

# **23<sup>RD</sup> DISTRICT AGRICULTURAL ASSOCIATION**

## **BOARD OF DIRECTORS**

### **MEETING MINUTES**

**TIME & PLACE:** A regular meeting of the Board of Directors of the 23<sup>RD</sup> District Agricultural Association was held at Pleasant Hill City Hall, 100 Gregory Lane, Pleasant Hill, California, on Wednesday, July 14, 2010 at 7:00 p.m.

#### **23<sup>RD</sup> DISTRICT AGRICULTURAL ASSOCIATION BOARD OF DIRECTORS**

**PRESENT:** Dianne Dunlap  
Lynette Busby  
Louis Mangini  
Steve Limrite  
Paul Spinola  
Louis Stout

#### **ALSO**

**PRESENT:** Lori Marshall - Secretary/CEO  
Denise Heaton - Recorder

**ABSENT:** Barney Parsons  
Joe Rubay

**PUBLIC:** Kirk Doberenz Alamo  
Steve Zahn Knightsen  
Susan Cannon Martinez  
Anthony Cannon Martinez  
Steve Urenda Knightsen  
Carla Moore  
Joni Smith  
Clay Collins Knightsen  
Marion Swill  
Douglas Graves San Ramon  
Eliza Dowd  
Doreen Contreras  
David Contreras

### **CALL TO ORDER**

President Dunlap called a regular meeting of the Board of Directors of the 23<sup>rd</sup> District Agricultural Association to order at 7:00 p.m.

### **PLEDGE OF ALLEGIANCE**

President Dunlap led The Pledge of Allegiance.

### **ROLL CALL/DIRECTORS ABSENT**

President Dunlap requested Directors Parsons and Rubay be excused from this evenings meeting. Director Limrite made a motion to excuse Directors Parsons and Rubay from this evenings meeting. Director Spinola seconded the motion. Motion affirmatively voted upon by all members present. Motion carried.

### **PUBLIC COMMENTS**

There was no public present to speak on an item not on this evening's agenda.

### **PRESIDENTS REPORT**

President Dunlap thanked staff for a fantastic job at this year's Fair. President Dunlap stated it was a great Fair and that everything ran very smoothly.

President Dunlap stated that CDFA had completed their audit and two of their findings included Board policies. President Dunlap stated that the Board needs to adopt formal policies and procedures for entering into Sponsorships and the Board also needs vote on a policy regarding complimentary tickets received by Board Members.

President Dunlap suggested that a sub-committee be formed to work with Manager Marshall on developing and adopting new policies and procedures as requested by CDFA. Director Busby stated that she would work with President Dunlap and Manager Marshall on these policies.

### **4-H PRESENTATION**

President Dunlap invited Steve Zahn to speak about the 2010 Beef Show at the County Fair. Mr. Zahn stated the Beef Show conflicted this year with graduations at Liberty High School and made it very difficult on the kids. Mr. Zahn stated he was disappointed with how this was handled when the situation was initially brought up in December, January and then again in February and the conflict was not handled until the day of weigh in. Mr. Zahn stated this will be the same issue for next year and is asking that the Board look at next years' show schedule and try to be more accommodating to the kids.

Director Limrite stated the Board and staff were aware of the conflict. There was a concern that changing the time of the show for the kids in East County would make it difficult for the kids over the hill to show as well. All individuals' schedules needed to be reviewed.

Mr. Zahn stated another concern is they would like the beef scale moved outside the barn. Director Limrite stated that discussion had already taken place during the Fair with Livestock Staff and considerations will be reviewed.

Mr. Zahn stated auction buyers did not receive their invoices until five weeks after Fair and people are receiving and eating meat that they haven't even paid for. Director Spinola asked what the normal billing cycle for buyers is. Manager Marshall stated invoices went out the Wednesday after the Fair, and again on July 7<sup>th</sup> for those still outstanding. Manager Marshall stated once buyers do pay, the Fair waits 7 – 10 working days to make sure checks clear the bank before mailing out exhibitor checks.

Director Limrite stated discussions have already taken place regarding the 2011 show schedule in regard to graduations and the location of the scale.

President Dunlap invited Kay Tarango to speak about the 2010 Horse Show at County Fair. Ms. Tarango stated the show went well, there were a few issues that included no wash racks for horses, and the barn usage was very limited and not enough stalls for horses. Ms. Tarango stated there was an issue with 2 horses being shown at the same time which resulted in a child showing in a tank top and shorts which is not acceptable. Ms. Tarango stated there needs to be Fair staff or leaders available to help in situations like this. Ms. Tarango stated that a lot of the issues from last year were addressed and thanked the Fair Management. She still does have some safety issues to address. Director Limrite stated this was the first he heard of the wash racks and asked what are the safety issues? Ms. Tarango stated that the arena is too small to have 15 horses and kids in at the same time, the ground was not worked up properly so patterns had to be changed, no where to sit and no shade. Ms. Tarango stated it is not conducive to the exhibitors, they do the best with what they had but would still like to see some changes.

