

Minutes

2nd District Agricultural Association

Board Meeting

November 19, 2014 – 8:00 a.m.

San Joaquin County Fairgrounds

Administration Building

1658 S. Airport Way, Stockton, Ca

NOTES:

- * Persons wishing to participate during the public meeting may participate either during the “PUBLIC COMMENT” portion or during any other item on the agenda. PUBLIC COMMENT is reserved for items that are not listed on the agenda. Please be informed that public participation under PUBLIC COMMENT will be limited to five minutes per speaker; and in accordance with state law, the Board will not comment or otherwise consider such PUBLIC COMMENT item for business until and unless such item is properly agendized at a future meeting. Please also be informed that in addition to PUBLIC Comment, the public is invited to participate and comment on each item on the agenda at the time the particular item is considered by the Board.
 - * Persons with disabilities who may require accommodations to attend the meeting are requested to contact the General Manager’s office at (209) 466-5041.
 - * 2nd DAA agendas and minutes can also be accessed on the web at: www.sanjoaquinfair.com
 - * Questions regarding items should be directed to the General Manager’s office at (209) 466-5041.
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The meeting was called to order at 8:06 a.m. by President Joe Valente presiding.

Roll Call –

Directors Present: Joe Valente, David Cultrera, Joe Bacchetti, Gina Valadez, Ger Vang and Sam Fant

Directors Absent: Chris Flaherty, Nikki Linnerman

Others in Attendance

Nanette Martin, Becky Moffit, Krista McCoon and Kelly Olds

Consent Calendar-

Director Fant moved to approve the consent calendar. Director Cultrera seconded the motion.
Motion passed.

- A. Minutes – 10/15 and 10/30
- B. Interim Agreements
- C. Bills Paid: October

Old Business –

- A. Horse Racing
 - a. CEO Olds provided an overview about horse racing
 - b. He went through the expenses to be charged line by line, as well as projected revenue
 - c. Profit was roughly \$44,000
 - d. Director Valente discussed that there are various options being considered regarding the future of the horse races
- B. Policy Manual Approval
 - a. A proposed policy manual was sent out via email for review many weeks ago.
 - b. Director Cultrera moved to accept the policy manual as written. Director Bacchetti seconded the motion. Seeing no discussion, the motion passed.
 - c. The manuals will be printed and placed in binders for the board. A copy will also be in the office

New Business –

- A. AgFest Update
 - a. CEO Olds met with Richard and Tim last week to go over AgFest and new items
 - b. There will be a carnival in the front parking lot
 - c. AgFest will be paying \$4,000 for the loss of the flea market, they are paying for security, and the fair will keep the parking money
 - d. An interim agreement will be signed by both groups, instead of an MOU
- B. Marketing Plan
 - a. Events are being scheduled for 2016: car show, indoor soccer, motorcycle racing, etc.
 - b. We are doing a lot with social media and the local newspapers
 - c. Becky Moffit discussed the direction of the fairgrounds and a recent marketing meeting that took place
 - d. She also spoke about the website and a deadline of December 1 for launch
- C. Sponsorship – Board Assistance
 - a. Sponsorship format was sent to Becky recently and each board member is being asked to come up with sponsorships
 - b. These efforts will be coordinated as though not to overlap
- D. Board Meeting Time and Dates

- a. Directors discussed their opinion regarding the best date and time
 - b. A new sheet with everyone's information will be sent to board members for confirmation of their information and preferred means of confirmation
- E. Attendance
- a. CEO Olds brought up the new procedures regarding board attendance

Committee Reports –

- A. Finance
- a. Director Cultrera discussed the financial statement documents
 - b. This year was compared to this year, noting a positive swing from 2013 to 2014, even though we are still losing money
 - c. Lowering costs continues to be a priority
 - d. Cash flow was also discussed

President's Report –

- A. Director Valente reported that he attended the AgFest board meetings
- B. He also noted that the grounds should be marketed as an events center

CEO's Report –

- A. CEO Olds reported on the success of past interim events and upcoming events as well as some of the new contracts that have been signed
- B. He specially mentioned that lots of youth are here after hours
- C. Cumulus radio administrators were on grounds this week to see what possibilities there are for next year

Correspondence –

Public Comment –

- A. Nanette Martin shared her delight with the direction the board is heading

Adjournment –

Director Cultrera moved to adjourn the meeting and Director Fant seconded the motion. The meeting was adjourned at 9:42 a.m.