



MINUTES

33RD DISTRICT AGRICULTURAL ASSOCIATION
BOARD OF DIRECTORS MEETING

Tuesday March 12, 2019 – 6:00pm

Board Room – Administration Building

Bolado Park Event Center

9000 Airline Hwy, Tres Pinos, CA

831-628-3421

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

CALL TO ORDER –President Nick Peters called the meeting to order at 6:09pm

PLEDGE OF ALLEGIANCE – Lead by Paul Rovella

ROLL CALL/DIRECTORS ABSENT – Directors Present: Nick Peters, Paul Rovella, Jennifer Coile, Nicole Shelton, Anne Hall and Stan Pura

CEO Dara Tobias was present

CONSENT AGENDA (*Discussion and Action by Board*)

1. Review and Approval of Minutes of the January 8, 2019 Meeting.
2. Review and Approval Interim Event Contracts for January.
3. Review and Approval of 2019 Fair Contract – Twinkle Time and Friends
4. Review and Approval of 2019 Fair Contract – Michael Mesmer
5. Review and Approval of 2019 Fair Contract – Alaskan Racers
6. Review and Approval of 2019 Fair Contract – WGas Motorsports
7. Review and Approval of 2019 Fair Contract – Desert Chickens and Fables

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

8. Review and Approval of 2019 Fair Contract – Other Fair Contracts as Available – No additional contracts.
9. Review and Approval of 2019 4th of July event Contract

Item 6 was pulled for further discussion. Director Hall moved to approve items 1-5 and 7 and 9 with wording adjustments on July 4th contract to define areas used and times security are in place. Director Shelton seconded the motion and all were in favor.

Motion Record to Approve the Consent agenda items 1-5, 7 and 9			
Board Member	Yes	No	Abstain
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura	x		
Paul Rovella	x		
Nicole Shelton	x		

6. Review and Approval of 2019 Fair Contract – WGas Motorsports Director Rovella moved to approve the 2019 WGas contract with adjustment of wording to confirm that the 33rd/SBC Fair retains all revenues from the concession stands in the Grandstand. Director Peters seconded the motion and all were in favor.

Motion Record to Approve the Consent agenda item 6			
Board Member	Yes	No	Abstain
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura	x		
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. Discussed rock and confirmed pricing was reasonable to add to base in the 20’s camping area.

COMMITTEE REPORTS

1. Finance – Committee member Paul Rovella
December financials were not available. Dara Reported that the Audit for 2017 is in the review and write up stage with CDFA. We have provided all additional information they have requested so far.
2. Vision/Buildings and Grounds – Committee members Director Hall and Director Pura
Discussed key items to address this year. Discussed SB5 funding project and will request installation of Tank and water lines to provide fire safety.
3. Marketing – Committee member Director Coile
Report attached.
4. Fair Program – Committee members Director Coile and Director Shelton
Report attached
5. Livestock – Directors Peters
Report attached

6. Heritage Foundation – Committee members Directors Pura and Rovella
Dara attended the meeting. Did not share the Financials as they were not available.
7. Saddle Horse Show Committee - Directors Rovella and Hall
Discussed food and Alcohol service at Horse Show. Will continue to work with SHA as there is not a clear requirement in the existing contract. Committee will plan to meet to review and extend contract after the 2019 show, the last on the existing contract.

OLD BUSINESS – *(Discussion and Action by Board)*

1. Financials are not available – Tabled to March Meeting

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

1. Discuss and approve estimate for repair and painting of animal Barns A-G. – Tabled to receive additional bids.
2. Response to invitation from San Benito Heritage Foundation Board members to participate on their committee to oversee lease of former Golf Course Property at 7999 Airline Highway. – No action. President Coile appointed committee to work with Heritage committee to plan: Jennifer Coile, Stan Pura and Paul Rovella, alternate will make up the committee.
3. Discuss potential terms of future lease agreement with San Benito County Heritage Foundation and 33rd DAA for Golf Course Property. – No action pending meeting of committees
4. Review and approve Introduction, Definitions, By Laws and Board meetings sections of the Policy Manual.
Tabled to March Meeting.

