

MINUTES OF THE BOARD OF DIRECTORS MEETING OF THE 16<sup>TH</sup> DISTRICT AGRICULTURAL ASSOCIATION, CALIFORNIA MID-STATE FAIR, HELD WEDNESDAY OCTOBER 16, 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
- Guests: Terry Hetzel, USDA, Division of Farm Service Agency  
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  
Ricky Brown, Fair Staff  
Sabrina Sakaguchi, Fair Staff  
Luis (Chico) Cerda, Fair Staff  
Colleen Bojorquez, Business Assistant

The meeting was called to order at 9:31 am by President Lacey.

Director Lacey asked Director Borjon to lead the flag salute.

Introduction of Guests:

Director Lacey introduced Terry Hetzel, USDA, Division of Farm Agency Farm Loan Analyst, Dave Belmont, Heritage Foundation Board President; Deana Nelson, Heritage Foundation CFO; Brenda Fletcher, Heritage Foundation Board Member; and Fair Staff Sabrina Sakaguchi, Ricky Brown, and Kim Daily. Tom Keffury, Luis Cerda, and Tisha Tucker arrived after introductions.

Approval of Absences:

There were no absences.

Approval of Minutes

It was moved by Director Borjon, seconded by Director Wheeler, and unanimously carried to approve the minutes from the September 18<sup>th</sup> 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:

There were no public comments.

Consent Agenda:

It was moved by Director Darway, 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

There was no report.

New Business

Director Lacey moved Item D "Presentation from USDA Farm Service Agency, Terry Hetzel".

Terry Hetzel gave a brief presentation with regards to the loan program through USDA. She noted there is a challenge every year receiving payback of the funds from exhibitors, not only from Ca. Mid-State Fair exhibitors, but from exhibitors up and down the state. She noted several different ways to collect from the exhibitor including the Association holding the auction checks due the exhibitor or the Association net the check to the exhibitor and submit payment on their behalf to the USDA. After discussion, Director Lacey asked the Agriculture Committee to review and make a recommendation if the Association should be involved in the collections process.

A. Heritage Foundation

Deana Nelson noted the Heritage Foundation is current on all bills and are expecting payoff of the Paso Robles Pavilion in five years.

B. 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 final draft of the August 2019 Financials and the September Financials. Director Darway noted review of the fee schedule for interim events, commercial and concession fees, and admission fees will be at the next Finance Committee meeting. He said the September event cost analysis was reviewed as an informational item and the December Finance Committee meeting will be December 9<sup>th</sup> at 9:00 am for Budget Review.

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	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

There was no Agriculture Committee Report. Director Sabin said the Livestock Advisory Committee will be meeting November 21<sup>st</sup> at 4:00 pm and an Ag Committee Meeting will be scheduled in December.

Operations Committee Report

There was no Operations Committee Report. Director Baldwin noted the Operations Committee is meeting after the Board Meeting.

Fair Programs Committee Report

Director Lilley deferred to Director Boneso to report on the Fair Programs Committee which met October 10<sup>th</sup>. He said the Committee deferred the 75<sup>th</sup> Anniversary discussions to the 75<sup>th</sup> Anniversary Task Force. He said Directors Lacey and Borjon will work with the City of Paso Robles with regards to all the logistics and approvals needed for the Cattle Drive. Director Boneso said Helm and Sons Amusements reported at the meeting and asked for consideration regarding changing the operating hours of the carnival. The Fair Programs Committee is recommending the Fair hours remain noon to midnight with the “main” carnival (big rides) opening at 4:00 pm Monday through Friday. The Board discussed various options for operating hours. CEO Bradley noted the Association and Helm and Sons would be working on a different layout to try and move the “Kiddie” rides to the south gate area next to “Cub Country”. He said this would allow the smaller kids rides to be open at noon when the ridership would be higher. Staff is suggesting the “Kiddie” Carnival and “Cub Country” be open at noon and close at a time designated by management. Director Sabin noted the importance of publicizing the hours and making sure the customer knows about the changes.

After discussion, it was moved by Director Boneso, seconded by Director Darway, and unanimously carried to approve the following hours of operation:

- Fair Hours, Wednesday, July 22<sup>nd</sup> through Sunday, August 2<sup>nd</sup> – Noon to Midnight
- “Kiddie” and “Cub Country” Carnival, Wednesday, July 22<sup>nd</sup> through Sunday, August 2<sup>nd</sup> – Noon to a time to be determined by management
- Opening Day, Wednesday, July 22<sup>nd</sup> – Carnival Free Ride Promotion, All Carnival Rides open Noon to Midnight
- Thursday, July 23<sup>rd</sup> and Friday, July 24<sup>th</sup> – “Main” Carnival 4:00 pm to Midnight
- Saturday, July 25<sup>th</sup> through Monday, July 27<sup>th</sup> (Kid’s Day) – “Main” Carnival Noon to Midnight
- Tuesday, July 28<sup>th</sup> through Friday, July 31<sup>st</sup> – “Main” Carnival 4:00 pm to Midnight
- Saturday, August 1<sup>st</sup> through Sunday, August 2<sup>nd</sup> – “Main” Carnival Noon to Midnight

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

Director Boneso noted the Committee reviewed various ideas with regards to promotions and staff will be bring back some suggestions to help promote the 75<sup>th</sup> Anniversary and encourage customers to come before 4:00 pm. Director Boneso said there has been interest in “The Marketplace” by various vendors and staff will be preparing an RFP for the area.

