



# MINUTES

33<sup>RD</sup> DISTRICT AGRICULTURAL ASSOCIATION  
BOARD OF DIRECTORS MEETING and  
ANNUAL STRATEGIC PLANNING MEETING

Tuesday November 10, 2020 – 6:00pm

Held via Zoom Conference video and phone call

Multiple locations and – Administration Building

Bolado Park Event Center

9000 Airline Hwy, Tres Pinos, CA

831-628-3421

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

### Mission Statement

The 33<sup>rd</sup> 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. <sup>1 2 3</sup>

# MINUTES

**CALL TO ORDER** – Meeting called to order by President Paul Rovella with a quorum of 5 via zoom conference at 6:03pm.

**PLEDGE OF ALLEGIANCE** – Lead by Director Nicole Shelton

**ROLL CALL/DIRECTORS ABSENT** – Directors Present: Jennifer Coile, Paul Rovella, Nicole Shelton, Nick Peters, Anne Hall and Richard Bianchi joined at 6:24pm. Director Pura was absent with prior notice. CEO Dara Tobias was present on the Zoom meeting.

**PUBLIC COMMENT:** None

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

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

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

**CONSENT AGENDA** *(Discussion and Action by Board)*

1. Motion to approve the consent agenda by Director Peters and seconded by Director Hall. By a roll call vote, all were in Favor and motion carried. Director Bianchi had not arrived in the meeting yet.

Motion Record to approve Consent agenda items.			
Board Member	Yes	No	Abstain
Richard Bianchi			
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura			
Paul Rovella	x		
Nicole Shelton	x		

**REPORTS AND INFORMATION** *(All Reports are informational, no action taken)*

**CEO REPORT** – Dara Tobias discussed and answered questions on the information provided on the written CEO report attached below.

**COMMITTEE REPORTS**

1. Finance Committee- Director Rovella
  - a. Reviewed items on the August Financial Statements.
  - b. Reviewed and discussed items on the Financial projection with October totals.
  - c. Dara reported new totals projected to receive from;
    - i. Annual Allocation \$53,369
    - ii. AB1499 FY 19/20 \$12,851
    - iii. AB1499 FY 20/21 \$20,359 (partial year)
2. Fair Programs – Per the CEO Report
3. Marketing – Directors Shelton
  - a. Working on the website. Hope to have a behind the scenes view available for review soon.
  - b.
4. Livestock – Directors Peters
  - a. Working to collect from purchases and add ons.
  - b. Total from auction was researched after the meeting and totals \$355,700 for 118 lots including the add on pool donations.
  - c. Checks and Awards will be available for pick up Friday November 20<sup>th</sup> from 2:00-6:00pm and thereafter during business hours in the office. Jackets for FFA and 4-H winners are a bit delayed but will be delivered soon.
5. Heritage Foundation – Directors Rovella and Pura
  - a. Director Rovella attended the October meeting and they heard a presentation from Ted Intravia et al regarding possible use of the former Golf Course property. Directors and staff will research the ability for the Heritage Foundation to manage a project at the Golf Course property and their interest in doing so.
  - b. They are hoping to add another Board Member soon.
6. Vision and Grounds Committee: Will meet Monday December 7<sup>th</sup>.
7. Personnel Committee – Directors Coile and Shelton
  - a. Committee met with Dara and reevaluated the annual goals items and revised to reflect actual items changed due to Covid 19 restrictions and staffing reductions.

**OLD BUSINESS** *(Discussion and Action by Board)* - None

**NEW BUSINESS** (Discussion and Action by Board)

1. Review and approve Financial reports for August 2020;

Director Hall moved to approve August 2020 Financial reports. Director Shelton seconded the motion. By roll call vote, all were in favor.

Motion Record to approve June 2020 and July 2020 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		

2. Review and approve Financial reports for September 2020;  
Tabled, reports were not received from CFSA

3. Review and Approve revision of 2020 CEO Goals.

Motion to approve revised goals by Director Coile and seconded by Director Bianchi. By roll call vote, all were in favor.

