

**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**

**May 15, 2019  
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.

Meeting called to order by President Magnuson at 4:01 pm

**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.

**3) ABSENT DIRECTORS**

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

Director Brad Scott and Director Louis Tavaglione

Motion made to excuse the absence made by Director Skala 2<sup>nd</sup> by Vice President Bruno

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.

Don Kazarian, Katie Keys, John OoStdam, Lauren OoStdam, Linda Thompson and Christina Rapert

**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.

**Don Kazarian:** I got several phone calls asking if parking was going to be free now because it was free this Saturday at the American flat track. I thought you said that they would be paying for parking.

**CEO Wuersch:** No, it was their event and they do not charge at any of their events.

**Katie Keys:** I would like to see more publicity for the fair this year.

**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**

✓ March 27, 2019

Motion to approve the March minutes made by Director Skala 2<sup>nd</sup> by Vice President Bruno

Motion unanimously approved. Motion carried

**a. RENTAL AGREEMENTS 2019**

CONTRACT #	NAME	DATE Of EVENT	Type of Event	AMOUNT
20-02-HH	Robert & Latasha Brown	7/18/2020	Anniversary Party	\$2,900

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

**7) CORRESPONDENCE See CORRESPONDENCE TAB+**

**Date                      Received from    Subject**

5/9/2019	cdfa	Implementation of Assembly Bill 1499
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**Date                                      Sent to    Subject**

NONE		
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**8) FAIR TIME COMMERCIAL VENDORS:**

CONTRACT #	NAME	DATE Of EVENT		AMOUNT
19-01-COMM	Mexican Candy	Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time	\$1,250.00
19-02-COMM	Hanna Crone	Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time	\$750.00
19-03-COMM	Cutco Cutlery	Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time	\$750.00
19-04-COMM	Paparazzi	Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time	\$750.00

19-05-COMM	Oragami Owl Custum Jewelry	Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time	\$750.00
19-06-COMM	Choose Nature-do TERRA	Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time	\$750.00
19-07-COMM	KidZgen	Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time	\$1,500.00
19-08-COMM	Berenice's Toys	Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time	\$1,500.00
19-09-COMM	JK Enterprises	Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time	\$1,500.00
19-10-COMM	Express Gadget Repair	Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time	\$2,250.00

**9) FAIR TIME CONCESSIONAIRE VENDORS:**

<b>CONTRACT #</b>	<b>NAME</b>	<b>EVENT</b>	<b>DATE Of</b>	<b>AMOUNT</b>
19-01-CON	Frozen Fun		Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time \$850.00+22%
19-02-CON	Concessions Inc. Drink a Fruit		Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time \$850.00+22%
19-03-CON	The Elemonader		Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time \$850.00+22%
19-04-CON	Funnel Cake Express Inc.		Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time \$850.00+22%
19-05-CON	ivibe Coffee		Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time \$850.00+22%
19-06-CON	Pacific Crest Conc, LLC		Oct 5 <sup>th</sup> -13 <sup>th</sup> 2019	Fair Time \$850.00+22%

**INFORMATION ITEMS**

**1.) UPDATE ON LOAN BALANCES:**

Current on Loans Balances

- **COMMUNITY BUILDING \$182,036.75**
- **ADMIN OFFICE \$77,151.26**

**2.) FINANCIAL INFORMATION:**

(Financials) See **FINANCIALS TAB**

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

Motion made to approve the Financials by Vice President Bruno 2<sup>nd</sup>  
Director Gene

Motion unanimously approved. Motion carried

**3.) 2019 FAIR UPDATES:**

- CEO Carl Wuersch: Will be passing out information.  
Tyler Rich signed his contract. We have the Rodeo scheduled without a contract as of this time. We are working on two other entertainers one of them is Los Lobos and Easton Corbin.

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

- **CEO Carl Wuersch:** On the last page of your financials you will see the details for the events. As you can see last year for the whole year we did \$665,274 (six hundred and sixty five thousand two hundred and seventy four) Last year 3 months in we were at \$92,633 (ninety two thousand six hundred and thirty three) this year 3 months in we are at \$263,262 (two hundred and sixty three thousand two hundred and sixty two)  
I'm trying to get all the financials and I think this is something that we can keep doing.

**Director Yeager:** Can you remind me on these Interim events how you are keeping record of what is being sold food, beverage and parking?

**CEO Wuersch:** When we do Interim events, our concessions are doing it but Toro they have their own concessions and they pay us a percentage.

**Director Yeager:** So, on the compliance side how are we confirming that what they have their own concessions and they pay us a percentage.