CLOSED SESSION:

- A. Personnel: Review and discuss annual evaluations of CEO Dara Tobias.
Personnel Matters § 11126(a)(1)

RESUME OPEN SESSION: *Report on any action taken during closed session*

Committee shared results of CEO evaluation and communication with staff in relation to evaluation.
No action taken.

MATTERS OF INFORMATION:

DIRECTOR COMMENTS – Request scheduling Retirement party for Abraham.

CORRESPONDENCE –

AGENDA ITEMS FOR NEXT MEETING:

NEXT MEETING: Tuesday March 12th at 6:00pm in the Board Room at Bolado Park Event Center

Meeting Adjourned at 8:35pm

February 12, 2019

CEO Report on Facilities, Maintenance and Administration

Grounds and Equipment: We are working on some winter time painting projects to repair and repaint the tall board fences at either side of the Grandstand. Adding a trim piece at the top, replacing the worst of the boards and repainting is making them look much nicer. We are working with Mitch Bourdet to help us repair the Scale enclosures so our livestock scales will be secure during other events on the grounds. He will repair the doors and we will paint them using the current color scheme. We have pricing for gravel and need to make a decision on type for camping area. We have held up well during the rains with the exception of the roofs on the Oaks and Youth Hall etc. We are awaiting bids to know what repair/replacement will cost. The floors in the Pavilion have been resurfaced. They look Beautiful. The goal will be to 'scrub (1 layer) and recoat (2 layers) every 2 years until we build up to 4 layers of protection on the floor.

Western Fairs Association Convention: Susan Ross, Susan Calleri and I attended the Annual Convention January 20-23. We attended sessions on items ranging from competitive exhibits, succession planning for staffing, Fairgrounds as evacuation centers, risk management, actively searching for interim events and peer to peer sessions to share struggles and solutions with others in our specific positions. There was networking time and a meeting with our Central Coast Area Fairs. In a California Fairs Authority update meeting, we heard from CDFA Fairs and Expositions that there will not be any allocation of AB1499 monies until the 2019-2020 fiscal year. Just today I received a request from CFFA to create a Fairgrounds Facility Improvement Project list. This is related to the SB5 grant funding specifically for a maintenance project.

Rentals: Stayed steady through January. We are working to fill some space left by the Gabilan Kennel Club leaving. The Oaks has become another popular venue with regular rentals throughout the year already.

Camping: We have not been to capacity this winter due to the poor ground surface on the 20's side of the long-term camping. We have placed a few longer-term campers on the parking lot until the rainy season passes.

Evacuation Center: I met with Kevin O'Neil from Office of Emergency Services (OES) to begin planning an agreement/mou/contract with San Benito County should the community need to use the Fairgrounds as an evacuation center for animals or people during a future emergency. I reached out to CFSA with questions about contracts or agreements that other Fairgrounds may have and received a copy of an agreement to use as a model. Kevin and I will work together and with leaders from the Sheriff Department, Animal Control, County Fire and San Benito County Board of Supervisors to be sure we have an agreement in place that allows us to be covered by proper insurances, have an opportunity to be reimbursed for our direct costs and assists in close down when the evacuation is deemed over.

Heritage Foundation: The last Heritage meeting I attended was the first for the year. I gave our most recently approved financial statements and thanked them for the reimbursement for the Fair admissions. Looking forward to working with them this year on various ideas. Discussed the leaking roofs with heritage and at the Building and Grounds meetings. I met with Damon Felice and he toured the Golf Course property.

Administrative and Office: Form 700 are due to me no later than March 30 so I can forward them to CDFA on time. Our Auditor, Nicole Holbein, from CDFA was here January 28th – 31st. We were ready for her with all of the years document boxes available to her and readily able to provide other items she requested. Susan has done a very good job keeping our records detailed and organized. We received very positive feedback from Nicole on our locked cabinet system and the accessibility of needed backup documents. We had a few ‘homework items’ we were researching and have gotten those to her as well. Have recently communicated our sense of urgency with Safehouse web and we are on track to have a layout and preview for our mid-February check point. We are working to complete the STOP report for 2017. As soon as that is complete, I will finalize the request for our 2018-2019 Allocation from CDFA.