Motion Record to approve Revised 2020 CEO Goals			
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. Review and discuss/approve options to lease former Golf Course Property to SBC Heritage Foundation;  
No Action
5. Approve resolution to authorize execution of Standard Agreement between CA Department of Food and Ag and the 33<sup>rd</sup> DAA to provide the FY20/21 annual allocation of \$53,360.00;  
Motion to approve execution of agreement by Director Rovella and seconded by Director Coile. By roll call vote, all were in favor.

Motion Record to approve Execution of Standard agreement for FY20/21 annual allocation			
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. Approve Reduction of time worked and salary for CEO Dara Tobias. 40% reduction in time worked and 9.23% required reduction required by CalHR. Total reduction of 49.23% effective May 1, 2020 and re-evaluating at the February 2021 Board meeting. Motion to approve reduction made by Director Coile and seconded by Director Hall. By roll call vote all were in favor.

Motion Record to approve Salary reduction for CEO from May 1, 2020 through January 2021.			
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. By discussion the Board decided the Annual planning portion of the meeting will be the same day as the January Board meeting. We will schedule to start earlier and follow with the regular Board meeting business at 6:00pm.
8. Discussed ideas for 2020 Fair Theme  
Bring Back the Fun in 2021!

**MATTERS OF INFORMATION:**

DIRECTOR COMMENTS –

MANAGER COMMENTS -

CORRESPONDENCE –

AGENDA ITEMS FOR NEXT MEETING:

NEXT MEETING: **Tuesday December 8, 2020**

Meeting adjourned at 7:25pm

November 10, 2020



**CEO Report on Facilities, Maintenance and Administration**

We are continuing to observe all Covid19.ca.gov guidelines as different areas are opened up. San Benito County is currently in the Red level which does not allow gatherings of more than 10 people.

Grounds, Maintenance and Equipment: The Septic Tanks were pumped. Frank has had the tractors serviced and we have scheduled a mechanic to work on the brakes on the small forklift. We have cleaned gutters and blown leaves off of roofs. That could be a daily job here but we schedule it a few times per year. Also reviewing drainage channels to ensure water runoff does not go where it shouldn't and cause damage to buildings and foundations. Frank has replaced the electric wiring on the stage as we have been able to rent it for drive in shows recently. Used panels were cleaned and restacked the drive through Fair event.

Office and Administrative: We are working with Grace and Associates to complete our Review. We have taken a lot of time getting the Fair activities up and going. It seems like a lot of spinning wheels, but I think we are still moving

forward! I would like to consider having the office and grounds open 4 days a week for the remainder of the year. We have listed it as closed on Wednesdays for a trial for the next month. Susan and Dara in the office and Susan Calleri volunteered for several hours to help with the virtual exhibit portion of the Fair experience. Organizing sale results from the online platform, deducting fees and reimbursing resale amounts has taken some creativity. Susan built spreadsheets pulling the needed data from several forms available on the sale site and from the donations dropped off in person and we have issued our second invoice to the buyers in the mail on 11/ 4/2020. We are working to get the payments from the Auction buyers and add ons so we can safely issue checks to the sellers without risk of bad debt. We are extending the pick-up date for the checks to November 20<sup>th</sup>. I have posted meeting notices for the Bagley Keene meeting act training. If more than 2 board members wish to attend the meeting needs to be noticed to the public. I will also post notices for the Fairground operating workshops mentioned later in this report.

