



14th District Agricultural Association

SANTA CRUZ COUNTY FAIR

Established 1885

Livestock Committee Meeting

November 2, 2022, 07:00 PM – Fine Arts Building

Committee Members: Stephanie Fontana – Board Member

Interim CEO: Don Dietrich

CALL TO ORDER – 7:03 pm – Stephanie Fontana

Additions to Agenda – consider changing meeting date to second Wednesday of the month.

Public participation – None

Review of Prior Meeting Minutes – August 3 meeting; notes are posted to Livestock website

Board Committee Member Reports – Stephanie Fontana

Reports:

Co- Superintendents - Kyle Middleton & Kyle Plaskett

Kyle Plaskett thanked all of the department heads and volunteers for putting on a great fair this year.

Kyle Middleton thanked everyone for going with the flow this year. Appreciates everyone's willingness to work with us through the challenges.

Livestock Operations – Kathryn Hill thought the fair went well.

Items to review

1. Fair Recap – Stephanie asked for feedback on how we can improve the fair.
 - Danny wants to discuss the locked gate between the Redwood Café and the Livestock Area for security. It was too much of a hassle for parents and participants when the gate was closed. The fair has a 5-year contract with the security provider; no metal detectors at the back gate. It was suggested that we bring this to the attention of the fair board (amplify protection of the public) they would have to approve paying for a guard at the gate
 - We need to have somebody from Horse Show at the gates when they have events going on. Also need speed limit signs and maybe speed bumps. We need to enforce one way traffic, signage would help.
 - Jim thanked Kevin for everything he did – beef barn was set up well for the hogs and the beef. No problems with pen gates. There was a lot of air and no hot sun. The entry lane into the arena needed pop-ups during the show and auction. We might want to look at installing large fans – there are a couple of 4ft square fans that were meant for the poultry barn, so they can be repurposed.
 - JT thanked everyone. JT offered to do the judges lunches again next year.
 - Kyle M. liked the second arena set-up with the bleachers set up under the tent.
 - The electricity was fantastic.
 - PA system was not functional. There's no full-fair PA system. Maybe start with the livestock end for the fair and move toward the other end of the fair. Maybe we need to look at portable systems – Livestock could purchase their own. Kyle P. has speakers, amps, mic and cables that could be used. We'll keep brainstorming.



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2. Auction Recap

- Cynthia reported that 2022 was the highest auction we've had to date, not including the Heritage Hog. The Heritage Hog didn't do that well this year. \$475,000; 478,000 with HH. Only \$15,000 auction payments are still outstanding.
- Beef prices were down by 40%; when we got to goats there were only a few buyers people still in the arena. The suggestion to mix species will need some study – for traffic pattern.
- Auction Buyer's Committee – Cynthia was asked about the source of funds for the buyer's committee to bump bids and buy animals. The money is donated. Additional comments from Cynthia Mazzei-Bartlebaugh post-meeting:
 - I'd like to clarify that those funds are ONLY from DONATIONS to the JLA account that is overseen by the Fairgrounds Foundation. The 8% commission from the Auction, does NOT go towards those purchases/bumps. Those funds, which are listed on the Santa Cruz County Fair/14th DAA Statement of Net Position, under "Junior Livestock Cash," are used for the hauler, auctioneer, photographer, veterinarian, ShoWorks online auction, processors, livestock tags, tents and misc. auction related supplies/equipment.
- Heritage Hog – it was recommended that we move it somewhere other than the end of the auction. If there is a clear focus on what the funds raised, we should be able to generate more money.
- Danny recommended that we feed the buyers during the auction. Health issues – can't serve food inside of the arena. We need to cater more to the buyers. Can we serve beer during the auction? It's not something we can do because of our ABC licensing. We would have to approach the Fairgrounds Foundation on what they would be willing to do.
- When you take a break or slow down the auction (putting up fences for beef), we lose buyers.
- Maybe do smaller snacks for lunch – serve and eat outside of the arena. Grab and go.

3. Request Entry Guide Changes

A list of suggested changes compiled during and after the fair was distributed to the group. This is a starting point for making changes to the entry guide. List will be discussed at February meeting. The following will be added to the list.

- Add Poultry Department educational display division. Add Egg judging.
- Ed Displays – extend time for the kids to bring them in. Change judging time to Tuesday.
- Round Robin – would like to see small animal RR. It would be rabbits, poultry – dog, cavies. We'd have to look at the state requirements, turkeys, Pygmy goats.
- Knowledge bowls for all of the livestock areas. Begin with avian in the poultry department. Peggy said that there are two sets of rules that are available for knowledge bowls – answers to questions are different depending on the rules used.
- Round Robin has become a problem – because the parents have become overwhelming. Suggestion to provide supplies for all participants. Hand out a copy of the rules to the participants when they sign up. Have an area for parents. Need volunteers in the arena if animals get unruly.
- Clean Stall – how can we make it fair for clubs/chapters with lots of animals vs. clubs with a single animal.
- General – code of conduct – can we have all of the forms signed when they get their wristbands? 4-H and FFA have codes of conduct – any violation of codes is cause for disqualification from the organizations. We expect all of the participants to follow the code. Post copies of code of conduct in the barns. Post-meeting comment: can we include the prohibition of alcohol use in the barns.

4. Barn Status



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- Don - in 1998, they moved the Rodgers house to the fairgrounds. The paperwork to get the Rodgers house designated as a historic building, inadvertently designated the entire fairgrounds as a historic site. Now the Santa Cruz County planning department wants to be involved. The state is concerned that if we take the barns down and don't have a plan in place to replace them, we can't take them down. It could take up to two years to get the fairgrounds redesignated. The cost to put up a multipurpose building could be \$5M.
- Don guesses that the barns will be repaired; The repairs could be done for \$150,000.
- Send out the interest survey again in April so we can plan for the configuration of the pens and tents.

5. Future Planning

Feed store on the grounds. We were told that they didn't have staffing to staff the store during fair hours. Kevin heard that it would have been a good idea; could we sell off the truck in the morning? Eli needs to know by the end of July what we need – then he can get enough straw or other supplies. The nice thing about not having the feed store, we had room for the public to walk through to the barns.

Jessica Sweet - applauds our effort to bump the prices for the kids.

6. Request change of meeting dates – approved changing the meetings to the second Wednesday of each month beginning in February.

Interim CEO Report

- 1 Facilities Update – Harvest building roof is leaking; looking at sole source contract to get it fixed.

We need early approval from the fair board to increase the number of beef animals accepted from Santa Clara/San Mateo counties from 5 to 10. We have 5 beef lottery winners and 4 alternates. We will send out a survey now to see where we stand with exhibitors from the tri-county area. Once we have a count from tri-county, we can make a decision about whether we can have an extra 4 from the extended area for 2023. We will submit a proposed change of the information about market beef and extended area exhibitors to the board for their December 6 meeting.

Next meeting – February 8. Discuss changes to the entry guide.

ADJOURNMENT 8:53p.m.