



14th District Agricultural Association

2601 East Lake Avenue
Watsonville, CA 95076
(831) 724-5671 • Fax: (831) 761-5827

AGENDA

14th District Agricultural Association (Santa Cruz County Fair)

Board of Directors' Meeting

District Fairgrounds, 2601 East Lake Avenue, Watsonville, CA

Tuesday, December 21, 2010

1:30 PM Board Meeting @ the Ag. History Museum

Directors: Stuart Yamamoto, President; Jody Belgard Akimoto, Vice President; Bruce Oneto, Director; Loretta Estrada, Director; Patrice Edwards, Director; Brian Mathias, Director; Robert Marani, Director; Christopher Smith, Director; Bob Thomas, 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-President: Stuart Yamamoto

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- Michael Bethke

1. Approve Directors Absences

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.*

FINANCIALS

1. September 2010
2. October 2010
3. November 2010

CONSENT CALENDAR

1. Approval of Minutes from November 16, 2010 regular meeting
2. December, 2010 Consent Agenda

MANAGER'S REPORT – Michael Bethke

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.

OLD BUSINESS

1. Fair website RFP Update – Michael Bethke
2. Market Place Update – Michael Bethke
3. Nomination of 2011 Officers

NEW BUSINESS

1. 2011 Fair Dates and Times
2. 2011 Delegation of Authority – Michael Bethke
3. 2011 Admission Cost (Presale and Gate) – Michael Bethke
4. 2011/2012 Rental Rates – Michael Bethke
5. 2011 Concession Rates – Michael Bethke
6. 2011 Commercial Exhibitor Rates (including non-profit rates) – Michael Bethke
7. Move Board Meeting to Fourth Wednesday – Michael Bethke
8. Rental of Horse Show Equipment – Blanca Boyd
9. Camping at Horse Show during Fair – Blanca Boyd
10. New Draft California Fairgrounds Support of Disaster and Catastrophes – Michael
11. Heritage Hall – Michael Bethke
12. Crosetti Hall Roof Update – Michael Bethke

MATTERS OF INFORMATION

1. Buildings and Grounds: Loretta
2. Rodgers House: Loretta Estrada (Minutes)
3. Ocean Speedway: John Prentice
4. Education: Lynne Grossi
5. Heritage Foundation: Richard Travis
6. Junior Fair Board: Russell Sanderson
7. Agriculture History: Lynne Grossi
8. Fair Committee: John Kegebein
9. Horse Show Committee: Blanca Boyd
10. Livestock Committee: John Kegebein
11. Next Finance Committee Meeting _____, January ____, 2011 @ 12:45 PM in Board Room.
12. Next Board Meeting _____, January ____, 2011 @ 1:30 PM in Board Room.

CORRESPONDENCE

1. From: Tony Campos, Dated: October 14, 2010, RE: Nascar Racing at the Fairgrounds
2. From: Michael Bethke, Dated: November 30, 2010, RE: Key Request for Salsipuedes Sanitary District

CLOSED SESSION

Personnel Issues: Pursuant to Government Code Section 11126(e) the Board will meet in closed session to discuss personnel issues.

RECONVENE OPEN MEETING

ADJOURNMENT

Date of Notice: December 10, 2010

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