2020 Vision for FUN!: We had a successful online Show and Sale. Exhibitors were able to video themselves showing their animal and upload it to a online site. We hired a judge to create classes and judge them in the same format as we do in our live shows. There was a commentator sharing biographies the exhibitors submitted and the judge gave reasons and explained his placings for each exhibitor's animal. The show is archived on [www.waltonwebasting.com](http://www.waltonwebasting.com) and is still available to watch if anyone missed it. The Auction was a success and the total was right on track of our usual sale, about 1/3 of the dollars for about 1/3 of the number of sale lots. Our livestock committee set up the loading day and operated it successfully, we had all the animals received, weighed and loaded by noon on Sunday and after a quick lunch all of the panels and pens were put away also. Thank you to our amazing volunteers! We collected exhibits in many of our Stills departments and displayed them on our Facebook page during the weekend that should have been Fair. We showed Flowers and Gardens, Adult Crafts, Quilts, Fine Arts, photography and other fun exhibits. Those are also still available to see on our Facebook page. Twinkle from Twinkle Time recorded a message to all of our Fair community and we posted that as well. The remainder of the weekend was all about our few Sponsors, vendors and our amazing 4-H clubs in our Drive Through Fun! The San Benito County office of education, Hollister Recreation, Pinnacles and Hollister Hills and many 4-H clubs decorated panels and pop ups to share their messages with our visitors. Michelle Borland and her members of Bitterwater 4-H hosted the Barnyard Adventure with multiple birds, sheep, goats and even some ponies for our passersby to enjoy. We collected \$225 for commercial exhibits during the drive through. We missed the truck pulls but we had 4 pull trucks on display to enjoy on the route also. Fair food was a medium success. Not as successful as the first one in July but better than the second one in August. We also allowed our community to provide give away items to showcase their businesses and we gathered them in custom goodie bags to give to each carload as we welcomed them to our drive through event. We had 4 Food booths with Corn Dogs, Funnel Cakes, Lemonade, Cotton Candy, Tacos, Hamburgers and non-alcoholic Micheladas. We passed out menus with the goodie bags so guests could plan their stops. Using the menus to count cars we estimate about 262 cars drove through and collected \$1,622.25 in revenue from food sales. Overall, it was a lot of different work for the two and ½ of us but less than the actual Fair of course. We are grateful for our department chairs for working to reach out to their usual exhibitors and gather photos for our online exhibit galleries. Thank you to Nicole, Jennifer and Nick for your huge efforts to get the drive through event and the livestock events off the ground. It might have been small but it still took many hands to make it work! Please bring your best 2021 Fair theme ideas to the meeting. While we have no idea what we are going to be able to do, we still need a theme for it!

Rentals: The Farmers Market and Flea Market with Joel Mijares is slowly picking up and after several weeks of up and down attendance he has consistently had 10+ vendors the last 3 weeks. We have had 3 drive in concert type events and are minimally successful but we still have demand for them as long as weather permits going into winter.

We are have had 2 Cutting horse events without spectators and those worked out well also. We are hopeful that San Benito County will transition to the orange level and we will be able to consider events of 100 or less people. Until that happens we will have a quiet winter with most likely only camping.

Camping: Continues to save us. We have recently been able to help campers who expected to stay at Hollister Hills but found that their grounds were full due to reduced capacity. We had asked management at HH to refer overflow to us and it has worked.

Buildings and Grounds Committee: We have not met. I will schedule a meeting for the usual first Monday on December 6:00.

Heritage Foundation: I was unable to attend their meeting. Paul will update on their discussion.

Saddle Horse Association: No Report.

Fairgrounds, Shelter and Fire Evacuations: We had an almost activation due to a Fire in North County on Friday November 6<sup>th</sup>. Upon discussion with Animal control and the SO they determined that the evacuation was temporary enough that Animal Control had room to keep the animals for the day. I will continue to ask for meeting time to finalize an MOU with them on procedure and expectations for reimbursement and other needed items to be in place for future emergencies.

Managers Conference: I virtually attended the California Fairs Alliance Managers Conference last week. We heard keynote speaker Nadya Zhexembayeva talk about the importance of reinvention in all industries and not only during crisis as well as “How to Thrive in Chaos”. Reports from CFSA indicated that they are evaluating the last quarter of Fair revenue protection claims and reiterated the need to continue to have new event contracts reviewed as we are able to hold more activities. We also learned that the Governor has made note of ‘conversations to re evaluate the relationships of Fairs with the State in California’ There will be workshops for discussion to address alternative Fairground operating models and more information coming up. You may have received the circular letter with dates and times sent from CDFA on Friday 11/6. I will include it in the information sent with this report. It was not on the agenda as this was all received after the posting period. The online platform was interesting with pros and cons. Pro, no travel or hotel cost, but cons there was no opportunity for networking, socializing and idea sharing in person.

