

**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**

**April 18, 2018 • 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.

**1) 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 was called to order at 4:03pm.

**2) 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.

**3) ROLL CALL**

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

Directors in attendance were: Almiron, Yeager, Tavaglione, Skala, Scott, President Magnuson, Vice President Bruno, Advisory Director Cilurzo. Director Hurtado arrived at 3:39pm.

**4) ABSENT DIRECTORS**

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

A motion was made by Director Skala and seconded by Director Yeager to excuse the absence of Director Adkison. Motion unanimously approved. Motion carried.

**5) 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.

Audience and Guests in attendance were: Sue Wilson, Judy Hofmann Wade, Shirley Marshall, Joshua D Naggar, Jules Radcliff, Xavier Ortiz, Becky Olobri, Kerri Olobri, Linda Thompson, Sarah Preacher, Alicia Montoya, Mayra Zepeda, Dale Smith, Celia Smith, Sherrie Henretta, Katie Keyes.

## 6) 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.

Kerri Olobri – Last year ran for the title of Miss Rodeo California, learned a lot about the sport of Rodeo, about being an ambassador and a lot about myself. The reason why I came here tonight is that Linda Thompson brought up the fact that the Southern California Fair has actually sent a girl to the Miss Rodeo California Pageant as Miss Southern California Fair Rodeo Queen. I thought it would be a great honor for me to take that title up there. I'm not looking for a big buckle or chaps or anything like that, I am more looking for your blessing and permission to take the title of Miss Southern California Fair Rodeo Queen to the Miss Rodeo America Pageant where I would then run for Miss Rodeo Queen America.

Judy Hofmann Wade – Weren't you also a Farmer's Daughter here at the fair as well?

Kerri Olobri – Yes, I have already spent a lot of I guess, time here representing the Southern California Fair for activities. I work pretty closely with Judy and Shirley to ensure that the Farmers Daughter legacy continues on. I don't even know if I would be able to be a Miss Rodeo Queen without all of these people here. You all have helped me out a lot over the years. I have learned a lot through Farmers Daughters.

Linda Thompson – Can I let you know a little bit about what we did with the other girl? It wasn't actually a board appointment, the Board President actually appointed her. She went and represented other rodeos representing the Fair, so every time she would get into the ring they would announce her as Miss Rodeo Southern California Fair. It is great publicity for us. Anytime her name was in print, it would also have the name of the fair. Anything we did in the arena, she would help with that, carry the American Flag, she would be there to do whatever we needed her to do during that event. It's a great promotion for the fair. We didn't have any problems with it. And hopefully if she wins for California, she would go on to America.

Kerrie Olobri – I can be as involved as you would want me to be. I am already pretty involved with Farmers Daughters. If you did want me to go represent you at other rodeos, I would need chaps and a crown, that is all at your discretion. I just want to be able to take a title that I am really proud of.

President Magnuson – We will take all of that into consideration, thank you.

Audrey Cilurzo – My husband Vince Passed away two years ago but I want to honor him because this past two weeks has been the 50<sup>th</sup> anniversary since Vince and I planted the first vineyard in the Valley. Its hard to believe we have over 40 wineries in Temecula and there's a huge group that says they are bringing 40 more. We had no idea it would grow to this 50 years ago. I just wanted to honor my husband and his creativity.

Josh Naggar – Wanted to give an update; we are trying to cross-integrate all of the tourist areas here in Perris and we got a train from the Train Museum to come here and we have a meeting with the March Airforce Base to try and get an artifact here. We also are trying to see if the paintball wants to come out and bring out some of their indoor airsoft, those are the non-paint pellets, during the fair. Something else we are talking about is the feasibility of us having a spring concert here to rival Coachella. We do have the lake and the fair. We had a meeting with mayor and Sabrina yesterday to talk about how to better market the fair and support all.

