

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 25, 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, Director; Stephanie Fontana, Director; Jody Belgard, Director; MariaElena de la Garza, Director; Michael Pruger, Director.

JR FAIRBOARD MEMBER PRESENT: Morgan Cole

DIRECTORS ABSENT: none

DIRECTORS EXCUSED:

GENERAL MANAGER (GM): Dave Kegebein

RECORDING SECRETARY: Mary Bannister

PUBLIC COMMENTS:

DIRECTOR COMMENTS: Director de la Garza asked to agendized next month the resolution for Community Action Board to support 2020 census. Director Fontana noted that she and a friend walk the fairgrounds many evenings and are so pleased to see how nice the upgrades look. They also appreciate the game they play "Spot the Dave on the Forklift" and they are often winners.

CONSENT CALENDAR: *Director Fontana moved, Director Estrada seconded approval of the April 23, 2019 minutes, as amended. Motion carried 9 - 0. Ayes - Directors Dietrich, Campos, Barton, Belgard, Estrada, Flores, Fontana, de la Garza and Pruger.*

Director Fontana moved, Director Estrada seconded approval of the Contracts on Consent Agenda. Motion carried 9 - 0. Ayes - Directors Dietrich, Campos, Barton, Belgard, Estrada, Flores, Fontana, de la Garza and Pruger.

FINANCIALS: GM reported that current cash on hand is \$107,347. Increasing JLA line of credit from \$35,000 to \$75,000 for this year. March and April Financials. *Director Barton moved, Director Belgard seconded approval of the March Financials. Motion carried 9 - 0. Ayes - Directors Dietrich, Campos, Barton, Belgard, Estrada, Flores, Fontana, de la Garza and Pruger.*

Director Belgard moved, Director Fontana seconded approval of the April Financials. Motion carried 9 - 0. Ayes - Directors Dietrich, Campos, Barton, Belgard, Estrada, Flores, Fontana, de la Garza and Pruger.

OLD BUSINESS - none

NEW BUSINESS – Contract with County Sherriff – Fair Time Services – annual contract slightly exceeds GM spending authority so brought to Board for approval. *Director Barton moved, Director Belgard seconded approval of the County Sherriff Fair Time Services Contract. Motion carried 9 – 0. Ayes - Directors Dietrich, Campos, Barton, Belgard, Estrada, Flores, Fontana, de la Garza and Pruger.*

CEO REPORT

Letter included in the packet regarding the \$18 million of SB-5 bond funds to be distributed by CDFA for fairgrounds improvement / repair projects. No new reports of Newcastle's Disease in Southern California so Poultry Show is on for now. Also, could impact Turkey Races. Two cannabis events were planned for this year. One, in August is an outdoor concert with Cannabis, the other is a vendor show last weekend in October – "Hallo-Weed." The CEO reviewed the fair time entertainment plans including the four things planned in the baseball field.

Public Comment – Eric Zamost noted a procedural issue with public comment period.

REPORTS

1. Strategic Planning Report – President Dietrich reported that we were unsuccessful in the grant application that was submitted. Alternative ways of keeping project moving are being considered. Phase I will be data collection at the Fair – about \$5,000 to conduct surveys. He requested that each director provide two questions to be added to the survey.
 - a. Ideas from directors for questions and information to collect:
 - i. Do you come to non-fair events?
 - ii. What else brings you to the Fair?
 - iii. Demographics/Zip Code, email and miles travelled
 1. Use examples of other events – car shows, cannabis, spas, circus
 - iv. Do you attend other Fairs?
 - v. What would draw you in future (5 to 10) years.
 - vi. Media – how do you learn about the events?
2. Santa Cruz County Fairgrounds Foundation Update –Jeannie Kegebein reported they have selected the Heritage Hog Scholarship recipient. Her name is Isabel Hanchia. Country Hills Feed donated the hog, and Corralitos Feed is donating the hog feed. Funding requests to support the Heritage Hog Program are going out this week. The Monterey Peninsula Foundation just awarded us \$75,000 and that funding requires a match. So funds in excess of the scholarship collected from the Heritage Hog request will be applied to the matching fund for the Monterey Peninsula Foundation grant. Youth Leadership Program orientation day is tomorrow with seven kids signed up.
3. Rodgers House – Director Estrada reported their next meeting is tomorrow. She reported that Tricia Kett is undergoing cancer treatment and we're sending thoughts, prayers and a house full of love her way.
4. Ag History Project- John Kegebein reported that they are getting prepared for the Fair – hoping to have a tractor rodeo Friday night and Line Dancing on Saturday night. The manure spreader had

been redone and was rolled out this morning!! AHP participated in the Hollister Parade and will be in the Watsonville Fourth of July Parade.

5. Junior Fair Board – Morgan Cole reported that they are doing artwork to hang in the barn – the pieces are copies of early fair posters.

President Dietrich would like to implement a Personnel Committee. Would like the pay structure for CEO to be evaluated and also provide updates on performance review process. He asked Director Pruger and Director Flores to serve as this committee.

Director Belgard reported that acquaintances of hers who were interested in entering items in the fair were very pleased that the process was easy and they received emails with all the needed information to enter.

Mary Travis reported that they will have entry guides available at Second Saturday in July, July 13. Jean K. mentioned that there is an All Chamber Mixer at the Fairgrounds/ Ag History July 18 at 5:30. We will have the next Department Head meeting August 13 – potluck at 6:00 p.m., and meeting at 7:00 p.m. Board members are encouraged to attend with clearance by GM to avoid conflict with meeting regulations.

CORRESPONDENCE – none

NEXT MEETING

Next Regular Board Meeting is July 23, 2019 at 1:30 p.m. in the Board Room

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