

# 14th District Agricultural Association

SANTA CRUZ COUNTY FAIR

Established 1885

## AGENDA

### Board of Directors' Meeting

2601 East Lake Avenue, Watsonville, CA

Tuesday, April 26, 2011, 1:30 PM @ the Board Room

**Directors:** Robert Marani, President; Brian Mathias, Vice President; Bruce Oneto, Director; Loretta Estrada, Director; Patrice Edwards, Director; Jody Belgard Akimoto, Director; Stuart Yamamoto, 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.<sup>1</sup>

### I. CALL TO ORDER - Rob Marani

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.

### II. ROLL CALL - Michael Bethke

### III. PLEDGE OF ALLEGIANCE

### IV. 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 agenzized at a future meeting.

### V. FINANCIALS

1. Review and Approve March, 2011 Financials

### VI. MINUTES

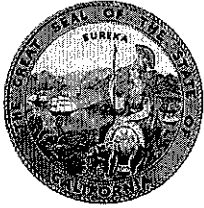
1. Review and Approve March, 2011 Minutes

### VII. CONSENT AGENDA

1. Approve Tornado Concession Rental Agreement
2. Approve SCCF Heritage Foundation Concession Rental Agreement
3. Approve SCCF Heritage Foundation Concession Rental Agreement
4. Approve Aroma Catering Concession Rental Agreement

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<sup>1</sup>Persons 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](http://www.santacruzcountyfair.com). Questions regarding agenda items should be directed to the Managers office at 831-724-5671.



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### CONSENT AGENDA (CONTINUED):

5. Approve R&S Family Concession Rental Agreement
6. Approve Pon's Chinese Food Concession Rental Agreement
7. Approve Events Food Service Concession Rental Agreement
8. Approve Rawlings #1 Concession Rental Agreement
9. Approve Rawlings #2 Concession Rental Agreement
10. Approve Rawlings #3 Concession Rental Agreement
11. Approve Sani's Ice Cream Factory #1 Concession Rental Agreement
12. Approve Sani's Ice Cream Factory #2 Concession Rental Agreement
13. Approve Grandpa's Fudge Concession Rental Agreement
14. Approve Whiting's Food Concession Rental Agreement
15. Approve McClendon Concession Rental Agreement
16. Approve Cabrillo Host Lions Concession Rental Agreement
17. Approve Conkle's Concession Rental Agreement
18. Approve Happy Day Pony Ride Concession Rental Agreement
19. Approve 3-B's Concession Rental Agreement
20. Approve Corralitos Padres Concession Rental Agreement
21. Approve Papa Magdalenos Concession Rental Agreement
22. Approve KG Enterprises Concession Rental Agreement
23. Approve Big Jims Concession Rental Agreement
24. Approve Rotary Hamburger Concession Rental Agreement
25. Approve Fraser Concession Rental Agreement
26. Approve Noel's Food, Inc. Concession Rental Agreement
27. Approve W&R Country Fair Cinnamon Rolls Concession Rental Agreement
28. Approve Clover Deli Concession Rental Agreement
29. Approve Israel Castro's Sandoval Rental Agreement
30. Approve Pajaro Valley's Chamber of Commerce Rental Agreement
31. Approve Erica Carmona's Rental Agreement
32. Approve American Computer Barrel Racing's Rental Agreement
33. Approve Happy Trails RV Club Rental Agreement
34. Approve Carlos Rodriguez's Rental Agreement
35. Approve Office of Emergency Services' Rental Agreement
36. Approve Heritage Foundation Rental Agreement
37. Approve Central Coast Electric Rental Agreement
38. Approve Karen Major's Rental Agreement
39. Approve Fables of the West Standard Agreement
40. Approve Mariachi De California Standard Agreement
41. Approve Baloonacy Standard Agreement
42. Approve Cowgirl Tricks Standard Agreement
43. Approve Nancy Ellis Standard Agreement
44. Approve Oropeza Roofing Standard Agreement
45. Approve Scott M. Thomas Standard Agreement

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### CONSENT AGENDA (CONTINUED):

