

MINUTES OF THE BOARD OF DIRECTORS MEETING OF THE 16TH DISTRICT AGRICULTURAL ASSOCIATION, CALIFORNIA MID-STATE FAIR, HELD WEDNESDAY SEPTEMBER 18, 2019, IN THE SKYBOX AT THE CALIFORNIA MID-STATE FAIR IN PASO ROBLES, CA.

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

Absent: Directors Boneso and Wheeler

Guests: Dave Belmont, Heritage Foundation Board President
Deana Nelson, Heritage Foundation CFO
Brenda Fletcher, Heritage Foundation Board Member
Tom Keffury, Fair Staff
Kim Daily, Fair Staff
Tisha Tucker, Fair Staff
Colleen Bojorquez, Business Assistant

The meeting was called to order at 9:35 am by President Lacey.

Director Lacey asked Director Woodruff to lead the flag salute.

Introduction of Guests:

Director Lacey introduced Dave Belmont, Heritage Foundation Board President; Deana Nelson, Heritage Foundation CFO; and Brenda Fletcher, Heritage Foundation Board Member. Tom Keffury, Kim Daily, and Tisha Tucker arrived after introductions.

Approval of Absences:

It was moved by Director Woodruff, seconded by Director Lilley, and unanimously carried to approve the absences of Director Boneso, who was out of town, and Director Wheeler, who had a personal emergency.

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

Approval of Minutes

Director Darway said the Hugh Pitts Scholarship should be noted as "Hugh Pitts Memorial Fund".

It was moved by Director Darway, seconded by Director Woodruff, and unanimously carried to approve the minutes from the August 28th Board Meeting, with the correction of the name "Hugh Pitts Memorial Fund".

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

Public Comment:

There were no public comments.

Consent Agenda:

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

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

Old Business

A. Strategic Plan/Master Plan

There was no report.

B. Fire Marshall Update and Discussion

CEO Bradley said a statewide group will be meeting with the State Fire Marshall's office to discuss how Fair's can improve the working relationship and communications with the State Fire Marshall's office.

New Business

A. Committee Reports

Finance Committee Report

Director Darway reported on the Finance Committee meeting that met prior to the Board meeting. He said the Committee reviewed and approved the July 2019 Financials and discussed the draft August Financials. He noted the final August Financials will be presented in October. Director Darway said ticket chargebacks were discussed and there are a large number of charges for over the counter admission tickets from Grocery Outlet. He said staff is researching methods of pursuing collecting. He said the August event cost analysis was reviewed as an informational item.

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

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

Executive Committee Report

There was no Executive Committee Report.

Agriculture Committee Report

There was no Agriculture Committee Report.

Operations Committee Report

There was no Operations Committee Report.

Fair Programs Committee Report

Director Lilley noted the Fair Programs Committee met September 12th. He reported the Entertainment Task Force (Directors Lilley and Boneso) met with the Association's Entertainment promoters via conference call and had a lengthy discussion on various aspects of entertainment including: review of the annual booking of Fair entertainment, review of 2015-2019 Grandstand and Frontier stage entertainment data, entertainment business trends, diversity of music and what sells, communication and decision making processes, factors affecting budget, scaling and ticket pricing, flex ticketing, season ticket holders, affordable ticket opportunities, free stage budget and format, table nights, VIP and Meet and Greet area, security and emergency preparedness, and flow of guests into the Main Grandstand arena.

Director Lilley noted the greatest concern from the promoters perspective was the promptness of decision making on the Association's side. The Committee recommends the following operating procedures for entertainment:

- All offers will go to CEO Bradley and the Entertainment Task Force (Directors Lilley and Boneso) to determine which acts to pursue. The Entertainment Task Force and CEO will have 24 hours to respond.
- The Entertainment Task Force can approve an offer for acts up to \$250,000.
- Acts costing \$250,000 to \$500,000 will require the Fair Programs Committee approval.
- Acts costing over \$500,000 will require full Board approval with a 24-hour response deadline.
- Acts that cost \$0-\$3000 will be informational and presented to the Entertainment Task Force.

Director Sabin noted her concern regarding offers up to \$500,000. She said the most discussion is with regards to the lower priced offers and she doesn't feel comfortable not knowing what acts are being considered and discussed. Director Borjon noted his concern as each Board Member is personally responsible for a negative financial return by the Association.

Procedurally, the Board decided the Entertainment Task Force and the CEO will review all official offers. Once approved at this level, the CEO will notify all Board Members of all Main Grandstand entertainment offers via text or email and require a 24-hour response time (yay or nay). A majority approval of the Board is required to submit the final offer.

After discussion, it was moved by Director Darway, seconded by Director Baldwin, and unanimously carried to approve that all Main Grandstand entertainment offers require a majority of the Board approval. Any offer will be reviewed by the Entertainment Task Force and CEO Bradley.

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

Director Lilley continued the Fair Programs Report noting the Committee supports increasing the number and price of the P1 tickets for the Main Grandstand. Director Borjon noted the recommendation is to review the number and price of P1 tickets per show and determine if the show warrants a higher price. Director Lilley noted the Committee discussed increasing the Frontier Stage budgets per night and entertained the idea of one show per night.

Director Lilley said a future agenda item will be the 2021 table nights and whether the costs are justified to have the tables on separate nights or if the night should be back to back.

Director Lilley reported staff has been brainstorming ideas for the Association's upcoming 75th Anniversary. Tisha Tucker said staff would like to do an "Art Deco" based décor with gold, silver, and bronze color pallets. She noted staff is hoping to celebrate the people that come to Fair while celebrating the past. Director Lacey said she and Director Woodruff will be on a Task Force to help plan the 75th Anniversary activities.

