



MINUTES

33RD DISTRICT AGRICULTURAL ASSOCIATION
BOARD OF DIRECTORS MEETING and
ANNUAL STRATEGIC PLANNING MEETING

Tuesday September 8, 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

Directors:	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 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 – Meeting called to order by Vice President Nicole Shelton with a quorum of 5 via zoom conference at 6:14pm. Director Rovella joined the meeting at 6:35.

PLEDGE OF ALLEGIANCE – Lead by Director Nicole Shelton

ROLL CALL/DIRECTORS ABSENT – Directors Present: Jennifer Coile, Paul Rovella Nicole Shelton, Richard Bianchi, Nick Peters and Anne Hall. Director Pura was absent with prior notice. CEO Dara Tobias and guest Darlene Boyd were present on the Zoom meeting.

PUBLIC COMMENT: None

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

CONSENT AGENDA *(Discussion and Action by Board)*

1. Motion to approve the consent agenda by Director Coile and seconded by Director Peters. By a roll call vote, all were in Favor and motion carried.

Motion Record to approve Consent agenda items.			
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		

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 July Financial Statements.
 - b. Reviewed and discussed items on the Financial projection with August totals.
2. Fair Programs – Department Chairs are working with Susan Calleri to create virtual galleries that will be posted throughout the weekend on social media. Have reached out to our usual vendor list and community groups to decorate display panels along our drive through route. We will have pull trucks displayed and Barnyard Buddies will be penned along the route for visitors to see. We will add Ag education posters to fill any blank areas.
3. Marketing – Directors Shelton
 - a. Working on the website.
 - b. Continuing to keep information current on social media. Facebook is easy to update often and does not require a personal Facebook account to access information.
 - c. Sponsorship commitments from Calvista Insurance, Granite Rock and San Benito County Farm Bureau have been received.
4. Livestock – Directors Peters
 - a. Awards donations of \$4,425 have been received and will be spent on Buckles for Grand Champions, Jackets for FFA and 4-H champions, Custom water bottle for Class Winners and a duffel bag for all exhibitors.
 - b. Show videos are being uploaded this week and sale photos will be uploaded next week.
 - c. Livestock committee will help set up the animal receiving panels, receive animals and prepare paperwork for loading and processing.
 - d. We sent a letter and buyer information to all buyers who purchased animals in the last 2 years at the sale. This will hopefully alert them to the change in format and provide clear instructions and contact information for help during the sale.
5. Heritage Foundation – Directors Rovella and Pura
 - a. No report.

OLD BUSINESS (Discussion and Action by Board)

1. Review and approve Financial reports for June 2020

NEW BUSINESS (Discussion and Action by Board)

1. Review and approve Financial reports for July 2020

Director Rovella moved to approve both June and July 2020 Financial reports. Director Hall 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		

MATTERS OF INFORMATION:

DIRECTOR COMMENTS – Director Coile mentioned the positive article Julie Morris wrote for the Mission Village Voice newspaper.

Director Peters noted that RV Storage is still in demand in the area and rates range from \$50-\$100per month. Capital would be needed to prepare area and ensure access and security.

Director Shelton requested a Personnel committee meeting.

CORRESPONDENCE –

AGENDA ITEMS FOR NEXT MEETING:

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

Meeting adjourned at 6:58pm

September 8, 2020



CEO Report on Facilities, Maintenance and Administration

Due to the Shelter in Place order initially given on March 17, 2020, extended to May 3rd and then deferred to Governor Newsom’s Order N-33-20, we have still cancelled all near future events and rentals and remain on hold for opening any gathering for more than 10 people. We have opened the Lobby with modifications of countertop plexiglass screens, door signs requiring masks to enter and sanitizer at the door for customers to use on the way in and out. We continue to also wear masks when we are in the common areas of the office and clean and sanitized touched surfaces throughout the day.

Grounds, Maintenance and Equipment: Keeping up with issues as they arise. A broken water line in the livestock barns was re-repaired but considering the extreme decay of the old pipe will most likely continue to be a problem. We will begin to trim trees and will soon need to have the septic tanks pumped.

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.

Drive through Food Fest: It was unbearably hot! Friday and Saturday were much slower than our previous event but Sunday was about the same. Total earned was \$965.25, a little less than half of the July event. We are working with vendors to have drive through food on our Food Fair weekend and possibly another in October if the turnout is good and it still seems to be in demand.

Rentals: The Farmers Market and Flea Market with Joel Mijares was postponed on the weekend of 8/23 due to the smoke and poor air quality outdoors. We will have the first event Sunday September 6th so I will give more detail at the meeting. The Cattlemen and Cattlewomen held their drive through food event Friday August 28th. They were not able to have their traditional fundraiser but did their drawing and had the meal available for pick up. Very nice event and we did make some rental income from their day. Gabilan Cutters was able to hold another cutting as well. We continue to explore and reach out to people to try to invite new opportunities.

Camping: Camping stayed busy for August. We have a strong group of monthlies and continue to have requests for short term as well.

Buildings and Grounds Committee: We have not met.

Heritage Foundation: I was unable to attend their meeting. I believe they are still planning to go forward with the well exploration.

