

14th District Agricultural Association



SANTA CRUZ COUNTY FAIR

Established 1885

BOARD MEETING MINUTES

Board of Directors' Meeting

2601 East Lake Avenue, Watsonville, CA

Tuesday, December 8, 2020

The Board Room

Approved by: _____

Date: _____

CALL TO ORDER: 1:31 p.m. by President Don Dietrich

DIRECTORS PRESENT IN PERSON: None

Due to the Covid 19 Pandemic special arrangements were made to participate remotely via ZOOM

DIRECTORS PARTICIPATING REMOTELY: Don Dietrich - President; Bill Barton, Jody Belgard, Loretta Estrada, Stephanie Fontana, Lupe Flores, and Maria Elena de la Garza.

JR FAIRBOARD MEMBER: Morgan Cole

DIRECTORS ABSENT:

DIRECTORS EXCUSED: Directors Campos and Pruger

CHIEF EXECUTIVE OFFICER (CEO): Dave Kegebein

RECORDING SECRETARY: Mary Bannister

PUBLIC COMMENTS: Phil Carranco thanked the Board for the work they've done during the challenges of COVID. He encouraged the Board to keep track of tabled items under Old Business. Jody Kolbach recommended a punch list. Jessica Ayala thanked the Board for showing up and making a difference during a difficult year.

DIRECTOR COMMENTS: none

CONSENT CALENDAR. *Director Fontana moved, Director Flores seconded approval of the Consent Calendar. Motion carried 6 - 1. Ayes - Directors Belgard, Estrada, Fontana, Barton, Flores, and de la Garza. No - Director Dietrich.*

FINANCIALS. Patricia Kaufman with McGilloway, Ray Brown and Kaufman led an audit presentation for the year ending December 31, 2018. *After discussion, Director Barton moved; Director Fontana seconded approval of 2018 Audit. Motion carried 7 - 0. Ayes - Directors Dietrich, Belgard, Estrada, Fontana, Barton, Flores, and de la Garza.*

CEO provided an overview of September and October Financials, CEO timesheets and reported a cash balance of about \$240,000. Jessica Ayala requested details of phone bills for past 3 years.

Director Estrada moved; Director Barton seconded approval of September Financials. Motion carried 6 - 1. Ayes - Directors Belgard, Estrada, Fontana, Barton, Flores, and de la Garza. No – Director Dietrich.

After discussion, Director Fontana moved; Director Belgard seconded approval of October Financials. Motion carried 6 - 1. Ayes - Directors Belgard, Estrada, Fontana, Barton, Flores, and de la Garza. No – Director Dietrich.

CEO Timecards – Director Barton moved; Director Estrada seconded approval of CEO timecards. Motion carried 6 - 1. Ayes - Directors Dietrich, Belgard, Estrada, Fontana, Barton, and Flores. Noes – Director de la Garza.

OLD BUSINESS – none

NEW BUSINESSES

Election of Officers

President Dietrich nominated Director Campos as President, seconded by Director de la Garza. *Motion failed 3 - 4. Ayes - Directors Dietrich, de la Garza, and Flores. Noes – Director Barton, Fontana, Belgard and Fontana.*

Director Estrada nominated Director Fontana President, seconded by Director Barton. *Motion carried 4 - 3. Ayes - Directors Barton, Belgard, Estrada, and Fontana. Noes – Directors Dietrich, Flores and de la Garza.*

President Dietrich nominated Director Flores Vice-President, seconded by Director de la Garza. *Motion failed ~~3 - 4~~ 2-5. Ayes - Directors Dietrich, de la Garza, ~~and Flores~~. Noes – Director Barton, Fontana Belgard, ~~Estrada and Fontana, Flores~~.*

Director Estrada nominated Director Belgard Vice-President, seconded by Director Fontana. *Motion carried ~~4 - 3~~ 5-3. Ayes - Directors Barton, Belgard, Estrada, and Fontana, ~~Flores~~. Noes – Directors Dietrich, ~~Flores~~ and de la Garza.*

CDFA Annual Support Agreement President Dietrich requested a copy of corrected & completed signed agreement reflecting a corrected address be provided in next agenda packet. *After discussion, Director Barton moved; Director de la Garza seconded approval of CDFA Annual Support Agreement. Motion carried 7 - 0. Ayes - Directors Dietrich, Belgard, Estrada, Fontana, Barton, Flores, and de la Garza.*

CORRESPONDENCE

CDFA – F2020-14 SB-5 Phase 2 grants Letter

CEO REPORT

Four revenue generating horse shows were held this year. The 5th horse show in progress and therefore cancelled when the CZU Lightning Complex fire started did not generate revenue. CEO reported on fire evacuation reimbursements from the County and ongoing obligations regarding the disaster. Food bank distribution efforts are under tremendous demand and Second Harvest is paying the fairgrounds \$1,000 per distribution to cover payroll & equipment costs. Santa Cruz County Animal Control Ordinance – the Farm Bureau met with the County and educated them on livestock requirements, so rewrite effort is continuing. CEO discussed the listening sessions done by CDFA regarding restructuring. County is pushing hard to implement a more robust recycling facility so new recycle containers have been purchased.

CEO reviewed how extraordinarily difficult this year has been. This is the end of his ninth year as CEO. When he came on in 2011, the fair had gone through six managers in 12 years. He operated as CEO on a volunteer basis for the first two years and with the help of many devoted volunteers turned the operation around and into something great. DAA CEO Salary brackets are set by the Governor's office and Cal HR based on fairgrounds classification size through a system unknown and not understood by anyone in the fair industry. At the beginning of 2020 the CEO salary was \$111,000/year. Governor Newsom cut it 9.26% to approximately \$100,000. It is the lowest paid government management position in the Monterey Bay area. Our Holiday Lights event is well received by the community and our hundreds of fantastic volunteers are having a wonderful time keeping our successes happening. Due to the ongoing Covid 19 global pandemic serious staffing adjustments have been implemented. The CEO reported he invests about 4000 hours of his time annually, approximately half compensated and half volunteer and currently has a backlog of at least 1000 hours of effort.

Director Estrada thanked CEO Dave Kegebein for his devotion to the fairgrounds and for the many, many hours he's spent keeping it going against all odds.

REPORTS –

Livestock Committee – no report

Santa Cruz County Fairgrounds Foundation – Jeannie Kegebein reported that the Holiday Lights event has been hugely successful. All budget figures were based on 400 cars per night and now they are accommodating 800 cars per night, with a tour taking about 22 minutes. Thursday nights will be added and more volunteers are needed for the added nights.

Donations to the Fire Fund are still coming in and the Foundation has donated \$43,000 to the Fair to help with expenses related to the evacuation. An "I Love My Fairgrounds" campaign will start the beginning of the year centered around Valentine's Day but continuing all year.

Rodgers House Update- Director Estrada reported that the Holiday Lights event is great and the Rodgers House lights and Santa Clause are stunning. She commended John Kegebein at Ag History and Jeannie Kegebein with the Fair Foundation for a great event.

Agricultural History Project – John Kegebein said Harvest Dinner was a great success and revenues help pay rent and insurance.

Junior Fair Board - none

NEXT MEETING

Next Regular Board Meeting is January 26, 2021 at 1:30 p.m. via remote-cast as necessary.

ADJOURNMENT: The meeting adjourned at 3:25 p.m.