46. Approve Martin Machado's Standard Agreement
47. Approve Green Valley Christian Center Commercial Exhibitor Rental Agreement
48. Approve Marquis Spas Company Store Commercial Exhibitor Rental Agreement
49. Approve Corky's Carved Signs Commercial Exhibitor Rental Agreement
50. Approve Create Air Commercial Exhibitor Rental Agreement
51. Approve Smiley Orca Face Painting Commercial Exhibitor Rental Agreement
52. Approve Smuggler Commercial Exhibitor Rental Agreement
53. Approve Child Evangelism Commercial Exhibitor Rental Agreement
54. Approve Tara Tibetan Jewelry Commercial Exhibitor Rental Agreement
55. Approve Madalene Farris Judging Agreement
56. Approve Dale Waite Judging Agreement
57. Approve Jon Bates Judging Agreement
58. Approve E. Donald Barger Judging Agreement
59. Approve Amanda Plunkett Judging Agreement
60. Approve Scott Baroni Judging Agreement
61. Approve Nathan Copp Judging Agreement
62. Approve Linda Cover Judging Agreement
63. Approve Ann Baier Judging Agreement
64. Approve All-Alaskan Racing Pigs Standard Agreement
65. Approve Santa Cruz County 4-H Spring Fair Rental Agreement
66. Approve West Coast Cutting Horse Association Rental Agreement
67. Approve Art Montgomery Kettle Corn Concession Rental Agreement
68. Approve PHD & Me Concession Rental Agreement
69. Approve Sandra Martinez Rental Agreement
70. Approve Yolanda Medina Rental Agreement
71. Approve Peter Rivera Entertainment Agreement
72. Approve Rubber Biscuits Rockin' Blues Entertainment Agreement

### VIII. MANAGER'S REPORT – Michael Bethke

1. Status Update on Solar Panel Systems & Recent Energy Conservation Report
2. Status Update on Heritage Hall & New Agricultural History Project Barn
3. Status Update on 9-11 Memorial Event
4. Status Update on Fair Website
5. Status Update on Statewide Fair Funding
6. Status Update of the Arbor Day Tree Planting event on April 29th

### IX. OLD BUSINESS

1. 2011 Fair Admission Rates / Presentation by 2<sup>nd</sup> Harvest Food Bank
2. Review and Approve Environmental Consultant Contract for Stars of Justice Charity Rodeo
3. Review and Approve Environmental Consultant Contract for Watsonville Certified Farmers Market

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### X. NEW BUSINESS

1. Board Reconsideration of October 2010 Closed Session Discussion/Action of Fair Manager's Performance Evaluation/Compensation Review
2. Review and Approve New Sponsorship Policies
3. Review and Direct Staff to renegotiate a new Master Planning/Environmental Scope of consulting services with RCH Group in light of new funding/administrative changes at CCA.
4. Approve time and date for next neighborhood/town hall meeting for Saturday, May 21<sup>st</sup>, 1:00-3:00 PM during Day on the Farm Event.
5. Status Update of the Statewide Fairground Prioritized Implementation Plans in Support of Disasters and Catastrophes

### XI. COMMITTEE REPORTS

1. Buildings and Grounds Committee News Update
2. Rodgers House Committee News Update
3. Ocean Speedway News Update
4. Education Committee News Update
5. Heritage Foundation News Update
6. Junior Fair Board News Update
7. Agriculture History Project News Update
8. Fair Committee News Update
9. Horse Show Committee News Update
10. Livestock Committee News Update
11. Ad Hoc Community Relations Committee (Creation and Purpose of the Committee)

### XII. CORRESPONDENCE

1. Letter of Fair Support from Ag. History Project to Senator Joe Simitian.
2. Acceptance Letter from F & E Acting Director Rebecca Desmond acknowledging our 2010 STOP.
3. Letter from CAFA attorneys Wittwer & Parkin, LLP.

### XIII. CLOSED SESSION

1. Personnel: Government Code Section 11126(a) - **[NONE]**
2. Real Estate: Government Code Section 11126(c)(7) - **[NONE]**
3. Pending Litigation: Government Code Section 11126(e) - **[NONE]**

### XV. ADJOURNMENT

1. Next Finance Committee Meeting Tuesday, May 24, 2011 @ 12:45 PM in Board Room.
2. Next Board Meeting Tuesday, May 24, 2011 @ 1:30 PM in Board Room.

*Date of Notice: April 15, 2011*

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