

46th District Agricultural Association
SOUTHERN CALIFORNIA FAIR
www.socalfair.com

Mission Statement

“The Mission of The Southern California Fair & Event Center Is to Provide & Promote Agricultural Activities, Entertainment, Education, Recreation and Service Opportunities for All People in Riverside County”

BOARD OF DIRECTORS MINUTES

July 17, 2019 • 4:00 P.M

18700 Lake Perris Dr.

Perris CA 92571

Americans With Disabilities Act

All Board meetings must be accessible to the physically disabled. Any person needing a disability-related accommodation or modification in order to attend or participate in any Board or Committee meetings or other Southern California Fair activities may request assistance by contacting Carl Wuersch at (951) 657-4221.

CALL TO ORDER

All matters noticed on this agenda, in any category, may be considered for action listed. Any item not so noticed may not be considered. Items listed on this Agenda may be considered in any order at the discretion of the chairperson.

President Magnuson called the meeting to order at 4:03

1) PLEDGE OF ALLEGIANCE

Attendees of this 46th District Agricultural Association Board meeting will be asked to join the Board President in reciting the Pledge of Allegiance if they wish to do so.

2) ROLL CALL

The Board of Directors of the 46th District Agricultural Association are asked to introduce themselves to all in attendance.

Present Directors: Director Cindy Palumbo, Director Brad Scott, Vice President Nick Bruno, Director Marisa Yeager, Director Tricia Almiron and President Ron Magnuson.

3) ABSENT DIRECTORS

A motion and second is requested to excuse the absence of any Directors under this agenda item.

Absent Directors: Director Louis Tavaglione, Director Jaime Hurtado and Director Gene Skala

Motion to excuse the absent directors was made by: **Director Palumbo**

Motion Seconded by: **Director Yeager**

Motion unanimously approved. Motion carried

4) INTRODUCTION OF AUDIENCE AND GUESTS

Audience and guests are requested to introduce themselves to the Board of Directors and other guests under this agenda item.

Judy Hofmann, Shirly Marshal, Kassidy Long, John Oostdam, Lauren Oostdam, Mary Wiegmann, Cie Smith, Kim Kazarian, Katie Keyes, Don Kazarian, Katherine McGivney, Kelly Secord, and Joshua Nagar.

5) MATTERS OF PUBLIC COMMENT

Persons in attendance may request to speak on any item on agenda or request item to be placed on agenda at next meeting. Speakers presenting matters to the Board will be limited to three (3) minutes.

Judy Hofmann: She thinks that it is very important to have the bricks up before the Fair opens so that everyone that purchased the bricks can come and see them.

CEO Wuersch: All the bricks that were purchased and that we have here will be up before fair.

Mary Wiegmann: Letting us know that the tractor driver she had in mind from the last board meeting is no longer available and wanted to know what the criteria was for a tractor driver.

CEO Wuersch: The insurance we get from the CFSA (California Fair Services Authority) will cover anyone on the grounds and anyone using the equipment that we borrow or rent. I think you can use your judgment you know your show and what you will need. If you find someone that meets your criteria, then they are good enough for us too.

Mary Wiegmann: Will Bill still be able to prep the arena because last October he did an amazing job?

CEO Wuersch: It will be ripped up and ready to prep but we are not going to prep it. So, you will need to have your person come in and prep it for you.

Mary Wiegmann: of so they will need to come in like a week before. Cody said that he will come in and show our person how to properly run the Black Widow as well. I have a 16-year-old that has their Ag license is that going to be ok?

Vice President Bruno: Will the insurance cover a minor?

CEO Wuersch: As long as he has a work permit it will be fine.

Don Kazarian: Carl has moved the camping area from the grass to the pavement. With the camping moved they are losing campers There are only on average on a regular sprint car race 10 to 12 campers. At the big event in November we get about 75 to 100 campers. Those campers are not going to be happy about the move. Racing and camping go together, and the camping needs to be convenient.

Vice President Bruno: We don't provide any hook ups, right?

Don Kazarian: No

Director Palumbo: What do the campers pay?

Don Kazarian: \$25.00 (twenty-five dollars) a night. \$15.00 (fifteen dollars) goes to the Fair and \$10.00 (ten dollars) goes to me. Last year at oval national we charge \$25.00 (twenty-five dollars) a night for electrical because they were plugging in to the boxes out there and they all had no problem paying for it.

President Magnuson: Don you do understand the camping was moved because they are trying to get that Grass to grow right? With the campers on the grass the damages they cause is an ongoing expense.

Don Kazarian: I am willing to sit down and talk about the expense. It's the cost of doing business. I fix things here after every event.

Director Palumbo: Do we have a legitimate campgrounds on the Fairgrounds?

