



MINUTES

**33RD DISTRICT AGRICULTURAL ASSOCIATION
 BOARD OF DIRECTORS MEETING and
 ANNUAL STRATEGIC PLANNING MEETING
 Tuesday January 14, 2020 – 5:00pm
 Board Room – Administration Building
 Bolado Park Event Center
 9000 Airline Hwy, Tres Pinos, CA
 831-628-3421**

Directors: Jennifer Coile – President Anne Hall Nicole Shelton
 Nick Peters – Vice President Stan Pura Vacant Pending Appointment
 Richard Bianchi Paul Rovella Vacant Pending Appointment

Mission Statement

The 33rd District Agricultural Association organizes and presents a family oriented annual County Fair which is entertaining, educational and affordable to all members of its community. It manages its facility to provide safe and attractive year-round environment for its community.

Notes

Please be informed that any member of the public has a right and is invited to participate during this public meeting and may address the Board either during the “Public Comment” portion and/or during the discussion of any particular item listed on the agenda. ^{1 2 3}

MINUTES

President Jennifer Coile began the meeting with discussion at 5:05pm.

PLEDGE OF ALLEGIANCE – Lead by Director Nick Peters

ROLL CALL/DIRECTORS ABSENT – Directors Present: Nick Peters, Jennifer Coile and Richard Bianchi present and Director Nicole Shelton arrived at 5:15 and Director Rovella arrived at 5:45 Director Hall arrived at 7:00pm. Director Pura was absent with prior notice. CEO Dara Tobias was present

There were no members of the public present

CALL TO ORDER – Meeting called to order at 5:45

¹ Persons with disabilities who may require accommodations to attend the meeting are requested to contact the CEO’s office at 831-628-3421

² The 33rd DAA agendas can also be accessed on the web at <http://www.33rddaa.gov/agendas>.

³ Questions regarding agenda items should be directed to the CEO’s office at 831-628-3421

Director Shelton moved to approve the Consent agenda items 1-4 with the addition of Richard Bianchi as Board member to the November meeting minutes. Director Peters seconded the motion. All were in favor.

1. Review and Approval of the Notes from discussion only at September 10, 2019 Meeting
2. Review and Approval of Minutes from November 12, 2019 Board Meeting.
3. Review and Approval Interim Event Contracts for November and December 2019
4. Review and Approval of CEO Time sheet for November and December 2019

Motion Record to Approve the 1-14-2020 Consent Agenda.			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall			
Nick Peters	x		
Stan Pura			
Paul Rovella	x		
Nicole Shelton	x		

MANAGER/CEO’s REPORT – Dara Tobias provided the attached written report on activity during the month.

Board discussed items on the report. At the suggestion of the Board Dara will clarify for the record that in the meeting note with the Saddle Horse Show committee, ‘Ross’ is Ross Rianda of the Saddle Horse Show Board and in the Community New report the honorees of Man of the Year and Business of the year are honored by the San Benito County Chamber of Commerce.

COMMITTEE REPORTS

Finance Committee: Director Rovella reviewed Financials for November 2019. Discussed the first draft of the budget and requested board members take time to review before the February meeting.

Marketing Committee: Director Coile reported on the latest meeting of the Pinnacle Gateway Partnership meeting. The Pinnacles National Park has a new Superintendent and they are in the midst of staffing changes. Will reconnect with them. New visitors center is in process in Salinas in the downtown area.

STRATEGIC PLANNING SESSION:

Livestock Committee: Director Peters reported on the November meeting. Discussion on cattle hair options, slick shear compared to no hair rules, ended with the recommendation to leave the current rules as is and add a division specifically for slick sheared cattle for those who wish to show with a different style. Will resume livestock monthly meetings in March 2020.

Discussed CEO goals and Priorities accomplished in the 2019 year and reviewed continuing items and new items for the 2020 year.

Fair time: Reviewed new security measures and agree to continue to improve on the plan for 2020. Will search for a manager to contract with for coordinating the Parking, ticketing and security teams. Will continue to explore parking overflow at the GCP (Golf Course Property) on Saturday.