Clay Collins, Knightsen 4-H, asked if the Horse Show buckles could be included in the buckles that are ordered for Fair. Manager Marshall stated she was unsure what buckles he was referring to. Ms. Tarango clarified that buckles are purchased for the Horse Show through donations, and the Fair does not include buckles with their awards.

President Dunlap invited Steve Urenda to speak about 4-H Program Concerns at the 2010 County Fair. Mr. Urenda stated he is the Knightsen 4-H Community Leader with a 40 year history with the Fair. Mr. Urenda stated the underlying issue that keeps continuing year after year is that concerns of the 4-H Community fall upon the deaf ears of the Board and CEO. Mr. Urenda stated that most recent issues included the Beef Show, Jr. Fair Director Program and shavings. Mr. Urenda stated the attitude is apparent in the Front Office as well with a "my way or no way" attitude. Mr. Urenda stated copies of auction brochures were not made available by the Front Office, the \$175 sponsorship by the Fair at the 4-H Golf Tournament was an embarrassment and they deserved more respect, the Fair has lost support from Jr. Livestock Boosters and KYA. Mr. Urenda stated the Knightsen 4-H previously has given money to the Youth Awards Program but decided not to this year. Mr. Urenda stated 4-H and FFA programs continue to be proactive in their request for different dates but keep falling on deaf ears of the Board and CEO. Mr. Urenda stated the current Fair dates do not work for the 4-H/FFA Community and they will no longer stand by, but will tap into their resources.

Mr. Urenda stated the recurring question within the 4-H/FFA Community is what value does 4-H and FFA bring to the Fair? We simply know our value to be more than the conditions we are receiving. The Board needs to consider youth involvement and the value they bring to the Fair. Mr. Urenda stated the community deserves better than this mediocre Fair. This Fair is an embarrassment to our community and we deserve better.

Mr. Urenda asked the Fair Board to carefully decide the Fair dates for next year.

Director Limrite stated he is shocked and isn't sure how to respond. He was at the 2010 Fair everyday. He wears a name tag, is approachable, solicits input and spent most of his time everyday in the Livestock area. He's not sure how much more open as an organization or he as an individual can be than that. Director Limrite stated he knows that many people call our CEO with changes and if it's a simple request that doesn't cause any issues she accommodates them.

Director Limrite also stated he got on the Fair Board because he didn't want the dates changed. The CEO at the time explained the downward trends, financials and industry challenges, and he realized it was in the best interest of the overall Fair to move dates.

Carla Moore stated she ran the 4-H ice program during Fair for many years and has engaged with vendors and see's that the Fair is losing more vendors every year. Ms. Moore stated she was in 4-H many years ago when new Fair dates were selected and remembers the Fair stating it would bring in more vendors. President Dunlap shared that California State Fair also has been losing vendors and there are many Fairs with similar challenges regarding vendors and attracting revenue. This is a tough time for all Fairs.

Lori Limrite stated she was a 4-H Community Leader for 15 years and always found that any changes to the schedule were always well received by Fair Management. Mr. Urenda stated those changes were only beneficial to her daughter and he was disappointed that she would even say that.

Mr. Urenda asked the Fair Board President to personally engage with the 4-H Council and FFA Program. President Dunlap asked if he was requesting a meeting with her, and if so she would be happy to do that. President Dunlap stated she would like Director Busby to be included in that meeting. Director Busby explained to Mr. Urenda that she would like items brought to the Board in writing, bullet point fashion, and specifics, not random paragraphs. With specific information the Board can talk about the items as addressed. President Dunlap requested Mr. Urenda to work with Manager Marshall regarding the specifics for a meeting and provide bullet point information to the CEO for Board review, prior to the meeting.

Mr. Zahn asked when the Exhibitor Handbook goes to print. Manager Marshall stated the handbook goes before the Board for approval at the January meeting and goes to print after approval. Any requests for changes to the book need to be received by the Fair Office no later than the end of October. This allows ample time if any research is needed for the requests.

President Dunlap thanked those present for attending this evenings meeting and for sharing their ideas.

### **CONSENT CALENDAR**

#### **A. Minutes of April 14, 2010**

President Dunlap asked members if there were any corrections or additions to the minutes of the April 14, 2010 meeting.

