted rates. The Board should also set or approve nonprofit discounts/fees/waiver of fees. If the Board authorizes a member of fair staff to make adjustments to the approved rates, note in the minutes.

**Request to appear before the board** - Any item requiring action (including individuals wishing to appear before the Board to request action), must be presented to the CEO, in writing, by 5:00 p.m., twelve (12) calendar days prior to the regularly scheduled meeting

## **.PROCEDURES**

**QUORUM** - The presence of five (5) Directors constitutes a quorum. Action may result when a simple majority of a quorum votes "yes" on a motion. \*

**ABSENCES** - Food and agricultural code section 3967 authorizes Boards to grant excused absences for health or acts of nature. It is the Director's responsibility to notify management of the reason for any absence. Action on absences (to excuse or not to excuse) should be taken monthly and shall be reflected in the minutes. If a Director misses three (3) consecutive regular meetings, such Director is presumed to have resigned, unless the board excuses the absences.

\* The exception is the 2/3 vote of the full Board required to change policy.

**AGENDA APPROVAL** - The agenda requires Board approval prior to the conduct of the business of the Association. Any changes in the agenda should be included in the motion to approve (and shall only include altering the order in which items are to be considered or to add items or reports not requiring action). No items requiring action can be added.

**CONSENT AGENDA** - Items for Board approval that are routine and adhere to current Board policy, or are covered by standard state regulations, will be designated under the agenda heading "consent agenda". They will be approved as a group with one motion. Prior to their approval, any Board member may request either an explanation of any item contained therein or its removal from the consent agenda for separate consideration.

**BOARD OFFICERS** - The election of officers for the ensuing year will be held at the second to last board meeting of the year. New officers assume posts at the first regular Board meeting of the calendar year. Officers elected are President, Vice President, CEO and Treasurer.

## **STANDING COMMITTEES**

The President of the Board should appoint “Standing Committees” at the first regular Board meeting after taking office. (Existing committees shall remain in effect until the appointments are made.) President may reappoint/reassign committee members/chairs and form ad hoc committees from time to time as necessary.

Committees shall consist of two to four Directors, with one designated by the President to chair the meetings. The CEO or his designated representative shall be in attendance at all committee meetings.

### **EXECUTIVE**

Membership includes the President and Vice President.

Function -To meet at the request of the CEO to discuss personnel, potential litigation, or to preview important agenda items. To handle emergency situations (as identified by the CEO) when the full Board cannot be gathered. To review items suggested for addition to the Association's Policy Manual and Bylaws, and to annually review the Policy Manual and Bylaws.

### **FINANCE**

Function –

1. Review the annual budget with the CEO.
2. Regularly review the financials of the Fairgrounds, Fair, or individual projects.
3. Establish the means of achieving capital requirements for improvements and new programs.

### **BUILDINGS & GROUNDS**

Function –

1. Review facility condition reports with the CEO.
2. Review repair and improvement project plans and develop time lines and funding sources.

## **CEO**

### BOARD POLICY REGARDING THE CEO:

The CEO is hired by a majority vote of the full Board. As it is an exempt position, many civil service rules do not apply. The CEO serves at the pleasure of the Board. The CEO is charged with the responsibility of operating the Association. The Board shall set policy that offers guidelines for that operation, leaving the actual day-to-day decisions for the CEO. In essence, the Board decides "what" the CEO develops and the CEO carries out the "how".

1. Any Board concerns that may arise regarding the performance of the CEO shall be directed by the President to the CEO in a timely manner, so that those concerns may be addressed as part of an ongoing program of management evaluation and improvement.
2. The evaluation process should begin in January. The evaluation process should begin with an evaluation packet, (the prior year's evaluation, prior year's goals and objectives and the current year's evaluation) to be given to all Board members at the January Board meeting.
3. At the following Board meeting, the Board will evaluate the CEO and discuss goals and objectives for the current year.
4. The final evaluation should be given to the Board and signed by the Board President and the CEO.
5. CEO Evaluation documents available at:  
[https://www.cdfa.ca.gov/Fairs\\_ & Expositions/Resources\\_and\\_Publications/](https://www.cdfa.ca.gov/Fairs_&_Expositions/Resources_and_Publications/)

## **CEO'S RESPONSIBILITIES**

1. To represent the Association at meetings and functions as requested by the Board.
2. To stay well informed on all Association matters.
3. To express his/her opinion at Board meetings on all matters impacting the Association.
4. To present the Board with sufficient information for its use in making policy decisions.
5. To place the good of the Association before that of personal or professional gain.
6. To act in accordance with the Policy Manual.
7. To abide by the majority decision of the Board.
8. To devise methods and procedures for raising money for the Association.
9. To act as an ambassador for the Association, and project a positive image of the Association.
10. To work within the framework of the budget approved by the Board, being mindful at all times of approved levels of expenditures and to be diligent in reminding the

Board of the impact their decisions may have on the financial soundness of the Association.

