



MINUTES

**33RD DISTRICT AGRICULTURAL ASSOCIATION
BOARD OF DIRECTORS MEETING and
Tuesday November 8, 2022 – 6:00pm
Administration Building
Bolado Park Event Center
9000 Airline Hwy, Tres Pinos, CA
831-628-3421**

Directors: Nicole Shelton – President Servando Flores Vacant Pending Appointment
Richard Bianchi – Vice President Stan Pura Vacant Pending Appointment
Paul Rovella Clark Stone 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}

CALL TO ORDER – Meeting called to order by President Nicole Shelton at 6:00pm.

PLEDGE OF ALLEGIANCE – Lead by Director Stone

ROLL CALL/DIRECTORS ABSENT – Directors Present: Nicole Shelton, Paul Rovella, Richard Bianchi Servando Flores and Clark Stone. Director Pura was absent with prior notice.

INTRODUCTION OF GUESTS AND STAFF – CEO Dara Tobias was present as was Heritage Foundation President Jeff Guerra and Rodney Bianchi.

PUBLIC COMMENT - No public comment recorded.

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 <https://boladoparkeventcenter.com/board-meeting-agendas-and-minutes/>

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

CONSENT AGENDA *(Discussion and Action by Board)*

Director may move to approve all items at once, or a Director may pull any items for further discussion;

1. Review and Approval of the Minutes from the September 13, 2022 Board Meeting.
2. Review and Approval of CEO Time sheet for August, September and October 2022
3. Review and Approval of Interim Contracts for September and October 2022

Motion to approve Consent agenda items, by Director Bianchi and seconded by Director Stone. All were in favor.

Motion Record to approve Consent Agenda			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Nicole Shelton	x		
Stan Pura			
Paul Rovella	x		
Servando Flores	x		
Clark Stone	x		

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

CEO REPORT –

CEO Report included at the end of the minutes. Primarily Fair time updates.

COMMITTEE REPORTS

1. Finance Committee- Director Rovella
 - a. Receive Finance Committee Reports for August and Draft of September 2022. Director Rovella reviewed the financial reports for August and the Draft of September.
 - b. Discuss Draft of 2018 Review- There were no questions regarding the presented draft of the 2018 Review from Grace CPA’s.
 - c. Discuss bank account locations and revisit Heritage Bank for JLA Account. Discussed moving the JLA bank account to Heritage Bank with the same signors as designated at Union and Mechanics Bank. This will allow us to work with a local Bank that is active and supportive in the community.
 - d. Discuss initial report from 2019 and 2020 Financial Audits in progress with CDFA Auditor. CDFA Auditor Therie Montero was here for two weeks October 24th through November 4th. She reviewed and gathered data for on year each week. Director Shelton, Dara and Susan Ross were present for the Exit report and noted some procedural changes to make going forward. Therie will continue her review in office and let us know when drafts are ready to review.
2. Vision/Buildings and Grounds – No report – There is interest in re instituting the Grounds committee meetings.
3. Marketing – Fair marketing was successful. We hired Katie Mazzulo to work on site during Fair to produce press releases and social media posts during the Fair. KSBW came to do a spot and we had several weeks of Radio Adds on one country station and two Spanish language stations. The boy scouts put out the banners 3 weeks before Fair. Web site was behind and a struggle but mostly updated. The banner was up down town for 2 weeks and Benito Link
4. Fair Programs – Discussed multiple areas of the Fair. The Pavilion was very well decorated and moving the hands on activities for kids indoors was a good use of space. Wine and Beer Stroll were

lightly attended but need to be marketed better. School tours backed up traffic for over an hour. Will work with committee to determine future of event. Struggle at Gate 2 with many who were used to parking up front, many who did not follow instructions in their set up packet and some who got passes late. Will work on communication sooner. The new shuttle was great but needed better signage, many didn't see it. The Giant pumpkin contest was missed. The Produce Auction seemed a little rushed, needs better planning. The Pepper eating contest was picked up by Heritage Foundation to run it when the organizer reached out to the Fair office a week before fair. We will add them to our vendor list for contact early in June. Full parking on Sunday created a CHP mandated closure for about 45 minutes while spaces in the lot cleared. Truck pull event was successful.