President Magnuson: No, Don you should set up a meeting with the Fair Committee and Carl.

Director Scott: You where talking about the loss of campers because it was moved from the grass to the black top. Other than that, because they didn't ever have the hookups what was the other complaints and concerns?

Don Kazarian: They don't want to be camped out on hot asphalt when it is 100 degrees outside and there is not shade out there.

Vice President Bruno: So, for this next event there will be 10 to 12 campers or more?

Don Kazarian: At the Oval Nationals there is going to be 75 to 100 campers.

Director Palumbo: What is the next event?

Don Kazarian: The next sprint car race is September 21st.

Director Palumbo: So that is right before Fair so that's probably why.

Don Kazarian: I understand that. I would like to at lease sit down with the executive committee and look over the expenses of the damages that are being managed out there and see if we can come up with a resolution.

President Magnuson: Ok I will get them together and they will contact you.

Katie Keys: I am asking on behalf of Marie Spradlin when will the tents be going up?

CEO Wuersch: We had to make some changes because of not having the birds and stuff. Livestock will have their tents up first and I believe that tent will be up the week of September 16th. We just got an E-mail the first day of tent set up is on 9/9/2019

Katie Keys: I would like to take some Exhibit books now that they are printed out to the senior centers.

CEO Wuersch: We can get you some before you leave.

President Magnuson: Ok now for the Farmers Daughters.

CalliAnne VanDam, Kassidy Long and Katherine McGivney: They talked about how much fun they are having going to the events like the Mixers, the Lions Club, and the Rods and Rails event. They wanted to thank everyone for their support and the opportunity.

Megan Sumaya: (came in late): she introduced herself

6) **CONSENT CALENDAR**

All matters listed are considered by the Board of Directors to be routine and will be enacted in one motion. There will be no discussion of these items prior to the vote unless members of the board, staff or public request specific items to be discussed separately and/or removed from this section.

□ Approval of Minutes **See MINUTES TAB**

✓ June 19, 2019

Motion Made to approve the minutes was mad by: Director Palumbo

Motion seconded by: Director Almiron

Motion unanimously approved. Motion carried

a. RENTAL AGREEMENTS 2019

CONTRACT #	NAME	DATE Of EVENT	Type of Event	AMOUNT

CONTRACT #	NAME	BEG DATE	END DATE	AMOUNT NOT TO EXCEED
	NONE			

7) CORRESPONDENCE See **CORRESPONDENCE TAB+**

<u>Date</u>	<u>Received from</u>	<u>Subject</u>

<u>Date</u>	<u>Sent to</u>	<u>Subject</u>
NONE		

8) FAIR TIME COMMERCIAL VENDORS:

CONTRACT #	NAME	DATE Of EVENT	AMOUNT
19-26-COMM	MAM Imports	OCT 5-13 2019	\$2,550.00
19-27-COMM	The Caricature Entertainment	OCT 5-13-2019	\$600.00

19-28-COMM	Kidz'Zone Art-Apalooza	OCT 5-13-2019	\$1,250.00
19-29-COMM	Smart Home Alarm ADT	OCT 5-13-2019	\$750.00
19-30-COMM	Chief billard	OCT 5-13-2019	\$1,500.00
19-31-COMM	JB Accessories	OCT 5-13-2019	\$1,500.00
19-32-COMM	Responsible solar	OCT 5-13-2019	\$750.00
19-33-COMM	Kidz' Zone Art-Apalooza	OCT 5-13-2019	\$1,250.00
19-34-COMM	Mexi-Arts	OCT 5-13-2019	\$750.00
19-35-COMM	West Coast Spas Inc.	OCT 5-13-2019	\$3,750.00
19-36-COMM	World of Gift & Souvenir	OCT 5-13-2019	\$750.00
19-37-COMM	Berenice's Toys	OCT 5-13-2019	\$1,500.00

9) FAIR TIME CONCESSIONAIRE VENDORS:

		DATE	
CONTRACT #	NAME	Of	EVENT
			AMOUNT
19-15-CON	L&L Concessions, Inc. (Funnel Cake)		OCT.5-13 2019 \$850.00 + 22%
19-16-CON	L&L Concessions, Inc. (Philly Stand)		OCT.5-13 2019 \$850.00 + 22%
19-17-CON	L&L Concessions, Inc. (Pizza)		OCT.5-13 2019 \$850.00+22%
19-18-CON	L&L Concessions, Inc. (Soft served Ice cream)		OCT.5-13 2019 \$850.00+22%
19-19-CON	Mu's Doner R Kabob LLC- Mu's Kitchen (Baby Bottles)		OCT.5-13 2019 \$850.00+22%

INFORMATION ITEMS

1.) UPDATE ON LOAN BALANCES:

Current on Loans Balances

- **COMMUNITY BUILDING** \$161,030.79
- **ADMIN OFFICE** \$61,306.68

2.) **FINANCIAL INFORMATION:**

(Financials) See **FINANCIALS TAB**

- Financials
- Statement of Net Position (LIME)
- Summary of Operations (GREY)
- Trial Balance Sheet (BLUE)
- Bank Balances

Motion to approve the financials was made by: Vice President Bruno

Motion seconded by: Director Palumbo

Motion unanimously approved. Motion carried

3.) **2019 FAIR UPDATES:**

CEO Wuersch: A calendar of events was passed out that shows all of the events. A flier for Farrier show was passed out. The schedule for the Fair is being worked on now.