11. To sign checks as authorized by the Board and stated in the check signing policy
12. Revision of master planning to be made as required; proposals for changes to be made by a committee appointed by the Board President and management.
13. The 14th District Agricultural Association is an Equal Opportunity Employer.
14. All personnel shall be hired by the CEO or the responsible management or staff member given the authority to hire by the CEO.
15. The CEO bears ultimate responsibility for all employees. This includes employee development and keeping of thorough employee records.
16. Directors' concerns regarding personnel shall be directed to the CEO in a timely manner, so that those concerns may be addressed as part of an ongoing program of employee evaluation and improvement. Directors shall not directly become involved in the supervision or evaluation of any employee.
17. All personnel files are confidential. Access to information contained in such files may be granted only to the employee concerned, the CEO or staff designated by the CEO. The necessary preparation of personnel file information may be performed by an employee designated by the CEO. Discussion of personnel file information by the CEO or the designated employee is prohibited.

### **PUBLIC STATEMENTS**

A unified voice is very beneficial when controversial situations call for public statements from the Board. The designated spokesman for the Association shall be the CEO, unless he/she is unavailable or the Board appoints another person. Directors should refer questions concerning controversial Board matters to the spokesperson. The Board appoints the CEO or President to be our spokesperson.

In matters of extreme importance the CEO may choose to consult with the Executive Committee prior to issuing a statement.

Disagreements among Board members will occur, and the open discussion of issues is vital in any progressive organization. This policy is not meant in any way to limit the freedom of speech of individual Board members. There may be occasions when it is impossible or impractical to refer questions to the Board's spokesman. There are also times when a Director may be the only person holding a minority position on a given issue.

In making public statements regarding sensitive issues, Directors should stress that their opinion is not necessarily that of the majority and attempt to present a positive image of the Association.

## **FACILITY RENTALS**

Board policy regarding use of fairgrounds facilities and equipment.

1. The main purpose of the Association is the sponsoring of the Santa Cruz County Fair.
2. The use of the fairgrounds by the people served by the Association shall be encouraged by the CEO and Directors.
3. Every effort will be made by the CEO and the Board to insure that rental rates remain fair, but also that all interim use of the fairgrounds shall be of benefit to the Association and or the community.
4. Association equipment shall not be made available for use outside the fairgrounds, unless approved by the CEO and Board president.
5. Management may choose not to rent the facilities for any activities that it determines may adversely impact the local neighborhood or the fairgrounds.
6. Management will schedule no rentals on the grounds that will adversely impact the annual Fair sponsored by the Association. Interim events conflicting with Fair events will not be scheduled thirty (30) days prior to or fourteen (14) days after the annual Fair.
7. No event will be permitted without adequate security. Security levels will be determined by management based upon the nature of the event and anticipated attendance.
8. All use of the facilities and/or its equipment, shall be covered by a rental agreement, duly entered into by staff and approved by the Board.
9. All alcohol sold or hosted to be provided by the Santa Cruz County Fairgrounds Foundation.
10. It is the policy of the Board that parking will be charged for as deemed necessary by the CEO.
11. Rules and regulations covering interim events are established in writing and approved by the board become a part of the policy manual in the operations section.
12. Rules and regulations for the R.V. Park are established in writing and approved by the board become a part of the policy manual in the operations section.
13. The Association may provide a list of pre-approved subcontractors for vendor services for the benefit of our renters. This does not mean other contractors cannot provide services, but the Association reserves the right to approve and/or refuse services provided by contractors not on the pre-approved list.

## **SAFETY POLICY**

Above all else, safety for all who utilize the fairgrounds is our foremost responsibility.

Management, as a part of its duties, will perform a constant vigil against any and all actions, on the part of its officers, employees, contractors, and exhibitors that might in any way create a hazardous situation on the fairgrounds.

In addition, management will make every effort through proper rules and enforcement, to create a safe environment at all times, and to make the altering of any unsafe practices or conditions the first priority. Board members will be mindful of public safety when setting policy, and will report to the CEO any potentially hazardous situation they may observe.

A major fire/disaster plan will be created by management. A frequent review of such a plan will be the duty of the CEO.

Protecting the safety of fairgoers is a top priority. Management will contract for medical first aid services, private security services, and law enforcement services.