

MINUTES OF THE BOARD OF DIRECTORS MEETING OF THE 16TH DISTRICT AGRICULTURAL ASSOCIATION, CALIFORNIA MID-STATE FAIR, HELD WEDNESDAY FEBRUARY 20, 2019, IN THE SKYBOX AT THE CALIFORNIA MID-STATE FAIR IN PASO ROBLES, CA.

Present: Directors Lacey, Baldwin, Boneso, Borjon, Darway, Lilley, Sabin, Wheeler, Woodruff, and CEO Bradley

Absent: None

Guests: Deana Nelson, Heritage Foundation CFO
Brenda Fletcher, Heritage Foundation Board Member
John Quiroz, Division of Fairs and Expositions (late)
Christine Vana, California Fair Services Authority (late)
Kim Daily, Fair Staff
Tom Keffury, Fair Staff (late)
Colleen Bojorquez, Business Assistant

The meeting was called to order at 9:30 am by President Lacey.

Director Lacey asked Director Woodruff to lead the flag salute.

Introduction of Guests:

Director Lacey introduced Deana Nelson, Heritage Foundation CFO; Brenda Fletcher, Heritage Foundation Board Member; and Kim Daily, Fair Staff. Tom Keffury, John Quiroz, and Christine Vana arrived after the introductions.

Approval of Absences:

There were no absences.

Approval of Minutes

It was moved by Director Borjon, seconded by Director Boneso, and unanimously carried to approve the minutes from the January 16th Board Meeting.

Board Member	Aye	No	Abstention
Lacey	X		
Baldwin	X		
Boneso	X		
Borjon	X		
Darway	X		
Lilley	X		
Sabin	X		
Wheeler	X		
Woodruff	X		

Public Comment:

Brenda Fletcher said Heritage Foundation memberships are available online.

Consent Agenda:

It was moved by Director Baldwin, seconded by Director Woodruff, and unanimously carried to approve the Consent Agenda.

Board Member	Aye	No	Abstention
Lacey	X		
Baldwin	X		
Boneso	X		
Borjon	X		
Darway	X		
Lilley	X		
Sabin	X		
Wheeler	X		
Woodruff	X		

Old Business

A. Strategic Plan/Master Plan

CEO Bradley said the Master Plan Task Force (Directors Lacey and Boneso), several stakeholders, and staff will meet February 21st and 22nd with LSA and Associates to discuss the three (3) Master Plan topics: 1) the potential location of a Paso Robles Event Center conference center, 2) rendering of the conference center facility, and 3) the best use of the Pioneer Park property.

New Business

A. Committee Reports

Finance Committee Report

Director Baldwin reported on the Finance Committee meeting held prior to the Board Meeting. He said the Committee reviewed draft January financials. The beginning Net Resources amount was an estimated number due to finalizing year-end journal entries and closing entries. The 2018 Statement of Operations must be completed by April 1st and staff will present this report at the March 20th Board Meeting. He noted staff has created a line item for the sum of the property on the balance sheet. CEO Bradley said DGS is saying the close of escrow will be the end of March, but CEO Bradley thinks that is unlikely.

Director Baldwin said the Committee reviewed the January cost analysis as an informational item.

Director Baldwin said the Committee, per State accounting guidelines, approved writing off the 2017 stale dated checks from the General, Horse Show, and Payroll accounts, and the 2016 checks from the Premium accounts totaling \$19,590.40. He noted the Committee approved establishing \$11,285.41 in doubtful accounts and writing off \$4,540.00 of doubtful receivables which are 10 years old.

It was moved by Director Sabin, seconded by Director Wheeler, and unanimously carried to approve the Finance Committee report as presented.

Board Member	Aye	No	Abstention
Lacey	X		
Baldwin	X		
Boneso	X		
Borjon	X		
Darway	X		
Lilley	X		
Sabin	X		
Wheeler	X		
Woodruff	X		

Executive Committee Report

There was no Executive Committee Report.