## 7) 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 21, 2018

A motion was made by Director Scott and seconded by Director Almiron to approve the March Minutes. Motion approved with an abstention from Director Yeager. Motion passed.

a. RENTAL AGREEMENTS 2018

CONTRACT #	NAME	DATE OF EVENT	TYPE OF EVENT	AMOUNT
18-13-HH	Trinidad Macias	11/24/2018	Wedding	\$2,900
18-14-HH	Katie Kayes	9/8/2018	P.U.H.S Alumni ASS.	\$1900
18-15-HH	Ana Lopez	9/22/2018	Quinceanera	\$2,900
18-16-HH	Rene Camargo	8/25/2018	Dance	\$1400
18-17-BR	Karen Hudson	6/4-6/2018 6/11-14/2018	Recovery Innovations DBA RI International	\$1,000
18-18-HH	Shatterra Hall	5/24/2018	Victory Community Support Services	\$1,400

b. AMENDMENT TO CONTRACTS

CONTRACT #	NAME	DATE OF EVENT	Type of Event	AMOUNT
NONE				

c. STANDARD AGREEMENTS 2018

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

8) CORRESPONDENCE See CORRESPONDENCE TAB

a. Date Received from Subject

3/2/2018	Formula Karting Championship	Letter to Apex Facility
3/5/2018	Formula Karting Championship	Letter of Complaint to CEO (Apex Facility)
3/16/2018	CDFA/Jenning Hank	IBT Negotiation
4/4/2018	CALFIRE/ Ramiro Rodriguez	Hospitality Letter
2017	Farmers Daughters Cards	Thank You Cards

b. Date Sent to Subject

NONE		
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**INFORMATION ITEMS**

1.) UPDATE ON LOAN BALANCES:  
Current on Loans Balances

- **COMMUNITY BUILDING**                      **\$242,749.54**
- **ADMIN OFFICE**                                      **\$124,968.61**

2.) FINANCIAL INFORMATION:

(December, January, February Financials) See **FINANCIALS TAB**

- December, January, February, Financials
- AP Aged Invoice Analysis (Current)
- AR Aged Invoice Analysis (JLA Current)
- Summary of Operations
- AP Payments Check Register
- Check Register (Payroll)
- AR Aged Invoice Analysis
- Trial Balance Sheet
- Statement of Net Position
- Bank Balances

**This item was tabled until May Board Meeting.**

9) ACTION ITEAMS:

a.) New Rental for El Toro Arena:

CEO Wuersch introduced Xavier Ortiz.

Xavier Ortiz – Started in Spanish broadcast business. Helped launch Que Buena. The company has four divisions. We have a huge concert promoter division. We host about 120 concerts a year in California and some in Las Vegas and 400 in Texas. My partner is one of the top Hispanic Program Directors of radio stations. When I received that phone call from Carl I knew the venue well because I worked with Beverly Wilson a few times. By the way on the record I have an incredible amount of respect for Beverly. The venue was interesting to us, we want to maintain a level of quality when we do business. The artists we bring in at other venues, we cannot bring the same artist in for another 60 day period before or after that event. We also have to stay within a certain mile radius from the venue. So when this venue became available, we saw it as an opportunity to take the artist that we have at LA Live on Saturday, we then take them in here to this venue on Sunday. Normally this venue has not been able to bring in that caliber of an artist because its difficult to pay that type of artist the kind of money they require, but because we can negotiate with both venues, we can do a kind of package deal with this venue and we wouldn't have to pay the fees for travel and other fees. SO we want to see if we can get going with this season. The venue needs some major fixing. Beverly took everything from bleachers to canopies. So, we need to get rid of that stigma of what consumers experienced in the last 6 months. We do everything by the book. We believe in great artists, and top security. We want to bring in bleachers for 4,000 people. We want to bring in new bathrooms, we want the ladies to feel comfortable in them and have someone there waiting to give them a towel as you're walking out. We want it to be a different experience. We want to work on the landscaping, like a desert landscaping that doesn't need a lot of water. Lastly, the right promotion. We are excited. We have logos ready, we have an event ready to

go. If you guys give us the thumbs up, the second I walk out of here we start advertising this evening. We need to get started quickly. The Citizens Bank Arena that had never done an event with Mexican artists took advantage of the fact that your venue went silent and shut down the venue and picked it right up. They have had two sold out shows and another big event coming up. Once we start here, we shut the door on them. How do we do that? We have the artist at the Microsoft venue on Saturday, then they come here on Sunday. Once we do that, the artist can't go there because they can't offer them one night. I like Carl, he's a straight up guy and someone I think we can trust and work with in a long-lasting partnership. We want something long term and make it a great destination that's safe. One of the first things I want to do is meet with the local law enforcement and work with them to do this safer and better. You guys have a good venue, but it can be great. Between the bleachers and the bathrooms and a great parking team, that also offers valet. Have a good team of people keeping an eye on the parking. So that's the plan, I thank you guys for inviting me out here and I hope that we can build together.