**Wuersch:** On parking we go by tickets and for events we get sales receipts (Z Tapes)

**Director Yeager:** So, when you get everything an internal audit is done?

**CEO Wuersch:** Yes

**Director Yeager:** So, is that in all of these contracts?

**CEO Wuersch:** Yes, it's in all the contracts.

**CEO Wuersch:** Perris Auto Speedway had an event on 04/13/2019 for food, beverage and ticket sales the total was \$4,984.99 (four thousand nine hundred and eighty four dollars and ninety nine cents) for parking the total was \$1660 (One thousand six hundred and sixty) then on 04/20/2019 for food, beverage and ticket sales the total was \$3,386.25 (Three thousand three hundred and eighty six dollars and twenty five cents) Parking total was \$1,116 (one thousand one hundred and sixteen dollars) and the last one was on 04/27/2019 for food, beverage and ticket sales the total was \$8,485.32 (Eight thousand four hundred and eighty five dollars and thirty two cents) Parking total was \$2,608 (Two thousand six hundred and eight dollars)

**Director Yeager:** So, this is the type of reports we will get all the time?

**CEO Wuersch:** Yes, it will be in the back of your packets under Interim.

**Director Yeager:** This report only reflects March?

**CEO Wuersch:** Yes

#### 5.) **CALENDAR OF EVENT:**

**Vice President Bruno:** On our Calendar of events we were doing it for 3 months but there are so many changes that we are now going to do them every week.

**Director Palumbo:** So, you will be E-mailing us each week?

**CEO Wuersch:** Yes

#### 6.) **CFSA Report: Director Yeager will give update**

I believe on May 8<sup>th</sup> you said there was correspondence from CFA (California Fairs Alliance) I included that as well as some informational items on the stuff that was handed out. I believe about 3 meetings ago we went over the list to approve to submit to the State on the Deferred Maintenance. That list is currently with F&E for review. We are 1 of 64 fairs who submitted 257 projects to be assessed. It was noted that the Deferred maintenance is going to be a priority. Because of the May revise there was a snafu for the department of finance they did not include the actual dollar amount from the sales tax revenue that's coming

in for sales on the Fairgrounds so we are waiting on them to get that amount but as of now in the next 3 years there can be up to 21 million dollars available for fairs. This first round that we applied for is a 3.1 million pot that F&E has to work with. On the back of the SFA notice is a section on How you can help. (Read the section our loud) It would be nice if we can work as a team and send letters with pictures from last years fair and invite them out to this year's fair and the dates. It would also be nice to draft a letter to all our state senators and assembly members that represent our region for 46<sup>th</sup> DAA and invite them to the Fairgrounds to the interim events and to our Fair. They did a financial report that is stiff a draft because they are still working on the final pass over of funds from CDFA to CFFA. We got a constructional report on all the projects that are going on. Some project that are having issues will go through a 6-point process to for review so that they get as much help as possible to get them back on schedule and budget so that they don't go over. The Managing Director she provided a report of all the reviews coming in, the process of the analysis that was done by CDFA of all the fairs. That was we can be ready for the dollars that will be coming in once released. They are posting probably in September looking for a new Executive Director. The next meeting is September 18<sup>th</sup>, 2019 at 1pm. I'm going to try to be here Carl for that conference call so for anyone that would like to sit in on it.

#### **10) ACTION ITEMS:**

a.) **Fairgrounds Insurance:** Policy Renewal for 46<sup>th</sup> District Agricultural Association the Southern California Fairgrounds.

**Director Yeager:** This is not the revenue insurance, right?

**CEO Wuersch:** No, we have already completed the paperwork for this, and it is done we just need to have a vote noted in the minutes for it.

**Director Yeager:** The revenue insurance has already been done right?

**CEO Wuersch:** Yes, that is already done.

Motion made to approve the insurance made by Director Yeager 2<sup>nd</sup> by Director Skala

Motion unanimously approved. Motion carried

#### **11.) IMPORTANT DATES:**

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

- June 19, 2019 Note Director Yeager will be absent.
- July 17, 2019
- August 21, 2019
- September 18, 2019
- October TBD
- November TBD
- December TBD

#### **12.) DIRECTORS COMMENTS:**

**Director Yeager:** I want to apologize for missing the last few board meetings. I'm looking forward to more of the fair updates. We all need to have a roll and maybe more feed back on how we can assist on more sponsorship for the fair.

**Director Skala:** Barn Bash is coming up this Saturday. The doors open at 5pm dinner is at 6pm.

**Vice President Bruno:** Every now and then I mention the Director and CEO connection where I think it would be better if we connect with him and

think that the Directors need to get more involved with the CEO and each other even if it a phone call or a text message. We meet just once a month and we drop the ball in the meantime. I think that the Directors need to be more involved in the everyday activities.

**Director Almiron:** I'm happy that we are back on our normal schedule. I will not be able to make it to Barn Bash our business has committed to an event, but I do have a donation and I can give it to whoever is taking them tonight.