Budget and Finance: First draft of the Budget was provided for review and feedback at the next meeting. The Stop information is still not available. We will receive it from CDFA as soon as the GASB numbers are calculated.

Board Training: Dara and Jennifer will bring back information from the WFA convention on training requirements.

OLD BUSINESS - (Discussion and Action by Board)

1. Policy Manual Review – Tabled

Approve Financial Reports from July, August, September and October 2019. Motion to approve all reports by Director Peters and Second by Director Coile. All were in Favor.

Motion Record to Approve July – October 2019 Financial reports			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura			
Paul Rovella	x		
Nicole Shelton	x		

NEW BUSINESS – (Discussion and Action by Board)

2. Approve Financial Reports for November 2019. Motion to approve made by Director Rovella and Seconded by Director Peters. All were in favor.

Motion Record to Approve November 2019 Financial Reports			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura			
Paul Rovella	x		
Nicole Shelton	x		

3. Review and approve CEO Goals and Plans for 2020. Motion to approve as presentd by Director Rovella and second by Director Hall. All were in Favor.

Motion Record to Approve 2020 CEO Goals and Plans for 2020			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura			
Paul Rovella	x		
Nicole Shelton	x		

4. Discuss and approve agreement with Sponsorship Coordinator Jennifer Galindo-Cole. Discussion of expectations and requirements to represent and financially support the Fair. Motion to approve Sponsorship Coordinator agreement for 2020 year by Director Rovella and second by Director Hall.

Motion Record to approve Sponsorship Agreement with Jennifer Galindo-Cole for 2020 Fair Sponsorship			
Board Member	Yes	No	Abstain
Richard Bianchi			x
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura			

Paul Rovella	x		
Nicole Shelton	x		

5. Nominate and Select Board Positions for 2020 Year. Director Hall Nominated Director Rovella for President and he accepted. Director Hall Nominated Director Shelton for Vice President and she accepted. All were in favor and the 2020 President will be Paul Rovella and Vice President will be Nicole Shelton.

Motion Record to approve Paul Rovella for President and Nicole Shelton for Vice President of the Board for 2020			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura			
Paul Rovella	x		
Nicole Shelton	x		

6. Discuss Calendar of Board Meetings. Director Rovella moved to approve the calendar with the removal of the October meeting. Director Shelton seconded the motion. All were in Favor.

Motion Record to approve 2020 Board Meeting Calendar			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura			
Paul Rovella	x		
Nicole Shelton	x		

- 7. Contracts will be presented at the February Meeting as they become available
- 8. No recommendations requiring action.
- 9. Tabled upon further discussion with other Fair Managers holding similar MOU with CHP
- 10. Tabled

Meeting adjourned at 9:05pm

MATTERS OF INFORMATION:

DIRECTOR COMMENTS –

CORRESPONDENCE –

AGENDA ITEMS FOR NEXT MEETING:

NEXT MEETING: Tuesday March 10, 2020

December 10, 2019 and January 14, 2020

CEO Report on Facilities, Maintenance and Administration

Grounds, Maintenance and Equipment: We made it through the rain! We have graveled the lane to the camping area and it seems to be working well through the storm. Thank you to Heritage for reimbursing the cost of the gravel and fuel. This takes a lot of traffic away from the office and grandstand road easing the load on it and safer for guests exiting the board room door. We have cleaned gutters and blown leaves off of roofs in attempt to facilitate drainage. We are still experiencing leaking in the Oaks and Youth exhibits room and have gotten bids from roofers and most recently had a estimate visit from the company that coated the Pavilion. Heritage is working to schedule that repair. We need to plan some work on the gate into the Golf course property along the straight portion of Highway 25. It is a safer place to enter the property for maintenance and servicing and testing the water systems.

