

14th District Agricultural Association



SANTA CRUZ COUNTY FAIR

Established 1885

BOARD MEETING MINUTES

Board of Directors' Meeting

2601 East Lake Avenue, Watsonville, CA

Tuesday, August 27, 2019

The Board Room

Approved by: _____

Date: _____

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

DIRECTORS PRESENT: Don Dietrich, President; Loretta Estrada, Jody Belgard, Lupe Flores, Michael Pruger.

JR FAIRBOARD MEMBER: represented

DIRECTORS ABSENT: Director Campos

DIRECTORS EXCUSED: Directors Barton, Fontana and De La Garza

GENERAL MANAGER (GM): Dave Kegebein

RECORDING SECRETARY: Mary Bannister

PUBLIC COMMENTS: none

DIRECTOR COMMENTS: Director Dietrich noted that there's a lot of activity around the grounds and they look fabulous. Director Estrada also mentioned how nicely maintained the grounds appear.

CONSENT CALENDAR. July minutes pulled from consent due to correction needed (Director Belgard was Excused in July). *Director Estrada moved, Director Flores seconded approval of the July, 2019 minutes, as amended. Motion carried 5 - 0. Ayes - Directors Dietrich, Belgard, Estrada, Flores, and Pruger.*

Contracts on Consent Calendar. *Director Belgard moved, Director Pruger seconded approval of the Consent Calendar Contracts. Motion carried 5 - 0. Ayes - Directors Dietrich, Belgard, Estrada, Flores, and Pruger.*

FINANCIALS. *Director Belgard moved, Director Flores seconded approval of the June Financials. Motion carried 5 - 0. Ayes - Directors Dietrich, Belgard, Estrada, Flores, and Pruger.*

OLD BUSINESS - none

NEW BUSINESS - none

CEO REPORT

GM reported that the crew is getting ramped up to full steam in anticipation of the Fair in two weeks. Poultry show is a “go”, livestock entries are up with about 160 pigs entered and large increases in the other animals, especially the FFA presence. Cannabis show was July 13th put on by Santa Cruz Naturals. It was very well run and a successful event. Will be held again next year in July. Electrical project upgrade is moving deep dive stage.

New rules will be enforced related to health and food safety around the livestock areas – no food or drink allowed in livestock areas and enhanced handwash stations, etc. Training and education for exhibitors and public are planned. Also increased site security is planned.

REPORTS

1. Strategic Planning Report – President Dietrich reported that there will be data collection done at Fair-time to get customer input. Volunteers are needed to assist with the data collection.
2. Santa Cruz County Fairgrounds Foundation Update –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 is 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 their next meeting is tomorrow. The Rodgers House painting is complete. The Carl and Frances Dobler donation of a beautiful set of china from the family was picked up yesterday. We are very grateful to the Dobler’s for their generous donation.
4. Ag History Project- Carol Grossi reported that AHP cleaning is underway. There will be puppet shows every day and tractor parades each evening. The Parade of Champions is Saturday – directors should meet at AHP prior.
5. Junior Fair Board – Morgan Cole started school today so her mother provided the update. She reported preparation is underway and animals are being prepared for the Fair.

CORRESPONDENCE – none

NEXT MEETING

Next Regular Board Meeting is October 22nd, 2019 at 1:30 p.m. in the Board Room.

ADJOURNMENT: The meeting adjourned at 2:12 p.m.