Saddle Horse Association: No Report.

Fairgrounds, Shelter and Fire Evacuations: We were not activated during any of the fires in neighboring counties. I took no fewer than 30 messages, texts, phone calls, Facebook messages etc. from people wanting to bring animals here. Susan also took a beating with frustrated people on the phone in the office since I was gone. We HAVE to be activated by a government agency such as San Benito County Office of Emergency Services, San Benito County Sheriff, Animal Control or Cal Fire or CA OES. Our liability insurance will not cover our grounds if we are not officially activated. We also do not have enough staff to manage a large-scale evacuation procedure on our own. We have an outline in place of things that we need and need to do, but with only two hourly staff people on grounds at the time and only one outside, it was impossible for us to do anything without official activation and the resources that come with it. Starting Wednesday about 8:15 I was in communication with Kara from Animal Control, Kris from OES, Captain Taylor from SO, Anthony Botelho from BOS and managers from Santa Cruz and Monterey Co Fairgrounds. I also knew that Cow Palace and Alameda County Fairgrounds in Pleasanton was taking evacuated livestock. I changed my flight to come home early Saturday 8/22 instead of late Sunday but by the time I got home things were running smoothly at the other sights and there was room. I will continue to work with OES to outline some more specific procedures should we become activated in the future.

Fair Planning: We are full speed ahead in the livestock department. I have printed buyer packets and 4-H is sharing postage with us and including their own flyer in the package they will be mailed Saturday 9/5 and will go to over 400 buyers who purchased in the past 2 years. The exhibitors will begin uploading their show videos on Monday 9/7 and that will close Monday 9/14. We have a judge to evaluate and place the classes and a commentator will be talking live about the animals and the exhibitors. The show will be online on Monday September 21st. The time is to be determined yet. The Auction will start on Thursday 9/24 at 9:00am and close on Saturday 9/26 at 3:00pm. Hogs

goats and lambs will load out on Sunday 9/27 and Steers will load out on Monday 9/28. We received \$4400 in donations for livestock awards. We are ordering buckles for Champions of each species and a different award for each reserve grand champion with the remaining money. I have attached the mailings in your board information. For the stills side. We have published a modified guidebook on the web page and each department chair is reaching out to their regulars. We are going to collect photographs of peoples still entries, art, photography, flowers and crafts and quilts. Those will be displayed on social media and on the website in the form of galleries. This is not judged and nothing will be in hand, it is just a chance for people to enjoy seeing their creations in a gallery online.

Financial Projection Sheet: This is significantly different than last month in revenue and expenses. A few reasons include: Camping, the 1st of August was a Saturday and A LOT of the campers paid for August on the 31st of July. We record the income on the day the receipts were written. Since September 1st was a Tuesday most people waited to pay on the 1st so it didn't average out. The workers comp payment includes the July amount. Utilities includes 2 large PG&E account payments and two months of most AT&T payments. Refunds include a lot of deposits that we are finally refunding for postponed events that are cancelling. The PERS Amount is the annual payment for OPEB (other post-employment benefits). The EDD payment for State taxes collected is quarterly. I will be submitting a request to the Heritage Foundation for reimbursement for expenses that fall under Maintenance. On our May 31 summary we projected having \$188,617.93 at the end of August. We are holding money that will need to be paid to the Livestock Show company and money we collected to pay for awards, so we are actually very close to our projection. I will have solid numbers at the end of September.

Interim events: We continue to have more cancellations for parties and picnics as people get frustrated with the lack of opening. You will see that in the uptick in refunds on the Projection. We will have our FAIR FOOD FEST Friday August 14-Sunday August 16th. The Cattlemen's Association will be hosting their drive through food pick up on Friday August 28th to complete what would have been their annual fundraiser dinner dance. They cannot dance but they can still pick up their dinner.

Meeting Dates: We have cancelled the October Board meeting the past few years because it was so close to the end of Fair. At the January 2020 meeting the Board approved the schedule removing the October meeting. Please let me know if you would like to revisit that decision for any reason.

Reminders:

- ▶ **Next Board Meeting: November 10, 2020 by zoom conference or TBD**
- ▶ **2020 Fair Dates – October 2-4, 2020 Virtual and Drive through**
- ▶ **Heritage Foundation Meeting Tuesday September 15th 6:00pm - Location TBD**
- ▶ **Livestock Show on Walton Webcasting September 21st time TBD. Will be available to watch for free on future dates.**
- ▶ **Livestock Auction on Stock Show Auctions September 24 at 9:00am to Sept. 26 at 3:00pm**
- ▶ **Livestock arrive on grounds to weigh and shop to processor Sept. 27th Lambs, Goats and Hogs and Steers September 28.**
- ▶ **Drive through Food Fair with Barnyard Buddies and educational posters and displays and parked Pull trucks and farm equipment for visual interest in line. Friday October 2, 12:00 - 7:00 Saturday October 3, 11:00 – 7:00 and Sunday 11:00- 6:00pm**
- ▶ **Virtual exhibit display galleries will be posted on our website and our social media page starting Thursday October 1st and will remain up for anyone to look back and enjoy.**