Financial Projection Sheet:

Interim events: We continue to have more cancellations for parties and picnics as people get frustrated with the lack of opening. You will continue to see refunds on the Projection. We also have some new reservations as people remain hopeful of opening more in 2021 and reserved the dates they wanted.

### Reminders:

- ▶ **Next Board Meeting: December 8, 2020 by zoom conference or TBD**
- ▶ **2021 Fair Dates (?) – September 30-October 3, 2020 Virtual and Drive through**
- ▶ **CDFA Alternative Fairground Operating Workshop #1 Thursday November 12<sup>th</sup> @ 1:30pm**
- ▶ **CDFA Alternative Fairground Operating Workshop #2 Monday November 16<sup>th</sup> @ 3:30pm**
- ▶ **Heritage Foundation Meeting Tuesday November 17th 6:00pm - Location TBD**
- ▶ **Bagley Keene Meeting Act Training 11/19 at 9:00am *ID: 960 1072 4340 Pwd: 44072366***
- ▶ **CDFA Alternative Fairground Operating Workshop #3 Monday November 23rd @ 1:00pm**

- September 30, 2020
- TO: Board of Directors, 33<sup>rd</sup> DAA
- FROM: Personnel Committee, Board, 33<sup>rd</sup> DAA: Nicole Shelton, Jennifer Coile
- **SUBJECT: 2020 CEO Goals and Priorities, Proposed Revision**
- The Board evaluates the CEO/Fair Manager's performance according to the goals and priorities adopted by the Board at the beginning of each year. In light of the extraordinary circumstances of 2020, the CEO is unable to carry out most of the 2020 list of goals. The Personnel Committee met on September 18, 2020, and discussed a draft revision of the 2020 CEO goals and priorities. The draft was discussed with the CEO on September 30, 2020. We present it to the Board for review and concurrence or revision:

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- **33<sup>rd</sup> District Agricultural Association**
  - **2020 CEO Goals and Priorities**
    - **Revised September 2020**
    - ***NOTE: CEO hours and salary cut 50% as of May 1<sup>st</sup>.***

- **Administrative**
  - Complete 2018 Review with Grace and Associates.
  - Continue Institute of Fair Managers training classes.
  - Coordinate agenda and board meeting packets in timely fashion.
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- **Facilities and Grounds**
  - Complete roof repair of Youth Exhibits and Art and Photography Building.
  - Continue/complete label and map light shut offs.
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- **Coordination With Heritage Foundation**
  - Process requests for maintenance reimbursement.
  - Provide financial reports to HF Board regularly.
  - Suggest research of feasibility of creating RV Storage facility.
- **Employees and Staffing**
  - Keep abreast of safety equipment and procedures to prevent infection of staff and visitors of COVID-19
  - Oversee cancellations and deposit refunds

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- **Community Outreach**
- Maintain Facebook page with timely information about status and events.
- Work with Board committees and volunteers on information, outreach, and website.
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- **Fair**
- Support Livestock Committee's transition to online/virtual show and auction.
- Coordinate with Stills committee chairs for online event.
- Revise exhibitor handbook and coordinate Facebook posting of exhibits.
- Organize Drive-Through Exhibits and Food Vendors, support entertainment and baby bags.
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- **Additional Revenue Generators**
- Continue to maximize camping profits.
- Support explorations for new events e.g. flea market, movies.
- Coordinate Drive Through Fair Food Events.
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- **Emergency Coordination**
- Participate in periodic regional fair manager meetings.
- Participate in WFA webinars, phone calls, briefings about emergency preparation and response.
- Read bulletins from local, regional and state officials regarding health, safety, and emergency conditions and procedures.
- Seek further clarification with SB County Office of Emergency Services, County Sheriff, and CHP about roles and facilities of BPEC in emergencies.