

# 14<sup>th</sup> District Agricultural Association

SANTA CRUZ COUNTY FAIR  
Established 1885



## BOARD MEETING MINUTES

Board of Directors' Meeting  
2601 East Lake Avenue, Watsonville, CA  
Tuesday, July 24, 2012  
The Harvest Building

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

**CALL TO ORDER:** 7:07 PM

**DIRECTORS PRESENT:** Bruce Oneto, Director; Loretta Estrada, Director; Stuart Yamamoto, Director, Don Dietrich, Director; Stephanie Fontana, Director.

**DIRECTORS ABSENT:**

**DIRECTORS EXCUSED:** Jody Belgard Akimoto

**TEAM LEADER:** Dave Kegebein – Interim Manager (IM)

**DIRECTOR COMMENTS:** Director Dietrich went to the Rose Society bar-b-que on Sunday and it was lovely. He encouraged everyone to “stop and smell the roses.” He thanked Janey Leonardich for the invite. Director Fontana attended the annual flower planting and said it was great. She has been talking up the idea of a soccer program at the Fairgrounds. Director Oneto, came to the flower planting but got busy stuffing Friends of the Fair envelopes – he noted that \$5,175 has been collected after 1,500 mailings. Director Estrada also attended the flower planting and her crew represented three generations of helpers!

**PUBLIC COMMENTS:** Eric Zamost showed a brief video.

### **ACTION ITEMS:**

VI.1 Public Meeting #2: IM provided a summary of the last Strategic Plan meeting. He presented an overview of the current financial conditions and the options for the future. He asked for support of the Board and Board direction.

**BOARD COMMENTS:** Director Oneto asked several questions regarding various contracts and revenue projections. He asked about the car racing contract. IM responded that the Speedway operator has two 3-year options at their sole discretion, for a fee of \$60,000/year, and the fairgrounds are obligated to pay all expenses. Director Oneto noted that Lancaster has restructured their fair with a JPA.

Director Dietrich noted that the Board needs to take some immediate decisive action to deal with the financial situation. He is concerned with the details involved with turning the fair into a non-profit. Also he is concerned with the liability for significant legal fees. He applauded the work of John Kegebein and recommended that he be retained as a consultant. He also echoed the words of Stephen Rider at the Strategy Meeting regarding the need to engage the youth.

Director Fontana agreed that additional information is needed.

Director Yamamoto is concerned that time is short – the Board does not have two years to explore options.

Director Estrada noted that the Board needs to move in a new direction – wants to move forward with the non-profit and stressed the need to move forward.

IM clarified that it will take time to set up an alternative structure for fairgrounds management, the action can't occur without research and agreement from the State.

## **PUBLIC COMMENT**

John Kegebein – Stated that 49 years of experience isn't everything, but he is willing to help where he can. He explained that although Director Estrada has taken responsibility for events of the past, had there been more sharing of information by former management; the Board would have been better able to cope. Pat Davidson is encouraged that there is more aggressive promotion of the Fairgrounds – bringing revenue in is foremost to staying afloat.

Patricia Rodriguez – wants to help to get the Farmers Market back as soon as possible. She noted that she'd had a very positive relationship with John Kegebein and John Scurfield in the past and hoped that it could be efficient in a similar way moving forward.

IM explained the work being done by Stephanie Strelow on the needed environmental documents, and the projection that they'll be completed by October.

**BOARD COMMENTS:** Director Dietrich thanked the Management Team for their work.

Director Oneto would like a written opinion from counsel that changing the governance platform will not change current contracts.

Director Estrada appointed herself and Director Dietrich to a Strategic Planning Committee to work with the Volunteer Management Team.

V1.2 Pajaro Valley High Agreement for Fair work. IM introduced the item. *Director Dietrich moved, Director Fontana seconded approval of the Pajaro Valley High School Agreement. Motion carried.*

V1.3 JT Hodges Contract – Main stage entertainment at the Fair. IM introduced the item. *Director Yamamoto moved, Director Dietrich seconded approval of JT Hodges Contract. Motion carried.*

V1.4. Review and Approve Sponsorship Policy. IM introduced the item. Chuck Allen noted that he and Jonathan Barr are doing outreach and added that there should be a \$20,000 overall Fair sponsorship category. IM encouraged the Board to leave some flexibility for the Management Team to negotiate details. After discussion *Director Dietrich moved, Director Yamamoto seconded approval of the Sponsorship Policy with attachments and amendments including a \$20,000 sponsorship category and the deletion of "commission consultant" as requested by Director Oneto. Motion carried.*

**MINUTES OF June 26, 2012 BOARD MEETING:** Director Estrada asked that the minutes be amended to correct the spelling of Rodgers House on page 2. *Director Yamamoto moved, Director Fontana seconded approval of the minutes as amended. Motion carried.*

**CONSENT AGENDA:** IM made explained the Horseshow Vendor contract (2012-120) does not have a dollar amount because he works the interim horse shows and pays a percentage amount of sales. *Director Dietch moved, Director Yamamoto seconded approval of the consent agenda. Motion carried.*

**FINANCIALS:** IM introduced the financials and thanked Nic and Anne for their work. He went over financial reports for June and noted that the line of credit from Santa Cruz County Bank to cover the low cash period just before fair in the amount of \$150,000 has been secured. *Director Dietch moved, Director Yamamoto seconded approval of the financials. Motion carried.*

**MANAGEMENT TEAM REPORT:** IM passed out recent articles including a reference to the raising of the hog barn in 1965. Also a letter to the editor by Dennis Osmer in support of the Management Team and save the Fair effort was distributed. IM noted that the Carnival Ride concessionaire has been using Groupons successfully to draw additional attendees from outside the immediate zip code area. The board was in support of this, by consensus. He summarized a letter from Fairs & Expositions approving the STOP report for 2011. He noted that we are rebuilding the horse show business.

## **INFORMATIONAL ITEMS**

### **RODGERS HOUSE**

There is a meeting tomorrow, the Committee is seeking docents for 3 hour shifts during the Fair.

### **HERITAGE FOUNDATION**

Chuck Allen reported that the Heritage Foundation is proceeding with events schedule. Heritage Hall is nearly done with many activities scheduled for fall.

### **JUNIOR FAIR BOARD – getting ready for the Fair**

**AG HISTORY PROJECT –** John Kegebeen reported that they received a 1929 Graham Paige automobile from Salinas today! There will be a dedication of the Caboose on September 8, after 5-7 years of work, and the Hop Exhibit is ready.

Gloria noted that the next Department Head meeting is August 6. IM asked Directors Estrada and Dietch to set a schedule for directors to attend the meetings. Dawn noted that the Livestock Committee meets the 4<sup>th</sup> Wednesday of the month, and said that she really likes the evening Board meetings.

**CORRESPONDENCE:** American Medical Response sent a thank you letter.

**CLOSED SESSION:** none

**ADJOURNMENT:** The meeting was adjourned at 9:32 PM.

Next Board Meeting: August 28, 2012 @ 1:30 PM in Board Room