Director Scott: I see that there is a retro band playing (tribute band) they seem to not pull in a big crowd. I went to the Hemet theater they have bands through out the year and they where able to pack the theater. So, I just want to know who we are not reaching out too to draw in those same crowds. We need to reach out to their marketing people and be at those events to reach that same group of people and get them out to our Fair.

4.) **INT EVENT'S FINANCIALS:**

CEO Wuersch: The financials for the interim events is almost done and as soon as it is complete, I will E-mail it to you all. Last weekend we had two shows and I only have the numbers back for one of them.

5.) **CFSA Report:**

Director Magnuson: No news at this meeting. Those meeting are quarterly. So, I should have a report for you at our next meeting.

6.) **Marketing Committee:**

Director Palumbo: I have been working with Cie on the wine teasing that will be happing at the Fair. The Instagram page is getting more and more followers and it is down to just one page. The Facebook page is down to one page as well, so I am really liking what the promotor is doing so far.

Cie Smith: Will the day and times be on the program for the Wine tasting?

CEO Wuersch: Yes, it will have the date time and location.

Director Almiron: When do you need to send it in to the printer by?

CEO Wuersch: We would need it by probably September 6th. The turn around time is very quick and we are making the font bigger and not having it with a background color, so it won't be so dark.

Director Yeager: When they took down the other Facebook page did, they keep the one that had the most followers?

CEO Wuersch: Yes, they took down the page that was the oldest.

Director Scott: What about the website is that still being done by the same person or has the marketing company taken it over?

CEO Wuersch: The same guy is maintaining it right now until the marketing company is done with the new site.

Director Scott: We just need to make sure that all the information that didn't make it on to the site last year is on the site this year.

President Magnuson: Josh did you have something you wanted to say.

Josh Naggar: The Friends of the Fair and the Perris Valley chambers of Commerce are trying to have a mixer on September 18th in satellite we want to make it an annual Mixer where we invite the whole inland empire. We want to talk about the Fair and what will be going on at the Fair and maybe have the Farmers Daughters there to tell them about what they will be doing.

Director Almiron: Who is in charge of sending out the invoice?

CEO Wuersch: If you give me a list, we will make sure they know.

Director Yeager: How will you be sending out the invite

CEO Wuersch: We will E-mail them

Director Yeager: Ok just make sure it going to their scheduler.

Director Almiron: I think this is something that maybe the foundation and the Chamber should handle because it is so close to the Fair and you Carl are going to be doing a lot of other things.

CEO Wuersch: I am happy to step away and let them take point on this.

11.) IMPORTANT DATES:

Board Meetings are held on the third Wednesday of the month at 4:00 pm unless otherwise specified

- September 18,2019 **Director Brad Scott will be out of town.**
- October TBD
- November TBD
- December TBD

12.) DIRECTORS COMMENTS:

Director Almiron: The meeting for the Board of Supervisors for the Farmers daughters to go to would be for September 17th if that will work for you Judy just let me know as soon as possible because there is a form,

I need to fill out to get them on the docket. It would be at 9:30 right at the beginning so they will be in and out.

Director Yeager: For the Marketing committee because they record those meetings could we get that recording and have it posted?

CEO Wuersch: Yea we can have Robbie send someone.

Director Almiron: Yea we can just use our phones and take pictures too and post those on newsletters and other media so its out there right before Fair.

Director Yeager: These are photos of the Fairs old Wine festival days done by an original Disney artist. So, I would like to donate them with the agreement that they will never be thrown away.

Director Palumbo: Is the merchandise for the fair being worked on?

CEO Wuersch: Yes, we are working on getting the shirts and other items.

Director Palumbo: Tricia, Marisa, Carl and myself when to the behind the scenes at the OC Fair. It got us all really motivated. One of the things that I thought was a great idea is they got involved with their local water district and had them do an exhibit. So, I think with the spaces that are open on the fairgrounds things like this would be great to put in. We are working with a pumpkin farm that will be setting up an exhibit.

