



14th District Agricultural Association

SANTA CRUZ COUNTY FAIR

Established 1885

Board of Directors' Meeting

2601 East Lake Avenue, Watsonville, CA

Tuesday, October 23, 2012, 1:30 PM @ the Board Room

Directors: Jody Belgard, President; Bruce Oneto, Director; Loretta Estrada, Director; Stuart Yamamoto, Director; Don Dietrich, Director; Stephanie Fontana, Director.

Team Leader: Dave Kegebein

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

I. CALL TO ORDER – Jody Belgard

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 – Mary Bannister, Recording Secretary

III. PLEDGE OF ALLEGIANCE

IV. DIRECTORS COMMENTS

V. 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.

VI. MINUTES

1. Review and Approve August 28, 2012 Minutes

VII. CONSENT AGENDA

1. See attached

VIII. FINANCIALS

1. Review & Approve August & September 2012 Financials
2. Cash Balance/Flow Update / Credit Line

IX. MANAGEMENT TEAM REPORT – Dave Kegebein

1. January to October 2012 Accomplishments / Improvements

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.



14th District Agricultural Association

SANTA CRUZ COUNTY FAIR

Established 1885

2. Areas that need more work
3. 2013 Projects
4. 2013 Equipment needs
5. Vehicle Insurance Program

X. INFORMATION ITEMS

1. Fairtime Admissions Report
2. Fairtime Concessions Report
3. Fairtime Sponsors Report
4. Entries Report
5. Farmers Market Studies
6. Strategic Planning Update
- 7.

XI. ACTION ITEMS

1. Review & approve refund requests
2. Review & Approve Heritage Foundation repair & coating on JJ Crosetti roof
3. Review & Approve contract with Strelow Consulting to update Initial Study & Negative Declaration for Farmers Market
4. Approve reducing fair to 5 days
5. Future Board Meeting Schedule
6. Review & Approve Sponsorship Policy Changes
7. Review & Approve Agricultural History Project Community Garden Partnership

XII. REPORTS

1. Rodgers House News Update
2. Ocean Speedway News Update
3. Heritage Foundation News Update
4. Junior Fair Board News Update
5. Agriculture History Project News Update

XIII. CORRESPONDENCE

Thank you letter from Walnut Avenue Women's Center
Director Oneto's e-mail

XIV. FINAL DIRECTOR COMMENTS

XV. NEXT MEETINGS

1. Next Board Meeting Tuesday, November 27, 2012 @ 1:30 PM in Board Room.

XVI. ADJOURNMENT

Date of Notice: October 12, 2012

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.