

NOTICE OF MEETING
16th District Agricultural Association
California Mid-State Fair Skybox
2198 Riverside Ave, Paso Robles
Wednesday, November 20, 2019
9:30 am

AGENDA

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
- II. Flag Salute
- III. Introduction of Guests
- IV. Approval of Absences
- V. Approval of Minutes: October 16, 2019 Board Meeting
- VI. Public Comment Period: 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 per speaker. 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.
- VII. Consent Agenda: Items hereunder on the Consent Agenda are considered routine, not requiring separate discussion and will be enacted in one motion. Individual Items A, 1-3, and B. 1 are approved by the vote that approves the Consent Agenda, unless an item is pulled for separate consideration.
 - A. Agreements
 1. Approve Standard Agreements: None
 2. Approve Rental Agreements:
 - a. 19-24 MASH
 - b. 19-13 Pioneer Day Roping
 - c. 19-6 Ca Dept of Water Resource
 3. Approve Judging Agreements: None
 - B. Approval of Committee Meeting Minutes:
 - a. Fair Programs Committee Minutes, October 10, 2019
 - b. Marketing Committee Minutes, October 14, 2019

- c. Finance Committee Minutes, October 16, 2019

VIII. Old Business

A. Strategic Plan/Master Plan

- a. Conference Center Task Force Update
 1. Edited MOU between partners

IX. New Business

A. Heritage Foundation Board Report

B. Committee Reports

1. Finance Committee Report – Director Darway
 - a. October 2019 Financials
 - b. 2019 Entertainment Budget
 - c. 2020 Entertainment Budget
 - d. Interim Fee Schedule
 - e. 2020 Fair Fees
 - f. Event Cost Analysis
 - g. Director's Comments
2. Executive Committee Report – Director Lacey
3. Agriculture Committee Report – Director Sabin (Ag and Livestock Advisory Committee Meeting, November 21st at 4:00 pm)
4. Operations Committee Report – Director Baldwin
 - a. SB 5 Update
 - b. Hugh Pitts Memorial Fund Project Update
 - c. Capital Improvements for 2020
 1. Fort Frontier
 2. Beef Barn Electrical
 3. The Marketplace Cement
 4. Skybox Elevator
 5. C-Lot RV Expansion
 - d. Strategic Plan Deferred Maintenance
 - e. Other Projects
5. Joint Committee Meeting Report

Fair Programs Committee and Marketing Committee Report –
Directors Lilley and Woodruff

- a. 75th Anniversary Task Force Report
 1. Logo Design
 2. Aged 75 and over receive Free Admission
 3. Wranglerettes

4. Cattle Drive—Directors Borjon and Lacey to meet with City
5. Staff to Do's
 - a. Red "Carpet" and Spotlights (Hollywood style)
 - b. Incorporate "new" logo on yearly signs, staff shirts
 - c. 75th Anniversary lanyard to all staff, Board Members, Sponsors
 - d. "Snakes Alive" – new area
 - e. Budweiser Clydesdales
 - f. Hearst Castle celebrates 100th
 - g. Wine History Exhibit
 - h. 75th Video in Exhibits Building and before Concerts
 - i. Tractor Parade
 - j. Old Cowboy Hat Wall
 - k. Marigolds in Horseshoe
 - l. Showcase of Cities "throwback"
 - m. "Spirit of the Fair" – CMSF Whiskey
 - n. 75 day marketing countdown
 - o. "Throwback" public judging contests
 - p. Free Carnival Rides Opening Day
 - q. Chill Zone continues with changes
 - r. "Collections" entered through Exhibits Department
 - s. Hall of Fame admission/special luncheon – kickoff at Annual Dinner
 - t. Commemorative Water Bottles
 - u. Photo Opportunities
 - v. Commemorative pins for purchase and for giveaway
 - w. Fair Landmarks – 8-12 people, places, things

b. 75th Anniversary Promotions

c. Interim Marketing

1. Internet Upgrade Cost
2. Customer Service Training Opportunities
3. Community Partner Meeting for PREC Strategic Marketing

Plan, November 18th, 2019 2:00-4:00 pm

d. Promotions

1. 75 and Older Fee
2. Discount before 4:00 pm
3. Group Discount

e. South Gate, Stockyard, and Davies Park Area

f. The Marketplace RFP Update

g. Board Comments

6. Scholarship Committee Report – Director Darway

C. Task Force Committee Reports

1. Entertainment Task Force Report – Director Boneso
2. Country Rodeo Task Force – Director Sabin
3. Annual Dinner Task Force – Director Lacey
4. 75th Anniversary Task Force – Director Lacey

5. Hugh Pitts Memorial Task Force – Director Darway
6. Heritage Foundation Legal Task Force – Director Sabin

D. Approval of Fees

1. Interim Fees
2. Commercial/Concession Fees
3. Admission Fees

X. Matters of Information

- A. Staff Reports
- B. Manager’s Report
- C. Director’s Open Forum

XI. Recess

XII. Closed Session

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

XIII. Reconvene

XIV. Adjournment

Date of Notice: November 8, 2019

1) Persons with disabilities who may require accommodations to attend the meeting are requested to contact the Administration Office at (805) 239-0655

2) 16th DAA agendas can be accessed on the web at: <https://www.midstatefair.com/fair/board-meetings.php>