5. Report included in Fair report discussion
6. Livestock – Director Bianchi
A few livestock chairs expressed concern for the safety of kids and animals during school tours. Barns need to be kept clean and animals cared for until the end of the day Sunday. There was evidence of people leaving Sunday morning and not attending to their animals the rest of the day. Security guard was in barns but was not seen often by some. We will continue to work on the security in the barns with guards, panels and signage. Will also encourage exhibitors, Chapters and Clubs to reinstate the barn duty schedules, where there is an adult or two in the barn area at all open hours. Overall, prices were excellent, approximately \$1,100,000.00 in gross sales. New this year, 17 animals were donated to the Salvation Army to process instead of resale. The SA estimates enough product to include meat protein in 12,000 food boxes with those donations. Congratulations to Kevin Wilkinson for making that connection.
7. Heritage Foundation – Jeff Guerra reported that their membership was up a bit this year since there were more livestock families than last year. The Heritage Hog sold for \$85,000.00. Jeff discussed a probable shift in the proposal for the Donation from the Community foundation that was previously studied to work into a covered arena facility here. That has been tabled for now as other ideas are explored. The MOU draft has been reviewed and will go to CDFA legal for final approval. Two board members, Bob Swanson and Marian Tobias are ending their terms and will leave the board at the end of the year. They are looking to fill 2 openings.
8. Personnel Committee – Director Shelton
No Action
9. Saddle Horse Association Committee – Director Rovella
No Action.

OLD BUSINESS (*Discussion and Action by Board*)

1. Tabled - Review and discuss/approve options to lease former Golf Course Property to SBC Heritage Foundation and progress on MOU.
2. Discuss Board Policy regarding interim rentals for cannabis events on Fairgrounds. – Per local ordinance County Code 26150(e) events not allowed. No action.
3. Tabled – No action
4. Review and approve the Draft of the 2018 Financial Review presented by Grace CPA's LLP . Motion to approve made by Director Rovella and seconded by Director Bianchi. All were in favor. favor.

Motion Record to approve Final draft of the 2018 Financial Review			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Nicole Shelton	x		
Stan Pura			
Paul Rovella	x		
Servando Flores	x		
Clark Stone	x		

NEW BUSINESS (Discussion and Action by Board)

1. Review and Approve Financial Reports for August 2022.
 Director Bianchi moved to approve the Financial Reports for August 2022 and Director Flores seconded the motion. All were in favor and the motion carries.

Motion Record to approve August 2022 Financial Reports			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Nicole Shelton	x		
Stan Pura			
Paul Rovella	x		
Servando Flores	x		
Clark Stone	x		

2. Discuss and Approve Opening a JLA Bank Account at Heritage Bank and moving account from Union Bank to continue to build relationships with local banking. Specify Signors for Bank Account. Motion to approve by Director Rovella and Second by Director Stone. Signors will be Nicole Shelton, Richard Bianchi and Paul Rovella.

Motion Record to approve opening JLA Bank account at Heritage Bank.			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Nicole Shelton	x		
Stan Pura			
Paul Rovella	x		
Servando Flores	x		
Clark Stone	x		

3. Confirm Signors on existing Bank accounts. Signors will not change and will be Nicole Shelton, Richard Bianchi and Paul Rovella.
4. Items 4-6 Tabled
7. Review Staff and Board attendance at WFA annual conference. Director Rovella moved to approve up to \$1000 per person for 3 Attendees for conference. Director Flores seconded the motion and all were in favor. Dara Tobias, Nicole Shelton and Susan Ross will attend.

Motion Record to approve Staff/Board attendance at WFA conference			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Nicole Shelton	x		
Stan Pura			
Paul Rovella	x		
Servando Flores	x		
Clark Stone	x		

RETIRE TO CLOSED SESSION - No Closed session at this meeting.

MATTERS OF INFORMATION:

DIRECTOR COMMENTS –

Due to 2 Board members not being available on the next Board meeting date, December 13th, the Board agreed to cancel the December 13, 2022 meeting. The next meeting of the Board will be Tuesday January 10th and will be the planning meeting starting at 4:00pm.