Director Lacey asked the Fair Programs Committee to meet with Helm and Sons Carnival to discuss various promotional opportunities.

It was moved by Director Woodruff, 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 (absent)			
Borjon	X		
Darway	X		
Lilley	X		
Sabin	X		
Wheeler (absent)			
Woodruff	X		

Director Lacey moved Agenda item E: Event Staff and Emergency Preparedness Report.

Terry O'Farrell presented a PowerPoint presentation (attached) regarding Fairtime staff emergency procedures.

Director Lacey moved Agenda item F: Ca Mid-State Fair Legacy Report.

Todd Ventura presented a report on the James Brabeck Legacy Foundation funds. He said approximately \$230,000 was raised and felt it was a successful inaugural year. He thanked the Board, Livestock Committee, and Heritage Foundation for the support.

Marketing Committee Report

Director Woodruff said the Marketing Committee met Tuesday, September 17th. She met with Tom Keffury prior to the meeting and discussed the various strategies used for Fairtime marketing. The Committee discussed the importance of marketing the value of what a family can do once entrance into the Fair is paid, as the perception is "the Fair is expensive". Director Woodruff said the Committee discussed tapping into the Hispanic market and developing special programs that celebrate diversity.

Director Woodruff said the Committee briefly discussed interim marketing, recognizing short term and long term goals need to be set for a changing fairgrounds. She noted the next Marketing Committee meeting will be discussing the marketability of certain areas on the grounds at the next meeting.

It was moved by Director Sabin, seconded by Director Borjon, and unanimously carried to accept the Marketing Committee report as presented.

Board Member	Aye	No	Abstention
Lacey	X		
Baldwin	X		
Boneso (absent)			
Borjon	X		
Darway	X		

Lilley	X		
Sabin	X		
Wheeler (absent)			
Woodruff	X		

Scholarship Committee Report

There was no Scholarship Committee report.

B. Task Force Committee Reports

Country Rodeo Task Force

Director Sabin reported on the Country Rodeo Task Force that met Monday, September 16th. She said about 14 items were discussed with no action or recommendations today. She noted the Task Force would like to see the ladies breakaway move to the Saturday night Finals. Director Sabin was excited to share that the Atascadero Wranglerettes, who were involved with the rodeo for many years until about 15 years ago, are interested in returning for the 75th Anniversary.

Heritage Foundation Legal Task Force

There was no Heritage Foundation Task Force report.

C. Heritage Foundation Board Report

Dave Belmont reported he and Brett Butterfield met with the SLO County Alcohol and Beverage Control to discuss various permitting options. He noted there are changes that are coming in 2020 that will affect many of the vendors at the Fair. Director Lacey asked staff to meet with Robert from ABC and all alcohol vendors to prepare for the upcoming changes.

D. SB 5 Funding Update

There was no SB 5 Funding Update.

E. Event Staff and Emergency Preparedness Report

Moved and presented before Marketing Committee Report.

F. Ca Mid-State Fair Legacy Report

Moved and presented before Marketing Committee Report.

G. 2019 Fair Recap

There was no discussion.

H. 75th Anniversary Update

Presented during Fair Programs Report.

I. Award Nominations

Item was postponed until October Board Meeting.
Matters of Information

A. Staff Reports

Tom Keffury provided the Board with a list of sponsors and what each sponsored.

B. Manager's Report

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

1. The Market Steer Carcass Contest showcased very successful results from the 2019 Fair with 77% of all steers grading Choice or better.
2. Upcoming Interim Events:
 - Outback Cutting, September 19th through 22nd
 - Pre-Pioneer Day Shindig, September 21st
 - Three Speckled Hens Antique Show, September 28th and 29th
 - California Quarter Horse Fall Classic, October 3rd through 6th
 - Remax Customer Appreciation, October 4th
 - Ag Venture, October 8th
 - Old Timer's Picnic, October 10th
 - Pioneer Day Gymkhana, October 12th
3. The Pioneer Day Committee has offered complimentary tickets to the Pioneer Day Kick Off "Shindig" to be held at the Paso Robles Event Center on Saturday, September 21st starting at 5:00 pm until 10:00 pm. Please contact Colleen if you would like to attend.
4. Board Members and their guest are encouraged to attend the Central Coast Economic Forecast event on Friday, November 8 at the Madonna Inn. See Colleen to RSVP for tickets.
5. The Autumn Edition of "Vintages" published by the Tribune will be available soon and features an eight -page spread of the Central Coast Wine Competition. This project is supported by our sponsorship with the Tribune. More than 80,000 copies will be in distribution.
6. The Annual Dinner is Friday, January 31, 2020. The Crab Feed will take place the following day.
7. The next Board Meeting is scheduled for Wednesday, October 16th, 2018 at 9:30 am.
8. 2020 Fair dates: July 22nd through August 2nd
9. Interim Parking Revenue to date: \$24,570.75 (2018 = \$32,335.00)
10. Interim RV Revenue to date: \$50,952.50 (2018 = \$40,332.50)
11. Entertainment Update

12. Future Agenda Items: Strategic Plan

C. Director's Discussion

Director Darway said the Hugh Pitts Memorial Fund received a "wish list" provided by staff of potential projects. He noted he would forward the list to the Board.

Director Lacey asked all Committees to set a meeting in October.

Closed Session

Closed Session was held to consider, under Government Code Section 11126 (a) (1), personnel: to consider the evaluation of performance

Closed session was informational only.

Adjournment

With there being no further business, the meeting was adjourned at 12:32.

Respectfully submitted:

Michael H. Bradley, CEO

Approved by:

Dee Lacey, President

Dated: _____