Director Yeager: We could also reach out to the local art councils or the school districts and they can do an art competition using the fair theme. There was also an area of Faces of Agriculture where they had life size pictures of the person and the history.

Director Scott: I agree with what everyone is saying about the OC Fair. They do a great job. We need to be aware of our community events that we can be a part of and that we can work together with them. We need to be aware like the issue that happened at the OC fair people enter their animal into the fair and then they use that as a platform to say how they feel this is cruel and that animals shouldn't be treated this way. I know Kelly has been dealing with this and I have been dealing with it. For those of you that may not know I am the Board liaison for the Friends of the fair foundation. Josh is the president and Cie is the secretary. We have a goal for a project and to raise funds. We have a phase one to do some landscaping around the fairgrounds. There is a problem with getting water to the area so another phase will be the water towers. On the water towers we can use them for sponsors. We will need donations and sponsors. We are going to have a onetime opportunity for an elite special group of people called the founding members that donate a substantial amount. They will receive something that will commemorate them as a founding member.

Director Almiron: I think that the Foundation should be an agenda item to give us updates and more information as things progress. Like we have a CEO Report it could be a Foundation Report.

Director Scott: That's a good idea but the what you need to know is that the Foundation operate separate from the Board.

Josh Naggar: It is an eight-phase process and possibly a quarter of a million dollars. This phase one project is twelve thousand, five hundred dollars and we want to have it all done before the Fair opens. So, we can sell the trees at the fair and make awareness. With the water towers I know some businesses are around here and the families that are around here those towers are going to go fast. At the next Board meeting we are going to have all the pledge levels, for example to have a water tower out by the front would be a pledge of around ten thousand dollars verses the water tower down by the go-carts would be around eight grand.

Director Almiron: Maybe because you are bringing more information about the phases of donating to the next board meeting and then the mixer is right after it maybe bring it up at the Mixer too and see if people can donate at that time too.

President Magnuson: I think it great everything that's going on. I'm glad we have our Farmers Daughters here and going strong. Carl has a great staff working with him to get this fair running great this year.

13.) CEO COMMENTS: We have a signed deal with Carnival Eats.to come out to the fair. They will be reaching out to all of our food vendors. We are working with Lowes they want to have a company picnic on a Thursday night for about two thousand employees and their family. I reached out to Corrie and we are working on a package for them for admission, Parking and a carnival wrist band. We will also have a special place for them to have their party. If this goes good then next year it can be something, we offer to other companies that are around here we have PG&E, Amazon and Home Depot. We have two truck loads of props that we got from the OC Fair. We have a busy calendar we have the Speedway races we have Off Road Nights and Toro Wapo on the first and Speed kings on the 15th. Its nice to have all of this going on we need it. In the next few weeks we are going to finish up the project and start putting out the planters. We already moved the big pots that where out front and put them inside on the grounds. Menifee is really doing a great job getting the word out about the fair. Three days ago, I got an E-mail from Raising Cane's Chicken if Menifee wanting to be a sponsor at the fair. When I was at the OC Fair, I remembered that they sponsored their kids' area so we are reaching back out to them to see if they would want to sponsor our Kids area. I have reached out and I have a meeting with San Jacinto to have a day at the Fair for them.

Director Yeager: Have your spoken to Moreno Valley?

CEO Wuersch: I am working on it and we are going to hopefully meet with the Mayor soon.

Director Yeager: The reason I'm asking is because State of the city for Moreno Valley is coming up and I will be going, and I could bring it up and talk to them.

CEO Wuersch: That would be great.

Director Yeager: What about RTA

CEO Wuersch: We don't have any room for something really big like that

Director Almiron: They have smaller busses.

CEO Wuersch: The smaller buss would be fine.

Director Almiron: Do you want me to put that request in?

CEO Wuersch: Yes please.

President Magnuson: Judy did you have something you wanted to say.

Judy Hofmann: No one of the Farmers Daughter had an idea she would like to share with you.

Megan Sumaya: When I was down at the San Diego Fair, they had bands playing and then it got brought up that there where bands coming to this Fair and my brother said that there are at lease six high schools by us why are they not going. I talked to some of my friends that are in band at those schools and they seemed very interested in the chance to play in front of a different crowd. So, I just they could come out on a Tuesday or Wednesday and play at the fair and get more people out here.

CEO Wuersch: On opening day we have six schools that are going to come out and do a Battle of the Schools.

Director Palumbo: Could we see if they could come back out another day.

CEO Wuersch: Yea we could ask them. I wanted to thank Nick for putting me in contact with the Farrier people they have been great to work with. I think they will be a great addition to the fair.

15.) ADJOURNMENT

President Magnuson adjourned the meeting at 5:32pm


Carl L. Wuersch, CEO/Sec-Mgr.


Date