**Director Palumbo:** Do we have a marketing committee?

**CEO Wuersch:** No, we don't have one

**Director Palumbo:** I think we need one. Now that we are 5 months out from Fair and there is no publicity going out. I know we have to wait until we get all the act signed but we don't have any kind of signage out advertising. I know we have talked about doing a wine tasting area and I have talked to a few wineries that would like to participate but I have nothing to give them or to talk to them about. We are getting so close that we should already be planning this because people get booked some are already booked through December. I think having a marketing committee will really help facilitate everything between you and us and whoever can help. Then I had a few question about the Jr. Livestock I have people asking if there are going to be photographs this year for buyers.

**President Magnuson:** That would be a Kelly question.

**Lauren OoStdam:** I will ask Kelly and see what we can get together.

**Director Palumbo:** So that all I have and if we can get the Marketing Committee that would be great

**Director Almiron:** I think the President can put whoever he wants on the committee he could do that today if he wanted to.

**President Magnuson:** I'm all for that who would you like to work with Cindy?

**Director Palumbo:** Trish would you want to?

**Director Almiron:** Sure, did we ever get the Facebook issue resolved?

**Director Palumbo:** No

**President Magnuson:** Ok so we will add that Committee.

**Director Hurtado:** I think that there was a lot of validity in what Director Palumbo was talking about with marketing and I am sure that the two directors would be very active in the marketing I think to make it better would be to add an ad hoc committee with people like Katie Keyes and people in the community that pour their heart and soul into this fair. So, in addition to the Marketing Committee you should have an ad hoc committee to support them.

**Director Yeager:** What about the Satellite Wagering Committee with Louis being out who is the other Director on that committee?

**President Magnuson:** Louis and I are on that committee

**Director Yeager:** I understand that but with him being out and not participating as he should who else could be assisting you?

**Vice President Bruno:** Are you talking about an alternate?

**Director Yeager:** Yes

**CEO Wuersch:** You can't put an alternate because then that would be 3 people.

**Director Yeager:** I understand that, but you can have an alternate as needed.

**President Magnuson:** I will talk to Louis and see what we can do.

### 13.) **CEO COMMENTS:**

I have one marketing firm's proposal and I am waiting on another one so we will have something to go with and we will have you guys

**Director Yeager:** I didn't know that you were already reaching out to firms I have 2 firms that work with fairs that I can send to you.

**CEO Wuersch:** We can put a line item that stays on the agenda for Marketing

**Director Palumbo:** When are you looking to re-due the contract?

**CEO Wuersch:** We don't have a contract right now we had one last year but this year we are just doing month to month.

**Director Palumbo:** Don't you have to have a contract for over a certain amount?

**CEO Wuersch:** We don't have to have a contract for marketing. Its not something that needs to go out to bid.

**CEO Wuersch:** Today I had a phone conversation with DWR (Department of Water Resources) they are going to come out and dig a couple holes to try to figure out how deep our water line is. They are still easily two years away from doing the work out there on the canal. We just finished up our second meeting with the Mayor of Menifee they are going to have Menifee Day on Friday October 11<sup>th</sup> and that is our Senior day too and they have a lot of seniors because Sun City is part of Menifee. I am now working with Moreno Valley and that will give us three cities around us that will be participating in the fair.

**Vice President Bruno:** Did Menifee send us a check already?

**CEO Wuersch:** We sent them the paperwork and they will be sending the check. What we are also going to do with the cities is have them sell some pre-sale WOW passes too. So, they will sell the pre-sale passes and because they are spending money to sell the tickets, they will get \$2.00 for every ticket sold at \$25.00. So that will give us a chance to sell a lot more of those passes. I'm going to go talk to Russ in San Jacinto/Hemet area and see if we can do the same for that city too.

**Director Palumbo:** Is there a package or something that we offer the cities?

**CEO Wuersch:** Yes, we have a package for them

**Director Yeager:** So, it was your goal to get 4 to 5 cities to participate but do you have plans to reach out to other cities?

**CEO Wuersch:** Yes. We are now in the process of working on a contract that I will work more with our rental committee but right now we have a deposit and a LOI (Letter of Intent) for the Motocross track to open. Milestone is closing. I did want to ask you guys to think about it and I am going to have it on the agenda for next month is to increase our Parking and our Gate prices. So, I would want to increase the pricing by \$2.00 for both.

**Director Palumbo:** Is there a formal fair budget so that we could see what that would do?

**CEO Wuersch:** Yes, we can go over that.

**14.) CLOSE SESSION:** President Magnuson Closed the session at 4:58pm

- CEO Yearly Evaluation.

**Closed session was over I (Christina Rapert) spoke to Director Yeager**

**Director Yeager:** The evaluation was done. Action item: The Executive committee will meet to go over the report and recommendations with CEO Wuersch.

**15.) ADJOURNMENT**

Meeting adjourned at 6:48 Motion made to end the meeting made by Director Palumbo 2<sup>nd</sup> Director Bruno

Motion unanimously approved. Motion carried

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Carl L. Wuersch, CEO/Sec-Mgr.

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Date