Fair Managers Institute: I was able to take a session for credit at WFA and another by webinar in January. I will be attending the Summit sessions in Houston on March 4-6th. The Institute of Fair Managers Conference is in California this year, May 4-6th, so I will attend that as well and get more sections of the program completed.

Required Training from CDFA online: I am continuing to work on training courses. Board Members must complete the annual ethics training online as well as the SANS awareness training. I was originally told Board Members did not need to do this training and they have extended the deadline to give more time to those who have been given short notice.

Buildings and Grounds Committee: Did I mention the beautiful floors??

Department Chairs: The Livestock Committee met while I was away at WFA. Nicks report is attached. We have our first Stills Department meeting in March and our first Horse meeting will be in March. I am still searching for a Exhibit supervisor, we may have to contract with someone.

Reminders:

- ▶ **Closed Monday February 18th for Observance of President’s Day**
- ▶ **Livestock Department Meeting February 26th at 6:30pm**
- ▶ **Dara out for IFM Summit March 2-7, 2019**
- ▶ **Next Board meeting will be Tuesday March 12th at 6:00pm.**

Fair Program Committee Meeting

February 11, 2019

Summary Notes

Attendees: Nicole Shelton (NS), Jennifer Coile (JC), Dara Tobias (DT)

1. Entertainment contracts/commitments/Budget

Contracts for Board consideration on February 12:

- Twinkles and Friends (school assemblies after Santa Cruz fair?)
- Mesmer the Hypnotist
- Alaskan Pig Races (barnyard racers not available)
- Motor Sports
- Strolling cowboys/trio concerts

Others under research:

- Balloon sculptor
- Strolling/guitars/cowboys
- Pavilion: game show, NS to check on magic tricks by Tim Moon
- Vegetable sculptor or Fischer?
- Lodging confirmed?
- Sunday: banda?

2. Stages/Community stage

- Guerra Cellars “last concert of the season”? Sell wine, advertise all summer at their concerts
- Local bands: e.g. Soul Kiss (DT has contacted, awaiting response), Moondance; co-sponsor Hollister House?
- Local talent coordinator through HAD – DT in discussion
- Sunday entertainment: Spanish radio station contact is checking into it

3. Kids Area

- Paul Gillian, retired from CalExpo was contacted by DT
- Packages, cost research underway e.g. Super Science Company’s Barnyard Adventure, Sunflower Saddle Ranch at Sacramento County Fair, Great American Entertainment Company Ag Adventureland at Fresno Fair, Little Hands on the Farm at Santa Clara Co Farm and State Fairs
- STEM activities: potential sponsor Teknova, Hollister Recreation Department has STEM Club involved in Kids Day; consider STEAM
- Staffing- ASB
- Review of 1995 Kids Day contests JC found at Historical Society e.g. bubblegum blowing, freckles
- Baby tent: DT researching portable pod; NS to check with First Five
- Fairwide Scavenger Hunt, passport, or Instagram contest (Santa Clara Fair – spot the pig)

4. Theme Days

- Special events for Seniors Day: NS to check on square dance club performance, JC to check with Mike Schurig as Elvis impersonator , DT ask Frankie about HHH blood pressure monitoring
- Community cultural day/Sunday– contest of folkloric dancers (Salinas, Watsonville, Gilroy)?, identifying entertainment – Selena tribute show?

5. Hours/Admission Policies

- Thursday hours: all day kids 12 and under free, \$3 Dollar Deals e.g. hotdog and chips
- Sunday: carload for \$15 includes parking
- Discounts through PTOs?