MANAGER COMMENTS – No additional comments

CORRESPONDENCE –

- Various CDFA circular letters can be found online;
https://www.cdfa.ca.gov/fairsandexpositions/Resources_and_Publications/Circular_Letters_F.html

NEXT MEETING: Tuesday December 13, 2022

Meeting adjourned at 8:15pm

Upcoming Dates to remember:

- ▶ Maintenance Mania November 29 – December 1st
- ▶ Office Closed for Thanksgiving November 24th-25th
- ▶ Office Closed December 26-30, 2022

November 8, 2022

CEO Report on Facilities, Maintenance and Administration



Grounds, Maintenance and Equipment:

Fair time Grounds: Prep over two months included cleaning repairing and moving items into place for Fair set up. We had a repair needed on the brakes for the water truck on Fair Sunday and Ford Equipment repair came at 6:00am on Sunday to make the needed repairs. We utilized the temporary fencing again to increase our secure perimeter, increase security behind the food vendors booths, secure the maintenance yard and provide outdoor space for Heritage Hospitality room. We worked with Recology for trash and recycling disposal for the Fair event. They provided large bins and staff to help move them and empty them. Restrooms were maintained on a regular rotation with our staff and staff from J&J Labor. We had a water/drain system back up in the storage rooms below the pavilion due to excess water being pulled from the system for the water truck. The Restrooms at the north end failed the week before Fair. The septic line in the ground is not draining. We closed them for the weekend and will do more discover on where the issue is and needed repairs. We rented a large generator with power extensions to provide power for the livestock animal fitting. There was one report of damage to an exhibitor's equipment and the parent feels the equipment was faulty. Her comments are included in the livestock report section. A guest backed into the Fire Hydrant next to the tree between the pavilion and the highway on Thursday night and completely broke it. We lost a lot of water before it was able to be turned off and fortunately our maintenance staff and Kerry Maroney were able to repair it and get it back in service by late night and painted

in the morning. Some feedback on grounds from wrap up meetings. We need to work on the fence surrounding the large show ring. The sections that are removed during the Auction are not holding up and are not going back into the sleeves in the ground properly. We need better lighting (added an additional light plant to the list) on the walkway to the campground. We need to add more tables to our inventory as people were waiting for tables during receiving and judging.

Office and Administrative: We had a great Fair and a very hard Fair in the office at the same time. We implemented a new entry office software and the entry office staff of one worked tirelessly and most every day for a month to get the fair entry process reworked and off the ground. With change comes struggle. We had some department chairs that were very unhappy with the change with such short notice. We were too, but the learning curve was huge and things happened very quickly. We had a new Admissions staff lead by Fair Industry professional Tawny Tesconi. Tawny managed the ticket sellers, parking sellers and ticket takers. Contracts were finalized for judges and payments were ready when they had completed their judging. Many checks were not picked up so we mailed them. The Auditor from CDFA was here for two weeks, auditing 2019 and 2020. She will finish up her work at her office and we will send her any additional supporting documents she needs. This was such a fast and painless process thanks to Susan for being exceedingly organized and correct in her record keeping and working with an auditor who is familiar with the Fair. We are working with promoters for a new event to Bolado Park and will have more information at the next meeting. We held a volunteer thank you dinner for all who give of their time and talents to make the fair happen. Beginning again to work on updates for the policy manual.

Events and Camping: We did not have private events after the first week in September for Fair prep and had one weekend dark after Fair. Camping opened up on October 17th for long term camping during the off season. Events are busy again every weekend. We have some bookings into 2024 already.

Heritage Foundation: No report

Board News: I learned at Managers Conference last week that there are two new staff members in the Appointments office. The person who is assigned to our fair is Curtis Lang and his phone number is 831-916-445-4541 and email curtis.lang@gov.ca.gov

Saddle Horse Association: We need to schedule time to meet with their planning committee to work on the interim rental agreement.

Fair time safety and security: We held our multi-Agency meeting with Fire, PD, CHP and Private Security on August 30th. SBC Sheriff was invited but unable to attend due to a last-minute schedule change. We discussed our grounds map and emergency action plan. CHP is the lead security; we contract with Hollister Fire for EMT to be on site during Fair and AMR provides ambulance service. We are grateful for all the agencies taking the time to familiarize themselves with what we do here. We also met with CHP and Private Security and the Heritage Foundation representatives to plan the security schedule for the Heritage Hospitality room during Fair. There was a glitch in the plan on Tuesday night, CHP came for a meeting Wednesday to update the plan and that area worked great the rest of the weekend. Private security screened guests with walk through metal detectors this

