

# 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, April 3, 2018

The Board Room

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

**CALL TO ORDER:** 1:30 PM by President Stephanie Fontana

**DIRECTORS PRESENT:** Stephanie Fontana, President; Loretta Estrada, Director; Jody Belgard, Director; Bill Barton, Director; Tony Campos, Director; Michael Pruger, Director; Lupe Flores, Director; MariaElena de la Garza, Director.

**DIRECTORS ABSENT:** none

**DIRECTORS EXCUSED:** n/a

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

**RECORDING SECRETARY:** Mary Bannister

**PUBLIC COMMENTS:** none

**DIRECTOR COMMENTS:** Director de la Garza expressed her excitement about the 150<sup>th</sup> City of Watsonville celebration with many representatives from the Fair in attendance. She is also excited to be getting more involved with Fair planning with the help of GM.

**CONSENT CALENDAR:** The Consent Calendar was presented. Director Campos commented on the Board meeting schedule. *Director Barton moved, Director Belgard seconded approval of the Minutes of the February 27, 2018 meeting and Consent Agenda. Motion carried 8-0, Ayes - Directors Fontana, Barton, Estrada, Belgard, Campos, Pruger, Flores and de la Garza.*

**FINANCIALS:** GM reviewed the STOP (Statement of Operations) report – revenues increased to \$1.9 million compared with \$1.2 million five years ago. *Director Belgard moved, Director Estrada seconded approval of the STOP Report. Motion carried 8-0, Ayes - Directors Fontana, Barton, Estrada, Belgard, Campos, Pruger, Flores and de la Garza.*

**January/February 2018 Financials** – GM provided overview of January and February 2018 Financials. *Director Campos moved, Director Belgard seconded approval of the January and February financials. Motion carried 8-0, Ayes - Directors Fontana, Barton, Estrada, Belgard, Campos, Pruger, Flores and de la Garza.*

**OLD BUSINESS** – Strategic Planning – next steps. President Fontana presented an overview of the Strategic Planning Workshop from last month's meeting. Director Barton commented that he felt that there should be clarity in what the Board's goals are in a strategic planning effort. Director Campos stated that we need to figure out costs and where we wanted to go. President Fontana would like to see a summary of the notes the presenter took at the workshop, which GM will obtain. Director de la Garza noted that we have a wealth of information in our vendor/client lists and that the effort maybe best broken into baby steps. GM noted that there are existing plans and reports that he reviewed and that will be put into binders for each director. Historical information binder will be presented at the next meeting and discussed at the following meeting. Public comment – Eric Zamost cautioned about “side bar” conversations where board members discuss fair business outside of a publicly noticed meeting.

**NEW BUSINESS** – none

**CORRESPONDENCE** – None.

**MANAGER'S REPORT:** GM reported that the Governor's office must approve new CEO hires and compensation. CSFA or Department of General Services must provide insurance for the Fair facility. We currently pay \$40,000 for liability insurance. Form 700's are due to the Fair office. Board member trainings (ethics and sexual harassment) are due to be completed by directors. Several board members have had issues with the online training. GM can handle through the State contact. CDFA Livestock Symposium was held in Fresno last week. Ten representatives went and learned a lot about the new regulations regarding livestock. Staff is working on a “Buy Local First” campaign to get more attendance on Wednesday/Thursday at the Fair. Staff is working on switching our Fair entry system to a newer, more efficient software system.

#### **REPORTS**

1. Rodgers House – Director Estrada reported that 21 visitors from the Steinbeck Center in Salinas toured the Rodgers House and Ag History. It was a lovely event and the attendees would like to come back.
2. Ag History Project- John Kegebein reported their approach to strategic planning – having specific events, such as the Easter Egg Hunt last weekend, with 800 in attendance, would be a much better draw. Living History Project got a Community Foundation grant for \$10,000 to get consultant help to identify target audience – which showed that an interest in animals was the biggest draw. At the Day on the Farm May 12 a bar-b-que will be held and the Master Plan for Living History Farm will be presented.
3. Santa Cruz County Fairgrounds Foundation Update – none.

#### **HAYRIDE WAGON TOUR OF THE FAIRGROUNDS**

#### **NEXT MEETING**

Next Regular Board Meeting is May 22, 2018 at 1:30 in the Board Room.

**ADJOURNMENT:** The meeting adjourned at 3:58 pm.