There being no questions regarding the minutes of the April 14, 2010 meeting, Director Limrite made a motion to approve the minutes of the April 14, 2010 meeting, as submitted. Director Limrite seconded the motion. Motion affirmatively voted upon by all members present. Motion carried.

#### **B. 2011 Fair Dates**

Director Busby requested that this item be postponed until later in this evening's meeting.

#### **C. JFK Request**

President Dunlap stated this item is a request that goes back some time, but that the letter explains their request. Manager Marshall stated at a Board Members request several years ago to approach the JFK University to see if they had any interest in the monument. They have recently visited the monument and have a real interest in acquiring the monument. Manager Marshall stated at last months meeting it was requested that the University send a formal request.

Director Mangini asked if the University understands what is involved in moving the monument along with the costs. Director Mangini recalls that the Fair researched this at one time and it was very costly. Manager Marshall stated she has not spoken with them in detail until she had a feeling from the Board.

President Dunlap asked what the pleasure of the Board is on this agenda item. Director Busby stated she is not in favor now nor ever was, of moving the monument. Director Busby would like to discuss further and is not willing to make a decision at this time.

President Dunlap stated that members would discuss further at the next meeting.

### **MANAGERS REPORT**

#### **A. Fair Reports**

1. Attendance – Manager Marshall stated overall attendance was down 4%. Manager Marshall stated attendance was up both Thursday & Friday with a lot of people taking advantage of our special promotions. Manager Marshall stated the biggest challenge was Sunday, Hispanic Day. Manager Marshall feels this is due in part to the well known Hispanic radio station going out of business along with the economic state of the community. Manager Marshall stated she will be working with our Hispanic Day promoter to determine a new advertising market for Sunday.

2. Commercial/Concessions – Manager Marshall stated as you can see revenue numbers are down. Manager Marshall stated this seems to be a trend in the industry and many other Fairs are struggling the same way.

3. Competitive Exhibits – Manager Marshall stated competitive exhibitors were slightly down this year due to many schools ending during the Fair. However, current entry numbers are still exceeding previous years. Senior Department entries were up slightly.

4. Auction Report – Manager Marshall stated the number of entries were up this year, probably due in part to the cancellation of the Youth Faire. Manager Marshall stated the Auction numbers and average prices looked good.

5. Presale – Manager Marshall stated presale was going strong until about the middle of the month. Manager Marshall stated a lot of people took advantage of the promotions being offered on Thursday & Friday of Fair.

6. Marketing Strategies – Manager Marshall reviewed the various new marketing strategies for 2010 which included advertising and promotional items. The promotions for budget conscientious fairgoers went well. Thursday and Friday attendance was up during our Free to 3 and Kids Day.

#### 7. Fair Overview

Opening Ceremony - Manager Marshall stated Opening Ceremonies went well and was well attended including, Mayor Davis, Antioch City Manager Jim Jakal, and Council Member Martha Parsons.

Beer Garden Area - Manager Marshall stated staff improved the areas around the Beer booths to be more esthetically pleasing, which included rubber tiles, new paint and picnic tables with lighted umbrellas.

MC Hammer Concert - Manager Marshall stated the MC Hammer production turned out beautiful. Manager Marshall stated the production was quite an undertaking for our size staff, however, everyone did a superb job. Manager Marshall stated the attendance was lighter that we had hoped. The report shows the total loss of revenue to the Fair, which fell within the range presented and accepted by the Board prior to the Fair.

Miscellaneous Fair Review Items – Manager Marshall stated the weather was good, no major incidents, no bad press, Fair dates fell on a payday, and attendance was up on Thursday and Friday.

Concerns & Challenges – Manager Marshall stated some areas of concern were the overlapping of graduations in far East County, the Good Guys car show in Alameda the same weekend, Alameda Fair placed an ad in our East County paper on Friday of our Fair, and the Hispanic Radio station we have worked with in the past went bankrupt a few months before the Fair.

Director Busby commented that she has been on the Board a long time and we continually try to make general improvements. She sees all these new changes and ideas taking place, and feels they are good things. She stated that being down only 4% overall is not bad in this tough economy.

**B. California Fair Alliance Report**

Manager Marshall stated she serves on the Board of the California Fair Alliance Committee who had a conference call with the Legislature Committee and learned that F & E has approved the Expenditure Plan, and is still waiting on the Signature Plan to be approved. This means the Department of Food and Agriculture will receive 32 million in full funding. Manager Marshall stated they are still arguing Federal minimum wage for State employees.