Director Boneso said the Committee recommends approval of a staff recommendation to increase ingress into the Main Grandstand arena by allowing access through the South Steel Gate entrance. The area would house approximately three gates and have an area dedicated to “problems”. There would be no “VIP” or “Operations” entrance.

It was moved by Director Lilley, seconded by Director Borjon, to approve the use of the Steel Gate as an entrance to the Main Grandstand arena with the knowledge that modifications may happen as research continues.

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

It was moved by Director Borjon, seconded by Director Woodruff, and unanimously carried to approve the Fair Programs 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

Director Woodruff said the Marketing Committee met Monday, October 14<sup>th</sup>. She said the Committee discussed various promotional and programmatic ideas for the 75<sup>th</sup> Anniversary. Staff will be meeting with the 75<sup>th</sup> Anniversary Task Force for ongoing discussions. Director Woodruff said the Marketing Committee will continue to formulate a strategic plan for interim marketing. Staff presented information regarding what areas are underutilized and the different challenges of renting an aging facility. Director Woodruff said there was discussion regarding internet capabilities on grounds and the Committee asked staff to bring back costs and analysis for bringing internet to the more marketable facilities. She said CEO Bradley and she will be meeting with various partners in the community to help promote the facility. Director Woodruff noted the Committee would like to explore interim festivals and concerts. Director Lacey assigned the review of interim festival and concerts to the Entertainment Task Force (Directors Boneso and Lilley).

It was moved by Director Darway, seconded by Director Wheeler, and unanimously carried to accept the Marketing 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		

Scholarship Committee Report

There was no Scholarship Committee report.

C. Task Force Committee Reports

There were no Task Force Committee Reports.

D. Presentation from USDA Farm Service Agency – Terry Hetzel

Moved and presented before Heritage Foundation Report.

E. Entertainment

Board Approval of Contract Offers

Director Lilley noted the Board voted by majority that all Grandstand offers would be approved by the Board. He clarified the Board is approving the act and the dollar value of the contract, not the fine details of the offer which includes ticket pricing, when the on-sale date is, etc. He noted the timeframe of 24 hours was determined as a response time, but talking with the promoters, it was determined that 48 hours is a more appropriate amount of time for a decision.

Ticket Pricing

Director Lilley noted the Entertainment Task Force has discussed various options of ticket pricing. Currently the Association works with the promoters to determine a fair market value for the tickets on a case by case basis. Director Lilley said suggestions have been made to offer a “cheap” ticket as a good faith effort to allow customers that can't afford the high price seats to still be able to come to the show. It was the consensus of the Board to take the promoters suggestions and determine ticket pricing on a case by case basis.

F. Award Nominations

It was moved by Director Darway, seconded by Director Baldwin, and unanimously carried to approve Vivian Robertson, Hugh Pitts, Chuck and Brenda Fletcher, and Joanne and Bob Cummings as the Hall of Fame recipients.

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

Discussion was made regarding adding association's and businesses to the Hall of Fame. A motion was made by Director Borjon to include association's and businesses in the Hall of Fame honors. Director's Lilley, Borjon, and Boneso voted yes, Director's Darway, Woodruff, Wheeler, Sabin, Baldwin, and Lacey voted “no”, the motion was not approved. The Board will discuss the possibility of adding another category to provide a top honor to a business.

Board Member	Aye	No	Abstention
Lacey		X	
Baldwin		X	

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

CEO Bradley noted Cantina's will be honored as Sponsor of the Year.

It was moved by Director Boneso, seconded by Director Baldwin, and unanimously carried to approve Atascadero Kiwanis as the WFA Blue Ribbon recipient.

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

It was moved by Director Boneso, seconded by Director Sabin, and unanimously carried to approve Patti Lucas, Helm and Sons, and Michael Jones as recipients of Resolutions.

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

It was moved by Director Boneso, seconded by Director Sabin, and unanimously carried to approve Barb Bullock, Brad Tylman, Robert Heely, Dr. Mike Lyons, and Brittany App for Certificates of Appreciation.

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

Sabin	X		
Wheeler	X		
Woodruff	X		

It was moved by Director Boneso, seconded by Director Baldwin, and unanimously carried to approve Mark Davis, Log Cabin Concessions as the 16<sup>th</sup> Bar AA recipient.

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

It was moved by Director Boneso, seconded by Director Wheeler, and unanimously carried to approve Brett Butterfield as the CEO Award recipient.

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

It was moved by Director Wheeler, seconded by Director Baldwin, and unanimously carried to approve Deana Nelson as Heritage Foundation Member of the Year.

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



It was moved by Director Boneso, seconded by Director Wheeler, and unanimously carried to approve Lourdes Pinon as Employee of the Year.