Agriculture Committee Report

Director Lacey reported on the Agriculture Committee meeting that was held Monday, February 18th. She said the Committee met and reviewed changes to the Country Rodeo proposed by the Country Rodeo Task Force. Director Sabin said the Country Rodeo Task Force is made up of a wide array of equestrian community members. Changes include eliminating one (1) team roping class from Thursday team roping events and keeping the open match to four (4) steers and all others to three (3) steers. The roping will also be a "you pick" or a "draw". The Board has already approved a \$1000 award per first place contestant per event for the Country Rodeo Finals. There will be no hard awards in the finals other than the All-Around Winner who will receive a buckle along with the \$1000 purse. The All-Around tie breaker would result in splitting the \$1000 award money equally and flipping a coin for the buckle. The new point system will have a two (2) point spread instead of an one (1) point spread. The single stake race will be broken as follows: ages seven (7) to 10 years, 11 to 13 years, and 14 to 17 years. Barrel racing contestants 17 and under will be allowed to compete during the open round of qualifying with the top two (under 17) competing on Saturday night at the Finals. Junior Gymkhana schedule changes include eliminating the "youngest rider", quadrangle. The Junior Calf Branding will be separated to two (2) classes (13 and younger, 14 to 17 years old). The Committee would like to add dummy roping with two (2) classes: six (6) years and younger, and seven (7) to 10. The Snaffle Bit Show will also be eliminated from the Horse Show schedule due to low entries. Another issue the Committee discussed was parking which the Committee recognizes as very limited. There was a suggestion for a shuttle from Pioneer Lot to the equestrian area that can run the last three (3) days of Fair. Stall Fees will be \$35 a day.

CEO Bradley presented information regarding the educational opportunities for exhibitors and the proper care and housing of animals to negate bio-security issues. The Committee also reviewed the current Horse Show Eligibility rule.

It was moved by Director Darway, seconded by Director Baldwin, and unanimously carried to approve the Agriculture Committee report as presented.

Board Member	Aye	No	Abstention
Lacey	X		

Baldwin	X		
Boneso	X		
Borjon	X		
Darway	X		
Lilley	X		
Sabin	X		
Wheeler	X		
Woodruff	X		

Operations Committee Report

There was no Operations Committee Report.

Fair Programs Committee Report

Director Lilley reported on the Fair Programs Committee Meeting held February 19th. Tom Keffury was present to report on the various changes to the Main Grandstand venue including moving the Artist Meet and Greet location and the addition of a VIP Gate, which will allow access for concert goers with a concert ticket AND a VIP Tent ticket, Board members and their concert ticketed guests, and properly credentialed guests with concert tickets. This gate cannot be used by patrons with only concert tickets and Board members must accompany their ticketed guests. It was noted the VIP Gate will open at the same time the Main Grandstand Entrance opens. Any VIP requiring earlier access will use the Operations gate located at the Main Grandstand Entrance.

Director Lilley said staff will be changing the design of the Home Arts/Visual Arts/Ag Hort programs by using the two (2) buildings to delineate adult and youth entries. CEO Bradley noted there will be "Camp Rattlesnake in the Edna Valley Building where guests will be able to view and learn about rattlesnakes and various other creatures in an "Indiana Jones" themed camp environment.

CEO Bradley reported the 805 Chill Zone is moving forward with design elements coming from staff and Firestone. The removal of the existing permanent BBQ pits will help open the area and Roger Sharp has agreed to continue running the concessions in the area.

It was moved by Director Lilley, seconded by Director Darway, and unanimously carried to approve the Fair Programs Committee Report as presented.

Board Member	Aye	No	Abstention
Lacey	X		
Baldwin	X		
Boneso	X		
Borjon	X		
Darway	X		
Lilley	X		
Sabin	X		
Wheeler	X		
Woodruff	X		

Marketing Committee Report

There was no Marketing Committee Report

B. Task Force Committee Reports

Country Rodeo Task Force

Director Sabin reported during the Agriculture Committee Report.

C. Annual Dinner Review

CEO Bradley presented the staff comments regarding the annual dinner as information. Director Lacey asked the Board members to review the comments and will review the dinner at the next meeting.

D. Foundation for Ag Awareness Funds

Director Lacey said there has been expressed concern that the funds for the Foundation for Ag Awareness that are generated through various fundraising efforts, including the silent and live auction at the Annual Dinner, are not being utilized. She formed a Scholarship Committee consisting of herself, Director Darway, and Director Boneso to work with CEO Bradley to review and make recommendations on the use of the funds.

Matters of Information

A. Staff Reports

There were no Staff Reports.