Manager Marshall stated an incident at a rave at the Cow Palace has forced F & E to review fairs policies on music, concert and dance related events.

Manager Marshall stated the WFA Open House at State Fair will be August 22<sup>nd</sup> and invited members to attend.

Manager Marshall stated WFA Convention will remain in Reno for 2011, and will move to Anaheim in 2012.

**C. 2011 Fair Dates**

President Dunlap asked Manager Marshall to present her 2011 Fair Dates Report.

Manager Marshall stated that our annual Fair dates have been the 1<sup>st</sup> weekend after Memorial Day since 2000. Manager Marshall stated the staff is recommending that we continue with this time frame and proposes the dates of June 2<sup>nd</sup> – 5<sup>th</sup>, 2011.

Director Mangini asked how much research with the school districts has been done. Manager Marshall stated due to the history of these dates for 11 years, there was no extensive research done on school dates.

Director Busby stated it took the Board several years of researching and conversation to change the dates and it is not going to be possible to change our dates this late for 2011 with all things already in motion. Director Busby stated it was painstaking to research and change the dates 11 years ago because of the affect it would have on the 4-H'ers and that was why the Fair was so accommodating with the Youth Faire with many fees being waived. Director Busby stated the concerns she is hearing this evening can be handled in many ways, however, changing Fair dates isn't necessarily one of them.

President Dunlap asked Manager Marshall what items need to be considered when looking at Fair dates. Manager Marshall stated the availability of a carnival, vendors, industry service providers, judges, and entertainers. Additional important factors also include other Fairs' dates, paydays, weather, school schedules as they relate to exhibitor programs, events already scheduled at our facility, and local festivals and events.

Douglas Graves, Tassajara 4-H, asked why the Board chooses to gloss over the graduation issue year after year and questioned the value of the carnival to the Fair.

President Dunlap stated she would meet with Director Busby and Manager Marshall to work on scheduling a meeting with the 4-H community prior to the August 11<sup>th</sup> meeting to gather more information and report back to the Board at that time.

### **COMMITTEE REPORTS – Informational Only, No Action Required**

- A. Executive Committee – Directors Dunlap & Busby  
President Dunlap stated there was nothing to report at this evening's meeting.
- B. Budget/Finance – Directors Dunlap & Parsons  
President Dunlap stated there was nothing to report at this evening's meeting.
- C. Livestock/Jr. Director – Directors Limrite & Spinola  
Director Limrite stated it was a great auction.
- D. Buildings/Grounds - Director Mangini  
Director Mangini stated that the grounds looked beautiful during Fair.
- E. 4-H Program – Directors Mangini, Limrite & Spinola  
Director Limrite stated there was nothing to report at this evening's meeting.
- F. Special Events Committee – Directors Dunlap & Stout  
President Dunlap stated staff did a great job at the VIP Reception and thanked them for all their hard work. President Dunlap stated it was a good event that was very well attended.
- G. Long Term Contracts Committee – Directors Dunlap & Parsons  
Manager Marshall stated it was requested at last months meeting to report on the Speedway. Manager Marshall stated the operator is current on his payments although he is struggling in attendance like any other expendable item.

### **FOR YOUR INFORMATION**

- A. Interim Rentals  
The Interim Rental Report was reviewed independently. No questions were raised, no action was required.
- B. 2010 Standard Agreements  
The 2010 Standard Agreements Contracts Report was reviewed independently. No questions were raised, no action was required.
- C. Judges Contracts  
The Judges Contracts Report was reviewed independently. No questions were raised, no action was required.

- D. Commercial/Concessions Contracts  
The Commercial/Concessions Contracts Report was reviewed independently. No questions were raised, no action was required.
- E. March, April & May Budget Report  
The March, April & May Budget Report was reviewed independently. No questions were raised, no action was required.
- F. April, May & June Income & Expenses  
The April, May & June Income & Expense Report was reviewed independently. No questions were raised, no action was required.
- G. Flea Market Report  
The Flea Market Report was reviewed independently. No questions were raised, no action was required.
- H. RV Park Report  
The RV Park Report was reviewed independently. No questions were raised, no action was required.
- I. Event/Outreach Schedule  
The Event/Outreach Schedule was reviewed independently. No questions were raised, no action was required.

**NEXT BOARD MEETING DATE**

The next regularly scheduled meeting of the Board of Directors will be August 11, 2010 at the Contra Costa County Fairgrounds.

**ADJOURNMENT**

There being no further business to come before the 23<sup>RD</sup> District Agricultural Association the meeting was adjourned at 8:34 pm

Lori Marshall  
Secretary