

MINUTES OF THE BOARD OF DIRECTORS MEETING OF THE 16TH DISTRICT AGRICULTURAL ASSOCIATION, CALIFORNIA MID-STATE FAIR, HELD WEDNESDAY, JUNE 17, 2020 VIA CONFERENCE CALL/ZOOM MEETING IN PASO ROBLES, CA. DUE COVID-19 STATE MANDATED MEETING LIMITATIONS.

Present: Directors Baldwin, Boneso, Borjon, Darway, Lacey, Lilley, Sabin, Wheeler-Nichols, Woodruff, and Interim CEO Bojorquez

Guests: Kim Daily, Deputy Manager
Michael Torgerson, Heritage Foundation Board Chair
Deana Nelson, Heritage Foundation CFO
Brenda Fletcher, Heritage Foundation Board Member
Denise Stornetta, Heritage Foundation Board Member
Ricky Brown, Fair Staff
Chico Cerda, Fair Staff
Mike Esser, Fair Staff
Tisha Tucker, Fair Staff
Sabrina Sakaguchi, Fair Staff
Caitlin Stanton, Fair Staff
Tom Keffury, Fair Staff

The meeting was called to order at 9:34 am by President Baldwin. President Baldwin noted that this meeting will be conducted through Zoom per state meeting guidelines due to COVID-19 shelter at home orders.

The flag salute was acknowledged, with no objection to forgo due to the Zoom meeting format.

Introduction of Guests:

Director Baldwin acknowledged and thanked all guests who were attending on the Zoom meeting format.

Approval of Absences:

There were no absences.

Approval of Minutes

It was moved by Director Sabin, seconded by Director Darway, and unanimously carried to approve the minutes from the May 20th Board Meeting.

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

Woodruff	X		
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Public Comment:

There was no public comment.

Consent Agenda:

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

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

Old Business

A. Strategic Plan/Master Plan

There was no report.

New Business

Heritage Foundation Report

Mike Torgerson stated the CMSF Heritage Foundation membership is now closed. He noted an increase in attendance to the monthly Heritage Foundation Board meetings and thinks it may be due to the Zoom meeting format. The Foundation is actively looking at options to keep this trend and members involved.

Brenda Fletcher stated that the Heritage Foundation Board was pleased that the membership renewals were close to normal renewal averages. As the Heritage Foundation supports the Association year-round regardless of the status of the annual California Mid-State Fair event, members who chose not to renew their 2020 membership be placed on a waiting list for 2021 membership. Mike Torgerson stated the Heritage Foundation Board is currently working on this communication.

Heritage Foundation Liaison Report

Director Wheeler-Nichols reported that six scholarships have been awarded from the Foundation. She noted the contract between the Association and the Heritage Foundation will be expiring at the end of June and Michael Torgerson and Interim CEO Bojorquez are working on updating the agreement.

Finance Committee Report

Director Sabin reported on the Finance Committee meeting held prior to the Board Meeting. She said the Committee reviewed the May financials including the balance sheet, income and expense statement, and supporting documents. Interim CEO Bojorquez stated that the Box Office processed the credit card refunds to patrons on June 9th.

It was moved by Director Borjon, seconded by Director Wheeler-Nicholas, and unanimously carried to approve the May 2020 Financials as presented.

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

Director Sabin reported the Finance Task Force (Directors Sabin and Borjon) met with Interim CEO Bojorquez and Tom Keffury to discuss options on generating revenue for the 2020 year. Director Sabin reported the priority is to secure sponsorships, but also discussed other options including fundraising and donations. She added Tom Keffury met with the fundraising representative for Dignity Health and it was a very informative meeting. Director Borjon stated it is important to the Association to have the assistance of the Heritage Foundation to accept donations on our behalf. Director Sabin noted approaching the Heritage Foundation Lifetime Skybox members in order to generate additional income was also discussed.

Director Sabin stated the interim event schedule was provided to the Finance committee as an informational item. Interim CEO Bojorquez will forward the schedule to the entire Board for review.

Director Sabin said the Association secured a Paycheck Protection Program (PPP) loan for \$351,000.00. The Finance Task Force reviewed the loan documents prior to its acceptance. The loan will be used strictly for payroll and payroll benefits.

Director Sabin added the Association values the partnership we have with the Heritage Foundation and the draft agreement is in review.

It was moved by Director Lacey, seconded by Director Woodruff, and unanimously carried to approve the Finance Task Force report as presented.

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

Sabin	X		
Wheeler-Nichols	X		
Woodruff	X		

Executive Committee Report

There was no Executive Committee Report presented.

Agriculture Committee Report

Director Lacey reported the Livestock Department has held several meetings and on Monday, June 15th met with the Agriculture Committee to discuss the Junior Livestock Show and Sale. The decision was made to move forward with a virtual livestock show and sale. The Committee has reached out to Hailey Rose Switzer to produce the show and sale for the Association keeping within the previously set livestock dates and budget. A newsletter will be produced to assist livestock buyers with the new registration and buying process. Director Borjon commented the Association is offering disposition options unlike other Fairs in order to assist our exhibitors in selling their projects. Director Lacey noted the Industrial Arts program will continue its plans for a show and sale later in the fall.

Interim CEO Bojorquez added the Association is in the process of restructuring the Award Sponsorship program to move away from individual award sponsors and move towards award sponsorship levels. She added that the livestock commission rate will remain as stated in the Livestock Competition Handbook (7.25%) and still under discussion are exhibitor age limits for 2021.

It was moved by Director Sabin, seconded by Director Wheeler-Nichols, and unanimously carried to approve the Agriculture Committee Report as presented.

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

Operations Committee Report

There was no Operations Committee Report.