Rentals: We are slowing down for the Christmas season, and actually have openings in January. We will continue to reach out with some discounts and promotions to try to fill it up. We usually get calls after Christmas looking to book dates. We have added 4 new events in the Arena so far this year. We will be managing the camping for the Rally event. We will not have any additional activities but

Camping: We are full in our monthly spaces and using our daily/weekly spaces regularly. We will continue Monthly camping until May 29, 2020.

Buildings and Grounds Committee: I met with a few of the Grounds committee members on Monday December 9th. Rebecca is working on the updates to the north end restrooms and Richard is continuing the follow up on the roof repairs in the Oaks and Youth hall. There was water coming through the light fixtures in the restroom during the last rain. We have our burn permit for the season and have had a couple burn days to burn the slash we have collected and raked recently in clean up on the grounds. We have cleaned the fence line along the back lane and anticipate some needed repair work on that fence now that the bushes and trees are trimmed. We have repaired the gate at the Gate A location and now it is able to be locked and the fence behind the tree has also been repaired. We are scheduled to work with the Gabilan Camp crew for several days this quarter to help with tree trimming, slash removal and other off season maintenance projects.

2019 IAFE Convention: I attended the Annual Convention in San Antonio from Sunday December 1-5th. I was able to complete 6 of my IAFE Managers Institute courses and also complete the training on Consumer Protection. We need to continue to improve our signage and access points into the livestock area for our guests. Other sections I received credit for include Entertainment 1, Principals of Food and Beverage, Event Management 101, Emergency Planning, Insurance 101, and Sponsorship 2. Very good information, some more overwhelming than others, but all have pieces to bring back and work to do better in our own environment.

Heritage Foundation: I briefly attended their meeting on December 17th. They were toasting Liz Hunter as she is leaving the board. I will be out of town for convention during their next meeting if anyone else is able to attend.

Saddle Horse Association: I met with Ross, Rich Marcus and David Grimes to begin a discussion to clarify/correct items on the contract. We will schedule time with the Board Committee to work on this

Fairgrounds and Fire Evacuations: We just received documents from CDFA outlining the Governor's request to evaluate the potential use of Fairgrounds for Emergency, temporary shelter for the Homeless. CDFA will reach out by the end of the month to discuss with each ground individually. I will continue to update you. San Benito County OES and SO have my contact information should there be a need for animal evacuation during the rainy season.

CHP: We are working with Captain Chris Armstrong in the Hollister-Gilroy office of the California Highway Patrol. As they are designated as the state police he has directed me to communicate items with him that may need additional security. I have included a copy of an MOU I received from Pat Conklin at the Dixon May Fair. The copy provided to you is the exact wording from their sample, with the names and contact information updated. I have already reviewed this with Captain Armstrong and he is happy with it as it is. I have already lost our relationship with the promoter for the 4th of July event last year due to the \$12,000 plus additional security estimate CHP gave him as cost of 'required' security for his event. I am in the process of providing the contracts we already have in place with an estimated attendance of 500 or more to him for review and we will determine what if any additional security is required. We will then have to reach out to the renters and determine if they are willing to pay the additional fee. This will most likely be for public events at this time as the private weddings, birthdays, etc. are sufficiently covered by private security and rarely exceed 500 guests.

Administrative: We are still working on numbers for Budget and finalizing 2019. We received notice that the Stop will be delayed due to the calculations of the GasB68 numbers. I am working on the first draft of the budget with estimated numbers for the year end. I hope to have a draft ready for the meeting but I am struggling with the calculations on the template.

WFA: I will be attending the Western Fairs Association annual Convention January 19-23. The office will be open during the time we are gone. Susan Ross, Susan Calleri and Jennifer Coile will also be attending. Fingers crossed for good driving weather to Reno.

Community News: Congratulations to Andrew Shelton, Man of the Year and Java Express, Small Business of the Year. Their support of the community extends to our Fair and grounds and we are lucky to know them.