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

CEO Bradley noted Dr. Dan Eller and Valerie Cochran will be honored as Volunteers of the Year.

### Matters of Information

#### A. Staff Reports

There were staff reports.

#### B. Manager's Report

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

1. CEO Bradley will be attending the WFA Managers Conference in Sacramento from November 5-7, 2019. He is coordinating a meeting with Secretary Ross and her Deputy at that time as well.
2. The Division of Fairs and Expositions has recently provided suggested and updated language for rental contracts. Staff will provide the Board with a draft of the contract language at the November Board meeting.
3. The Western Fairs Association Annual Convention is scheduled for January 19-22, 2020 in Reno, Nevada. Several staff will be in attendance. All Board Members and their spouses are welcome. President Lacey will assign up to two board Members that will be reimbursed for basic travel and registration costs.
4. The Great AgVenture was held Wednesday, October 9<sup>th</sup> and attracted more than 1,200 fourth graders, teachers and advisors from North County and beyond.
5. Poultry Exotic Newcastle Disease- The CDFA has been successful in isolating birds with symptoms in small geographic areas (neighborhoods) of Southern California. This is a good sign and "may" lead to lifting the quarantine established last winter. If this happens, the Poultry Show will return for 2020.
6. As previously reported, CEO Bradley was in Korea for four days in early October as the U.S. representative for the International Association of Fairs and Expositions (IAFE) and the International Festival and Event Association (IFEA). Multiple facilities were visited including festivals and The Paicchai University, CEO Bradley was the keynote Speaker at the 2019 IFEA

Global Festival Seminar in which he showcased the California Mid State Fair and the Paso Robles Event Center. Multiple long- term relationships were established including Festival and Fair Management practices, exchange programs, Potential Asian Conference meetings in Paso Robles and tourism.

7. SB 84 impact- This bill signed by Governor Brown in 2017 will now impact every State Agency in California. A letter of explanation is included in your October packets. The Bill was, in so many words a payment to Cal Pers from the General Fund Pooled monies to reduce escalating costs over the next decade. This "loan" is to be paid off according to a formula to the General Fund from each agency. All California DAA Fairs are subject to the "payback" loan as are all other agencies. According to F & E our approximate repayment due for our fair is \$49,000 per year from 2020 to 2023 and \$73,000 in 2024. This must still be confirmed by the Dept of Finance. We have requested information and direction on how this is to be 'booked' in our financials. The Department is still looking into that.
8. Upcoming Interim Events:
  - a. Early Bird Flea Market, Saturdays thru December
  - b. Private Event, October 19<sup>th</sup>
  - c. Friend of the Fair Dinner, October 22<sup>nd</sup>
  - d. MASH, October 30<sup>th</sup>
  - e. Pioneer Day Roping, November 3<sup>rd</sup>
  - f. California Water Resources, November 6<sup>th</sup> and 7<sup>th</sup>
  - g. Garagiste Festival, November 8<sup>th</sup> through 10<sup>th</sup>
  - h. NJSA, November 14<sup>th</sup> through November 16<sup>th</sup>
  - i. District 7 High School Rodeo, November 21<sup>st</sup> through 24<sup>th</sup>
9. The CDFA financial audit of the 2018 year is tentatively scheduled November 4<sup>th</sup> through November 15<sup>th</sup>.
10. We have four (4) seats available for the Central Coast Economic Forecast Event on Friday, November 8, 2019 at 7:30 am. The event will be held at the Madonna Inn Event Center. It will conclude promptly at noon. Please notify CEO Bradley if you would like to attend. Our spouses and associates are welcome. This is a well-attended and very informative event.
11. The Administration Office will be closed Monday, November 11<sup>th</sup> for Veteran's Day.
12. We will be closed at Noon, Wednesday, November 27<sup>th</sup> through Sunday, December 1<sup>st</sup> for the Thanksgiving Holiday.
13. We will be closed at Noon, Friday, December 20<sup>th</sup> through Sunday, January 5<sup>th</sup> for the Christmas Holiday.
14. The next Board Meeting is scheduled for Wednesday, November 20<sup>th</sup>, 2019 at 9:30 am.
15. The next Marketing Committee Meeting is scheduled for Monday, November 18<sup>th</sup> at 11:00 am.
16. The next Operations Committee Meeting is scheduled for Wednesday, November 20<sup>th</sup> at noon.

17. The Livestock and Agriculture Advisory Committee Meeting has been set for Thursday, November 21, 2019 at 4 pm in the Skybox. An Agriculture Committee Meeting of the Board will be scheduled after that.
18. The Friends of the Fair Appreciation Dinner is Tuesday, October 22<sup>nd</sup> at 5:00 pm. (Invitation enclosed)
19. Interim Parking Revenue to date:           \$35,941.00       (2018--\$33,790.00)
20. Interim RV Revenue to date:           \$50,832.50       (2018--\$44,172.50)
21. Future Agenda Items: Strategic Plan

C. Director's Discussion

There was no discussion.

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 12:36 pm.

Respectfully submitted:

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Michael H. Bradley, CEO

Approved by:

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Dee Lacey, President

Dated: \_\_\_\_\_