

14th District Agricultural Association

SANTA CRUZ COUNTY FAIR

Established 1885



BOARD MEETING MINUTES

Board of Directors' Meeting
2601 East Lake Avenue, Watsonville, CA
Tuesday, August 28, 2012
The Board Room

Approved by: _____

Date: _____

CALL TO ORDER: 1:37 PM

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

DIRECTORS ABSENT:

DIRECTORS EXCUSED:

TEAM LEADER: Dave Kegebein – Interim General Manager (GM)

AGENDA APPROVAL:

DIRECTORS COMMENTS: Director Oneto asked if there will be board meeting after the Fair because we need to do Bagley-Keene and ethics training for new members. He also proposed a retreat and would like to review the Interim Management Team and the future of the Fair.

Director Dietrich said that the grounds look marvelous, the newly planted trees look terrific and that he can readily observe the work done by Dave Kegebein. He also noted that he had a tour with John Kegebein to view the infrastructure and really learned a lot. He recommends that all directors take advantage of John's knowledge. He also agreed with Director Oneto that a retreat would be good

Director Fontana has been exploring options for a soccer field. She also supports including a stronger youth and 4-H voice in Fairgrounds planning and activities.

Director Estrada distributed posters for Senior Contests and Diaper Derby to be held during the Fair.

PUBLIC COMMENTS: Sharon Hayashi is taking a tour of the grounds with John Kegebein. Also as a new member of the Volunteer Fair Team she is compiling a press kit. She promotes bringing in event planners during Fair time to see what is available.

GENERAL MANAGER REPORT: Dave introduced Sharon Hayashi as the new member of the Volunteer Fair Team. They are working together towards a unified approach to solicitation of sponsorships.

MINUTES OF July 11, 2012 BOARD WORKSHOP: Director Oneto asked for a correction to the July 11 Board Workshop minutes – he had not “agreed with the entire board” and asked that that statement be deleted from the minutes. *Director Estrada moved, Director Yamamoto seconded approval of the July 11 Workshop minutes as amended. Motion carried.*

MINUTES OF July 24, 2012 BOARD MEETING: Director Oneto questioned the purpose of the Strategic Planning Committee that was noted in the minutes. The IGM stated that the committee will report back to the Board at a future date. Director Oneto asked how to properly get some information to the committee. He was advised that he could forward the information to the GM who could then distribute it to the Board. *Director Fontana moved, Director Dietrich seconded approval of the July 24 Board Meeting minutes. Motion carried.*

CONSENT AGENDA: *Director Dietrich moved, Director Yamamoto seconded approval of the consent agenda. Motion carried.*

FINANCIALS: IGM introduced the financials and thanked Nic and Anne for their work. He noted that there is currently about \$100,000 cash in the bank which is significantly better than earlier projections. He encouraged the Directors to meet with Nic Keiderling with any questions. He noted that he has also gone over the financials with various groups within the Fair community. *Director Estrada complemented him on the clarity of the reports. Director Dietrich moved, Director Estrada seconded approval of the financials. Motion carried.*

MANAGEMENT TEAM REPORT: IGM stated that the Fair accounts for two-thirds of the cash flow and revenues for the facility annually. He also noted that they continue to have challenges with the aging infrastructure. Revenue generation continues to be an issue – the Farmers Market is still a big focus. The environmental work related to the Farmers Market will start up soon at a cost of about \$6,000. He received a proposal from the State regarding Fair reorganizations in general and noted that it was not very well received, so has been pulled. The team working on sponsorships is getting a good response from a very supportive community. The Friends of the Fair have generated \$14,000 from about 150 participants. The Freedom Rotary Club helped pay for and got the 150 trees planted that the IGM had acquired at auction. More concessions have signed up for the Fair than in past years so we should have packed grounds. The Departments are working full steam and getting a lot done. Director Fontana asked if we send thank you letters to those contributing – she would like to have the Fair Board acknowledge the donations and contributions by sending cards. Director Dietrich said he would like to come lend a hand in Fair preparation on the weekends. IGM noted there will be plenty to do.

ACTION ITEMS

- X1. The Lost Trailers contract – fair entertainment. *Director Dietrich moved, Director Yamamoto seconded approval of the Lost Trailers contract. Motion carried.*
- X2. Choura Event contract – fair canopies. *Director Estrada moved, Director Dietrich seconded approval of the Choura Event contract. Motion carried.*
- X3. RCM Electric contract. *Director Estrada moved, Director Fontana seconded approval of the RCM contract. Motion carried.*
- X4. Rabobank Line of Credit for JLA. *Director Dietrich moved, Director Estrada seconded approval of the Rabobank line of credit for JLA. Motion carried.*

X5. *Appoint & Approve Resolution for Fair's CFSA Elector. Director Dietrich moved, Director Yamamoto seconded appointment of President Belgard-Akimoto as Fair's CFSA Elector. Motion carried.*

INFORMATIONAL ITEMS

RODGERS HOUSE

Director Estrada reported that docent training is Wednesday with 14-16 people signed up. They have a full load of volunteers signed up for tours during the Fair. There have been some recent tours, including members from the Rodgers family, who then donated \$250!

OCEAN SPEEDWAY

John Prentice reported that it was very quiet Friday, sold out Saturday for the big race. Director Estrada commended John on the track this year.

HERITAGE FOUNDATION

Sue King reported that the "First Pour" event will happen September 8 at 5:30. Hospitality night is Friday night and is open to the Board, sponsors, Department Heads and VIP's. They need volunteers to sell alcohol at the Fair booths. October 13 is Beer Fest, also will need volunteers for that event. October 20 is the Volunteer Dinner.

JUNIOR FAIR BOARD – getting ready for the Fair

AG HISTORY PROJECT

John Kegebein reported that they are asking to work with DGS for a long term lease. Dennis Howell is assisting – and will forward a letter to the Board. They are taking 15 tractors the Fly-In on Labor Day weekend and will need some help. Saturday night of the Fair will be the Parade of Champions – be there at 6:00 to ride in the wagons and be recognized. The Hop exhibit dedication will be on September 8.

FINAL COMMENTS – NEXT AGENDA

Director Dietrich requested that there be an informational report on the work of the Strategic Planning Committee. He also asked for a proclamation or action item supporting the long term lease for the Ag History Project. GM noted that the long term lease had already been supported by the Board. Director Dietrich offered to go to Sacramento to support this if it would be helpful.

President Belgard-Akimoto appointed Director Dietrich and Director Fontana to a subcommittee to look into support of the long-term lease for the Ag History Project.

Director Oneto noted that the Little Hoover Commission will be reporting on the management of State lands in October and Fairs in early 2013.

CORRESPONDENCE: none.

CLOSED SESSION: none

ADJOURNMENT: The meeting was adjourned at 3:25 PM.

Next Board Meeting: September 25, 2012 @ 1:30 PM in Board Room