Reminders:

- ▶ **Dara out for Western Fairs Conference January 18-23rd.**
- ▶ **Heritage Foundation Meeting January 21, 2020 at 6:00pm in the Pinnacle Room**
- ▶ **Next Board Meeting - February 11th 6:00pm**
- ▶ **2020 Fair Dates – October 1-4, 2020**

33rd District Agricultural Association

2019 CEO Goals and Priorities

Administrative:

Bolado Park Event Center Web Site

Continue and complete required annual and other trainings.

Enroll and complete 1st year of Institute of Fair Managers training.

Complete 2017 Audit and begin 2018 Review with new firm.

Complete update on Policy Manual with Board

Continue to compile task lists/steps for positions and events

Fair Web Site detail updates

Facilities and Grounds:

Install gravel base in drive way and camping areas 20-39.

Implement cleaning procedures with new product and supplies.

Clean and reseal/surface Pavilion Floor.

Repair Roof and install Insulation of Youth Exhibits and Art and Photography Building.

Paint and upgrade Grandstand restrooms.

Repair and clean and paint animal barns

Rename Heritage room to Pinnacle Room

Work with Board on audit and prioritization of maintenance needs.

Replace back fence of Arena and resurface for additional parking

Continue/complete Label and map light shut offs and

With Heritage Foundation:

Continue updates to North End Bathrooms

Install roll up doors on South side of 'The Barn' to facilitate storage

Repair roof leaks in Oaks and Youth exhibits

Employees and Staffing:

Increase Committee involvement to include more community members.

Continue to increase volunteerism by better identifying and defining roles needed to fill with volunteers.

Community Outreach:

Continue to build partnerships with Community Organizations to collaborate on ideas for Volunteers and Sponsors.

Continue conversation with OES for Evacuation protocol if future need arises.

Create response protocol and work with Community first responders to drill for mass casualty event during large events.

Identify and attend events improve exposure of opportunities on grounds

Fair Time:

Hire part time Entry office Supervisor

Improve Ag Education at Fair. Possibly contract with Vendor and develop sponsorship opportunity.

Improve Wine Tasting and Pumpkin Weigh in Harvest party.

Add Beer stroll one day of Fair

Develop parking plan and walk in entrance plan for Fair time.

Add Revenue Generators:

Continue to maximize Camping profits

Increase Arena Grandstand use

Saturday Picnic opportunities

33rd District Agricultural Association

2020 CEO Goals and Priorities

Administrative:

Complete 2018 Review with Grace and Associates
Complete 2nd Year of Institute of Fair Managers training classes
Schedule regular times for all staff to review training videos quarterly

Bolado Park Event Center Web Site

Complete update on Policy Manual with Board
Continue to compile task lists/steps for positions and events
Create Procedure Manual with these compiled task lists
Fair Web Site detail updates

Facilities and Grounds:

Measure and map buildings for layout on website
Repair Roof and install Insulation of Youth Exhibits and Art and Photography Building.
Paint and upgrade Grandstand restrooms.
Repair and clean and paint animal barns
Work with Board on audit and prioritization of maintenance needs.
Replace back fence of Arena and resurface for additional parking
Continue/complete Label and map light shut offs and

With Heritage Foundation:

Continue updates to North End Bathrooms
Install roll up doors on South side of 'The Barn' to facilitate storage
Repair roof leaks in Oaks and Youth exhibits

Employees and Staffing:

Increase Committee involvement to include more community members.
Continue to Increase volunteerism by better identifying and defining roles needed to fill with volunteers.

Community Outreach:

Continue to build partnerships with Community Organizations to collaborate on ideas for Volunteers and Sponsors.
Identify and attend events improve exposure of opportunities on grounds

Fair Time:

Hire supervisor for Parking operations
Collaborate with OES and Local Authorities to improve Emergency Action Plan
Purchase crowd control panels to create public entry/exit points to Livestock area
Increase signage and handwashing stations at entry/exit points to Livestock Area
Upgrade gate and grade path to create overflow parking at the Golf Course

Add Revenue Generators:

Continue to maximize Camping profits
Consider options for RV Storage
Increase Arena Grandstand use
Saturday Picnic opportunities
Sunday party options