B. Manager's Report

The following items were presented by CEO Bradley as informational items:

1. Form 700 – Due April 2nd. Please have the completed form to Colleen by the next Board meeting, **March 20th**.
2. Upcoming Interim Events:
 - a. Simply Clear Marketing Home and Garden Show, February 23rd and 24th
 - b. Friends of the NRA Dinner, March 2nd
 - c. VEX-IQ State Championship, March 2nd
 - d. Pacific Coast Cutting Horse, March 5th through March 10th
 - e. WiVi, March 12th and 13th
 - f. Paso Robles FFA Dinner, March 16th
 - g. Central Coast Paint Horse, March 21st through March 24th
 - h. SLO Bred Club Lamb Sale, March 23rd
 - i. Salinas Genetics Pig Sale, March 23rd
 - j. Wedding, March 23rd
 - k. Cattlemen's Western Art Show, March 29th through 31st

3. We are pleased to announce that we have secured a \$40,000 sponsorship from Travel Paso for the second year in a row. This will assist us in marketing and costs associated with our equestrian events.
4. DNA packets are now available for purchase. Cost to exhibitors is \$7 per packet and every market animal must be DNA cataloged.
5. Entries are now open for the Home Wine Making Competition, Showcase of Cities and the Central Coast Olive Oil Competition.
6. CDFA has some Board training requirements that staff will provide information for as soon as we have complete details.
7. Staff is working closely with the Heritage Foundation and Brett Butterfield to expand on their footprint and infrastructure improvements to the Island Bar and Grill areas. Once the Heritage Board approves cooperative funding with Brett and his operations, drawings will be available. All work, design, improvements, and expansion will require prior approvals before work begins. The space will include some menu improvements and the added bonus of Brew Flights for customers in the Hideout and Island Bar.
8. The California Mid-State Fair was accepted as a member of the prestigious Mid West Fairs Association starting in 2019. CEO Bradley will attend the annual meeting of the organization in 2020. All major State Fairs and Stock Shows in the Country are members of this fraternity organization which provides great opportunities for professional development, industry communication and significant contacts.
9. Staff is working with Helm and Sons on replacement of the old Shooting Gallery which is on its last legs. The technology is nearly 15 years old and to replace the existing system would be cost prohibitive. This will allow for improvements and potentially greater revenue options to the existing space.
10. The 805 Chill Zone- Staff continues to work with Pacific Beverage, Firestone Walker and Sharp Enterprises on this existing area of the grounds which was called Good 'Ol Burgers.
11. Please refer to the document in your packets titled "CEO/Board Roles and Responsibilities" for reference purposes. These guidelines are provided to DAA's by the Governor's office.
12. The 2018 California Mid-State Fair award recognition listing from the Western Fairs Association and the IAFE are included in Board packets.
13. As a matter of information, Vina Robles has booked Chicago (the Band) on July 24 which is the same date as The Zac Brown Band performance in the Chumash Grandstand. We have continued concerns with regard to City and County Resources being limited and spread thin to support both venues when concerts coincide. CEO Bradley will be meeting with Vina Robles and the City to address opportunities for solutions and future considerations for how to mitigate non-conflicting dates with shows at both venues.

14. Staff is moving forward on video screen and stage lighting improvements to the Main Grandstand which will enhance the guest experience and provide for more seating at the venue.
15. Next Board Meeting, Wednesday, March 20th, 2019 at 9:30 a.m. (Finance will meet before at 8:30 a.m.)
16. Entertainment Update
17. Future Agenda Items: Strategic Plan

C. Director's Discussion

Director Sabin congratulated staff on the various Western Fairs Association awards.

Director Borjon thanked Director Sabin for her work with the Country Rodeo Task Force and is looking forward to the changes.

Director Baldwin congratulated staff on the Western Fairs Association awards and the Annual Dinner.

Recess

Closed Session

Closed Session will be held to consider, under Government Code Section 11126(a), litigation.

Reconvene

Director Lacey appointed Director Sabin and Director Baldwin to a Legal Task Force Committee to work with CFSA with regards the Heritage Foundation.

Adjournment

With there being no further business, the meeting was adjourned at 12:41 pm.

Respectfully submitted:

Michael H. Bradley, CEO

Approved by:

Dee Lacey, President

Dated: _____