

14th District Agricultural Association

SANTA CRUZ COUNTY FAIR

Established 1885



BOARD MEETING MINUTES

Board of Directors' Meeting

2601 East Lake Avenue, Watsonville, CA

Tuesday, October 22, 2019

The Board Room

Approved by: _____

Date: _____

CALL TO ORDER: 1:30 p.m. by President Don Dietrich

DIRECTORS PRESENT: Don Dietrich - President; Tony Campos – Vice President; Loretta Estrada, Jody Belgard, Stephanie Fontana, Bill Barton, Lupe Flores, MariaElena de la Garza.

JR FAIRBOARD MEMBER: absent

DIRECTORS ABSENT: none

DIRECTORS EXCUSED: Director Pruger

GENERAL MANAGER (GM): Dave Kegebein

RECORDING SECRETARY: Mary Bannister

PUBLIC COMMENTS: none

DIRECTOR COMMENTS: Director de la Garza noted that she invited GM to luncheon reception for the new UCSC chancellor to be held in South County November 3rd.

CONSENT CALENDAR. *Director Campos moved, Director Estrada seconded approval of the Consent Calendar. Motion carried 8 - 0. Ayes - Directors Dietrich, Campos, Belgard, Estrada, Fontana, Barton, Flores, and de la Garza.*

FINANCIALS. GM provided update on current financials – cash balance is approximately \$550,000. *Director Fontana moved, Director Belgard seconded approval of July Financials, Motion carried 8 - 0. Ayes - Directors Dietrich, Campos, Belgard, Estrada, Fontana, Barton, Flores, and de la Garza. Director Campos moved, Director Barton seconded approval of August Financials, Motion carried 8 - 0. Ayes - Directors Dietrich, Campos, Belgard, Estrada, Fontana, Barton, Flores, and de la Garza.*

GM reported that the 2017 Financial Review is complete and ready to be reviewed by the Board. Financial Reviews are conducted every two years and a full audit every third year. After discussion, *Director Fontana moved, Director Barton seconded acceptance of 2017 Financial Review, Motion carried 8 - 0. Ayes - Directors Dietrich, Campos, Belgard, Estrada, Fontana, Barton, Flores, and de la Garza.*

OLD BUSINESS - none

NEW BUSINESS

CDFA Contract – Financial Support 2020 – Authorize Agreement.

GM reviewed CDFA Standard Agreement 19-1093 providing for \$40,609.00 of support for training & operating expenses from the State. *Director Belgard moved, Director Campos seconded approval of the CDFA Contract. Motion carried 8 - 0. Ayes - Directors Dietrich, Campos, Belgard, Estrada, Fontana, Barton, Flores, and de la Garza.*

CORRESPONDENCE

GM provided update on CDFA Letter regarding pension liability as described in their September 27, 2019 letter.

CEO REPORT

GM reported that the Fair attendance was down 12-14% after 7 years of growth. The primary reasons were 1) Gilroy Garlic Festival shooting causing anxiety, 2) Heat on Thursday/Friday (100 degree afternoons) and 3) the need for increased security causing some reluctance among possible attendees.

Livestock revenues were up with \$371,000 in auction sales. A contingency fund of 8% is held back to pay for expenses and loss, etc. A big effort was put into increasing overall entries and they've gone up from 2,300 to 5,200 to 5,400 this year – a very good growth rate.

Public Comment – John Kegebein noted that the IAFE did a great article on how important fairs are for educating the youth on food production.

Director Comments – President Dietrich recommended that ticket sales start early on opening day so that attendees can come right in once the gates open. He also asked that directors bring any other recommendations for next year.

GM reported that a lot of work takes place AFTER the fair is over including clean-up and preparation for next events. Work in track area includes drainage improvements for Ag History expansion, and likewise tearing out the concrete where the bleachers had been. A new trailer has been refurbished for Santa Cruz Fair Foundation and current trailer will be repurposed. The RV Park expansion is awaiting a cost estimate. Parking lot repairs and improvements are underway. The Heritage Hall bathroom expansion plans are under review with quotes needed for electrical and plumbing design.

Small Cannabis Show is being held this weekend – last show has somewhat smaller attendance than hoped. Continuing to develop that market and expectations are high.

Primary drinking water well pump went out right after the Fair – it is being repaired at this time. Director Dietrich recommends that we communicate closely with Ocean Speedway when earth moving is done for AHP expansion.

REPORTS

1. Strategic Planning Report – President Dietrich reported that the Fair Survey Report is included in the Board Packet. Jeannie Kegebein summarized the findings in the summary. She reported that results were very similar to last 3 surveys done – ANIMALS, EXHIBITS AND FOOD - are the big draws. Most attendees are from within 15-mile radius. Still need to try to increase the weekday attendance – Sunday's we are usually at full capacity. The Circus was very well attended and received a lot of positive feedback. They will be brought back next year. The Rattlesnake Show was also a big hit. Director de la Garza pointed out the age range of attendees as being worth studying – significantly different age groups on different days.
2. Santa Cruz County Fairgrounds Foundation Update – Jeannie reported that the Fair Foundation has been chosen as Organization of the Year by the Pajaro Valley Chamber -. Jeannie Kegebein passed a sign up sheet for helping with the data collection. Also needed are people to tend to the information booth with t-shirt sales, etc. Jeannie also reported that they have a matching grant from the Monterey Bay Foundation for \$75,000 for the fire suppression system. This is a matching grant program so additional donations are needed. Thursday September 5th was a training session for alcohol servers at Heritage Hall. At the Fair, Hospitality Night is the Tuesday night before Opening Wednesday (September 10th at 5:30 p.m.).
3. Rodgers House – Director Estrada reported that they had wonderful attendance at the Rodgers House during the Fair, with a wonderful pianist entertaining the visitors.
4. Ag History Project- John Kegebein reported that the Fair went very well – we gained some new exhibitors. Harvest Dinner is November 16th and everyone is encouraged to attend. The site expansion has been delayed, as reported by GM, but that allows more time for preparation.

CORRESPONDENCE – none

NEXT MEETING

Next Regular Board Meeting is December 10, 2019 at 1:30 p.m. in the Board Room.
Christmas Party – December 18th, 2019

ADJOURNMENT: The meeting adjourned at 2:35 p.m.