

16th District Agricultural Association

California Mid-State Fair, Skybox

2198 Riverside Ave, Paso Robles

(805) 239-0655

Email: mail@midstatefair.com

Website: www.midstatefair.com

Marketing Committee Meeting Notice

The 16th DAA Board of Directors will be holding a Marketing Committee meeting at the California Mid-State Fair Skybox

Wednesday, October 12, 2022

Noon

BOARD OF DIRECTORS

Krista Sabin (President), Greer Woodruff (Chair),
David Baldwin, Mark Borjon, Dee Lacey

STAFF

Colleen Bojorquez, Interim CEO
Kim Daily, Deputy Manager

PUBLIC PARTICIPATION

Members of the public are welcome and may suggest items be placed on the agenda of any Board meeting. The items must be directly related to 16th District Agricultural Association business and their placement on the agenda is within the discretion of the Board. Request for placement must be made in writing and delivered to the Fair office no later than 4:00 pm twelve (12) business days prior to the board meeting. While the Board values the participation of the public, the Board president reserves the right to limit the time for public comment to a maximum of five (5) minutes or less, depending on the number of speakers and in order to proceed with the agenda, and/or to place the item on a future agenda.

All meeting notices, agendas, and materials considered by the Board during the meeting will be available to the public during the meeting and also on the Board's website at www.midstatefair.com.

AMERICANS WITH DISABILITIES ACT

Pursuant to the American with Disabilities Act, individuals who, because of a disability, need special assistance to attend or participate in any 16th District Agricultural Association Board or Committee meetings, or in connection with other California Mid-State Fairground activities, may request assistance by contacting the Deputy Manager at the Fair Office, 2198 Riverside Ave, or by calling (805) 239-0655, during normal business hours of 9:00 am to 4:00 pm Monday through Friday.

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2198 Riverside Ave, Paso Robles
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AGENDA

All matters noticed on this agenda may be considered for action. Items listed on the agenda may be considered in any order at the discretion of the Committee Chair.

Mission Statement

“To Celebrate our Dynamic Community”

Vision Statement

“The 16th District Agricultural Association produces the California Mid-State Fair; which preserves, promotes, and showcases agriculture, the arts, the talents of our citizens, and the traditions of our region while maintaining a dynamic multi-use and solvent year-round event center.”

- I. Call Meeting to Order – Chair Woodruff
- II. Introduction of Guests
- III. Roll Call Vote – Declaration of Quorum
- IV. Public Comment on Items Not on the Agenda: This is the time the public may address the Board on items other than those listed on the agenda. Public comments shall be limited to five (5) minutes or less per speaker, depending on the number of speakers. In accordance with state law, the Board will not comment or consider matters until and unless they are properly noticed for a future meeting. Comments on items which are listed elsewhere on the agenda should be held until that item is being considered so that public testimony can be considered at the time the item is deliberated.
- V. Approval of Committee Minutes – November 11, 2021
- VI. New Business (Informational/Action by the Board)
 - A. 2023 Fair Marketing Plan
 1. Fair Theme/Design
 2. Concerts
 3. Programs
 4. Exhibits
 - B. 2023 Interim Marketing Ideas
 1. Building “refresh” Update
 - C. 2023 Interim Marketing Budget

VII. Board Comments

VIII. Adjournment

Posted: September 29, 2022