



14th District Agricultural Association
2601 East Lake Avenue
Watsonville, CA 95076
(831) 724-5671 • Fax: (831) 761-5827

FINANCE COMMITTEE AGENDA

14th District Agricultural Association (Santa Cruz County Fair)

Board of Directors' Meeting

District Fairgrounds, 2601 East Lake Avenue, Watsonville, CA

Tuesday, November 16, 2010

12:45 PM Finance Committee Meeting @ the Ag. History Museum

Directors: Stuart Yamamoto, President; Loretta Estrada, Director; Patrice Edwards, Director; Brian Mathias, Director.

Manager: Michael Bethke

Mission Statement:

To... Recognize And Promote Our Community, Its Individuals, Trades And Commerce, For The Unique Values And Educational Opportunities Of Each That Contribute To Our Community.

To... Promote Education And Personal Growth Of Our Youth Through Competition.

To... Promote Challenges And Opportunities To Our Youth, Who Will Be Our Future Leaders.

To... Provide A Social Gathering Place And Meet The Recreational Needs Of The Members Of Our Community.

Note: Please be informed that any member of the public has a right and is invited to participate during this public meeting and may address the Board either during the "Public Comment" portion and/or during the discussion of any particular item listed on the agenda.¹

CALL TO ORDER-Chairman: Brian Mathias

Items listed on this agenda may be considered in any order at the discretion of the Chair. All items so listed may be considered for action. Any item not listed on the agenda will not be discussed or considered by the Board.

ROLL CALL/DIRECTORS ABSENT- President: Stuart Yamamoto

1. Approve Directors Absences

INTRODUCTION OF GUESTS AND STAFF

CONSENT CALENDAR

1. Review September and October financials with recommendations to the Board of Directors
2. Approve minutes from August and October financial meetings.

OLD BUSINESS

1. Fair website RFP Update – Michael Bethke

NEW BUSINESS

1. Market Place – Michael Bethke
2. 2011 Budget – Michael Bethke
3. Review Heritage Foundation Exclusive Alcohol Sale Proposal – Michael Bethke

MATTERS OF INFORMATION

PUBLIC COMMENT

*Public comment is a right granted to the public. It is reserved for items that are not listed on the agenda, but under the Board's jurisdiction. Please be informed that public participation under Public Comment will be limited to **three (3) minutes per speaker** and in accordance with state law, the Board will not comment or otherwise consider such Public Comment item for business until and unless such item has been properly agendized at a future meeting.*

ADJOURNMENT

Date of Notice: November 5, 2010

¹Persons with disabilities who may require accommodations to attend the meeting are requested to contact the Manager's office at 831-724-5671. Persons requesting a Spanish translation service are to contact the Manager's office five (5) business days prior to the scheduled meeting date. Agendas for the 14th District Agricultural Association can be accessed on the web at: www.santacruzcountyfair.com. Questions regarding agenda items should be directed to the Managers office at 831-724-5671