year. They wanded guests as needed with strollers, carts and other items. Private security staffed the gates and also worked in the grandstand. They worked closely with the CHP officers on grounds to continually patrol the property. We had one call of an intoxicated person in a vehicle on Friday night, CHP responded and the person was not trying to drive, only sleeping. We struggled with the cars on the road during school tours and we had about 45 minutes where we were directed by CHP to close the gates until more parking opened up. People who were turned away were very angry and there were 3 people who were very vocal on social media. We offered them refunds if anyone had any pre purchased passes they were not able to use because they could not wait to come in. To date we have had no one come in for a refund. The CHP and Private security patrolled the grandstand during the Truck pulls on Sunday. I have since heard (3rd hand) of a reported issue between a truck pull guest and a private security guard. The truck pull driver was trying to come into the Fair event area through a secured gate and the security guard stopped him. He was angry and voices were raised. I do not have any reports in the office. We did not have any emergency calls during the Fair. We are still struggling with keeping people away from animals in the barns. Having one roaming security guard did not solve the issue because there is too much space to cover. Parents and exhibitors are not doing barn duty as regularly as they used to and when they are they are not comfortable confronting people or if they do, people often do not listen. We need to consider more secure barriers. The Sheriff Department was here with their command center and several staff and officers assisted in patrol of the event. The Search and Rescue Team are a great asset to the Fair Security and help respond to calls, patrol the back lanes on their utvs and help in many other areas. We will begin planning meetings with CHP and other agencies early and throughout the year. Parking in lot 2 continues to be a source of much strife. Everyone thinks they should be able to park there and when they are told they can they argue with staff and are often times sometimes very rude. We will continue to work with passholders to remind them the gates and lots their pass allows them access to.

Junior Livestock Show and Auction: Another fantastic show and sale. Michelle and Trina from Salinas Valley Fair worked with Liz to set up the Auction for success as far as the sale program goes. Many people jumped in and learned the look of new reports, new computer data entry systems and different tasks than what they were used to. The Sale ring volunteers were excellent as always and our Generous community purchased \$1,111,000.00 of livestock from the kids. New this year we partnered with the Salvation Army and gave buyers the option to donate their purchase instead of resale. Kevin Wilkinson reported that enough meat was donated to feed 12,000 families. We have been receiving payments steadily and are on track to issue payment to the exhibitors/sellers on Friday November 18th. The Carcass Contest for market steers and lambs was held on November 1st. It was very lightly attended but those who were here had a very educational program from Dr. Amanda McKeith of Fresno State and a delicious dinner provided by the FFA Ag boosters team.

Managers Conference: I attended conference November 1st - 3rd. Topics covered were succession planning, Community engagement, being good neighbors marketing and service member relations. We met and had dinner with State Treasurer Fiona Ma who is a huge Fairgrounds Fan and has toured more than half of the California fairs in the past few years. CDFA reported on several new items of legislation that are pertinent to Fairs, including proposition 12 which is now active. All breeders who sell market livestock to our exhibitors must provide a self-certification that they are raised in compliance with the rules of Prop 12. We met with all of the leaders of the State Fire Marshal's office. We have been moved to the regional office that is north of us instead of south. This will save us about 2.5 hours of drive time at \$280 per hour. Many new items in fire code, including the requirement of permits for tents bigger than 600 square feet and use of water barrels for anchoring is no longer

allowed. Tents and draping must be labeled with the fire marshal code certificate and set up engineering plans must be reviewed for tents over 600 square feet. Among other fun things. We met with our Central Coast Area Fairs group and are discussing sponsoring some staff training opportunities that we can share with more fairs to spread the costs. We will discuss further at our meeting at Western Fairs Conference.

Reminders:

- ▶ **Heritage Foundation Meeting TBA**
- ▶ **Horse Department Meeting November 16, 2022 in the Board Room at 6:00pm.**
- ▶ **Livestock department chairs will be meeting with entry office staff for guidebook edits. No formal meeting planned until January 24th 2022**
- ▶ **Office and Grounds Closed Friday November 11th to observe Veterans Day.**
- ▶ **Dara out of the office Thursday November 10-Tuesday November 15th. Available by email or phone for emergency guidance.**
- ▶ **Office and Grounds closed for Thanksgiving Holiday November 24th-27th.**
- ▶ **Next Board Meeting: December 13, 2022 at 6:00 pm in the Board Room.**