Fair Programs Committee Report

Director Boneso reported that the Committee received and reviewed the information provided by Christie Ward who was contracted to develop a financial summary report on producing non-Fair live entertainment events from four different locations on the Fairgrounds. The item was informational.

Director Boneso stated that the committee recommends that the current contract with JAM be extended for one additional year and in exchange JAM will waive all 2020 fees due to them by the Association for entertainment secured prior to the cancellation of Fair.

It was moved by Director Darway, seconded by Director Lacey, and unanimously carried to approve the recommendation by the Fair Programs Committee to extend the contact with JAM for one additional year.

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

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
Baldwin	X		
Boneso	X		
Borjon	X		
Darway	X		
Lacey	X		
Lilley	X		
Sabin	X		
Wheeler-Nichols	X		
Woodruff	X		

Marketing Committee Report

There was no Marketing Committee Report.

D. Task Force Committee Reports

Entertainment Task Force Report

Director Boneso reported the Entertainment Task Force met with Kim Daily, Interim CEO Bojorquez, and their promotors and discussed the possibility of moving the secured 2020 Frontier Stage entertainment to 2021. The Task Force recommends contracting with the 2020 Frontier stage entertainers as soon as possible to secure for the 2021 Fair as not compete with other venues for booking dates.

It was moved by Director Boneso, seconded by Director Borjon and unanimously carried to approve the recommendation by the Entertainment Task Force to contract the confirmed 2020 Fort Frontier Stage entertainment for 2021.

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

A. Staff Reports

The following items were presented by Association staff as informational items:

1. Kim Daily – Box Office and Administration Office Report –
 Refunds for all Internet and Call Center purchases as well as a portion of Counter Sale purchases were processed on June 9th for over \$2 million. The remaining counter sales refunds will be processed individually as they are received.
2. Mike Esser – Carnival Lot/Electrical Report-
 Carnival Lot project is complete.
3. Tisha Tucker – Interim Events and Exhibits Department Report-
 Had our first interim event (a spa sale) and they have booked two additional dates due to the event success. The Association has a new swap meet vendor and is currently looking at potential dates.
4. Ricky Brown – Exhibits Report-
 There are 58 entries for the Virtual Exhibits show thus far. Commercial competitions will be rescheduled. The Commercial Olive Oil Competition will be in July.
5. Sabrina Sakaguchi – Commercial and Concessions Department Report-
 Majority of vendors are moving their deposits to 2021.
6. Courtney Lucas – Miss CMSF Pageant Report-
 Meeting with contestants and provided current updates. The contestants are encouraged to reapply next year.
7. Tom Keffury – Sponsorship Report-
 Working to extend sponsor contracts to 2021 and multi-year contracts for one additional year. Pursuing a large corporate sponsor.

B. Interim Manager's Report

Interim CEO Bojorquez presented the following informational items:

1. Albertsons representative Cindy Hawkes passed away

2. CFSA will no longer provide their group insurance due to continued rate increases. The Association is currently waiting for quotes from three potential vendors.
3. Fair Food Fix will be Friday, June 26th through Sunday, June 28th from 4:00 - 7:00 pm. There will be a variety of food including Jimmy's BBQ, Funnel Cakes, and Hot Dog on a Stick.
4. The Association will host a drive-in movie night Saturday, June 26th and Sunday, June 28th. Saturday's movie is "The Goonies" and Sunday's is "Independence Day". There is a 150 car limit. All SLO County COVID-19 guidelines will be implemented. A sponsor was obtained to cover the cost of the movie screen and the Association will receive a percentage of the entry gate and concessions. The Association is providing each car at entry (\$20.00 per car) two (2) discount admission coupons to the 2021 Fair at a value of \$14.00 total. These events will not be large money makers, but it is something positive for the community. The events are being promoted through social media and the Association's website.
5. The Association has been in touch with API regarding the Livestock Office.
6. Colleen will be out of the office Friday, June 19th and Monday, June 22nd.
7. Jeff Al-mashat from Eco-Shelter in Atascadero has contacted the Association regarding a potential homeless shelter in the winter. There was discussion regarding safety concerns and he is very aware of the problems and challenges associated with the homeless. Jeff does have an extensive knowledge and experience with running homeless shelters and many details are still to be discussed.

Director Comments

Director Lilley asked if any additional information regarding Fairs has been received from CDFA. Interim CEO Bojorquez said she received word the revised State Budget was approved and there is \$40 million earmarked for Fairs but the funds can only be used for the costs associated with laying off State employees. There is also discussion happening on privatizations of Fairs and DAA's. A Zoom meeting is being set on the transition of DAA's for CEO's and Fair Boards members.

C. Items to be Added to the Next Agenda

Heritage Foundation Contract, May 28th Board Meeting Minutes

D. The next Board Meeting is Wednesday, July 15, 2020 at 9:30 am.

E. Director's Discussion

Director Sabin stated that she would like to take this opportunity to thank our staff who worked so diligently to be prepared for the cancellation announcement.

Director Lacey commented thanked the Livestock Department that have stepped up even though they are seasonal employees to work through this entire process. This group has pulled together and haven't missed a beat

Director Boneso stated that the Association should advertise the use of the RV area now it is complete and County guidelines have been set. Interim CEO Bojorquez responded there is currently "soft" advertising to promote "in-county" visitors as recommended by the County.

Director Baldwin stated he supports the staff and it was nice to have an event on the fairgrounds and working towards normal.

Adjournment

With there being no further business, the meeting was adjourned at 11:29 pm.

Respectfully submitted and approved by:

David Baldwin, President

Colleen Bojorquez, Interim CEO

Dated: _____