6. Events/Activities

- Quilts of Honor: Saturday morning, discussion of appropriate parking with golf carts
- Wine tasting Friday night, 7to 9 in Pavilion
- Beer Stroll – Sunday 1-4
- Harvest/pumpkin party – Thursday, 6 to 8 with Fair Beer flavor reveal
- Taste of San Benito, 11 to 1, Michelle Leonard as co-chair with Janet Serrano
- Cowboy Church at the Oaks: 10:30-11, Rev. Ardyss Golden confirmed
- Health Foundation – flu shots? NS to contact
- Library storytimes, e.g. stumps arranged like campfire next to Bookmobile: JC to check with Susan about previous contact with Nora Conte, NS to be aware of bargains in tot-sized chairs and tables
- Arts Pavilion arts/craft make it/take it workshops: continue from last year
- Axe Throwing: DT showed photo, NS to check with contractor about building
- Floriculture: succulent gardens, Master Gardeners kids projects, Dahlia workshop, butterfly garden, Monterey Bay Rose Society, Gourd Society, class projects e.g. wheelbarrows

7. Pre-Fair Events:

- Leslie David suggestion of BenitoLink co-sponsoring a Mexican foods cook-off/festival: JC and DT to follow up
- Free Summer Activities – Art in the Park: two weekdays, 1 evening, 1 Saturday, simple activities; JC to check on county Arts Council Arts Express grant for supplies, NS to check on partnership with Arti-Culture
- JC to contact YMCA Summer Camp director about coordinating craft activities that could be made during camp suitable for fair entry

8. Board direction/feedback to be requested:

- Admissions policy changes
2019 Fair Budget: esp. marketing and entertainment – when 2018 total

Marketing Committee Meeting

January 30, 2019

Attendees: Dara Tobias, Jennifer Coile

1. Fair Logo
 - Target date for design: February; drafts not yet available
2. Website
 - Progress towards Feb 15 deadline – Fair and BPEC
 - Safehouse Web Design needs to confirm any content or photos we need to provide e.g. The Oaks?
3. BenitoLink
 - willing to publish articles simultaneous with Mission Village Voice
 - Finding blogger paid to work on articles: Jennifer will contact MACE/MECHA, Dara will talk to 4H
4. Marketing Contracts:
 - Review of 2018 Fair marketing invoices and expenses to develop 2019 budget and priorities: in process
 - Draft Contract and Scope of Work with Stagnaro Marketing: in process, revisions from 2018 anticipated due to revised priorities
 - Potential contract with Latino marketing specialists under discussion
 - Consider contracts for videographer, photographer and social media consultant
5. 2018 TV and Radio Media placement/cost:
 - Review, adjust budget: admin staff compiling invoices for analysis
6. Community Survey, esp new county residents: consider developing survey on Survey monkey in late summer to find out what media reaches them, why they do/don't come to the Fair
7. Sponsorships:
 - Contract with Jennifer Galindo-Cole: February Board meeting agenda

- Letters have gone out with several commitments already
- Wish list of in-kind goods and services: TBD
- New opportunities e.g. Contracted Kids Area

8. Community Outreach

- Presentation at SJB Rotary in March: Coile to work on draft Powerpoint
- 2018 Annual Report: data will feed into powerpoint
- Plan for 2019 engagement: Cesar Flores offered assistance

9. IAFE Webinar: "Government and Community Relations" noon-1:30

The Webinar had many interesting concepts and ideas. esp. building bridges and alliances before you need them in a crisis; the Powerpoint is available for interested board members.

Livestock Mtg.

Jan. 22,2019

6:37pm

Roll Call; Nick, Becky, Justin, Joe, John, Mark, Anthony, Bryan, Kristine and Katy.

Entry Guide Books were passed out to all members in attendance to return at next mtg or turn unto the office.

Chair reports:

The scale rooms need to be enclosed still. Anthony and Justine will try to go over what is needed at each scale later this week.

A new auction stand was discussed.

The time that weighing would start for each species was talked about.

Carcass contest with the sheep being included was discussed. A need for awards was noted along with an increase in food for dinner.

Tagging of animals at time of weigh-in was discussed and a decision was tabled until next meeting so all species could voice their concerns
Beef will still be June 3rd because of the rate of gain contest.

There is still a need for an entry office person.

YQCA- compliance. How do we verify?

Pg 61 rule 9- needs to be cleaned up.

Judges and which ones can go for another year and which species each would do.
Tabled to next mtg.

Meeting date and time was discussed . The 4th Tuesday was maintained. A change to 6:00 start was discussed and will be voted upon next mtg.

Carcass contest date is Nov.12.

Mtg. adjourned