President Magnuson – Thank you Xavier for coming out here and telling the whole board. We just want to call for a vote and allow Carl to get the contract out.

Director Almiron – I would like clarification on what the vote is that you are seeking.

President Magnuson – You got a notice of what the basic contract was?

Director Almiron – I got a one page email, so that's what I am asking for clarification on.

CEO Wuersch – That was an LOI, so we are asking for approval to go ahead and get the contract done and present it to you. This is to make a commitment to work with him.

Director Almiron – So the full contract will come before this board at the May meeting?

CEO Wuersch – Yes, we have to do an RFP and he knows that.

Director Yeager – Thank you for the outline you provided Carl. I didn't see any metrics on the promotion side. We have mutual friends who speak highly of you and your ethics and record of performance, so I appreciate you submitting this to you. I want to make sure there are metrics.

Director Tavaglione – You are going to be spending a lot of money. I want to make sure we don't run into the same problem we did with Wilson where if it flops she comes in and takes the property out. I want to make sure that its in the contract that its real property that belongs to the fair.

Xavier Ortiz – I'm glad you brought that up because I don't want there to be any misunderstanding. That property would be ours, we are paying for it. It's not permanently attached to any structure to the fair. It would be our investment. I am not looking for a five-year deal. I want a long-term deal because of the investment we are going to be doing. I am trusting that if we do a good job that renewal of that deal will be something you guys will seriously consider. I am counting on the fact that we will be doing business the way we always do it. We are ethical and professional, and we hope you guys want to have us back. So, to answer your question honestly, no the bleachers are something we would take, but we would hope that wouldn't happen and that after X number of years we'd just say 'heck, just keep the bleachers there'. Beverly actually asked me to help her move the bleachers and I asked her a couple questions, she said she paid \$28,000 and something didn't seem right. This guy is quoting us \$400,000 for brand new bleachers, so we are going to do things a little differently. It would be our property that we would leave here for the period of time that we would be at the venue with you guys. As well as the canopies and restrooms. Its normally done that way. We normally would show up to a venue that is already built up. They already have the seats and bathrooms. In this case we are building from scratch. So either we pass it

along to you guys to invest the money or we can be proactive and do it ourselves Not many promoters are willing to come in here and spend \$400,000 on bleachers and bathrooms that will cost me \$40,000 and \$50,000 check I have to write to him immediately and the canopies and everything that comes along with booking a major artist, the one we are going to close today is going to charge us \$250,000. So, there's a balance I guess.

Director Almiron – I have a follow up question, on the LOI bullet point #5 You are talking about the costs of \$400,000 in bleachers and bathrooms and all things like that, Bullet point #5 states that 'total investment looking at a value of \$150,000... agrees to waive second year of rent in exchange for improvements. \$150,000 is a lot different than \$400,000, and this is equipment that we would not necessarily own ourselves and we are looking to waive a whole years rent. That is something that I would look at very closely in the contract that is brought to the board.

Xavier Ortiz – That \$150,000 is I think a number that Carl sent to me. I don't know where he got it. I can tell you that it is going to be more than \$150,000. And even if it was only \$150,000 and I'm only getting in return \$48,000 you're ahead of the game. You renting those bleachers are \$60,000 for one time. I'm hoping that the revenue generated from the level of artists we are looking to bring and doing things correctly will allow you guys a little bit of piece of mind and will hopefully make up for the kind of money we are talking about.

A motion was made by Director Almiron and seconded by Director Skala to approve giving CEO Wuersch authority to work with Xavier Ortiz with the contract in its entirety to come before the board at the May 16<sup>th</sup> meeting with the contract itself being sent with the packet ahead of time and for the public to see as well. Motion unanimously approved. Motion carried.

b.) Executive Committee Report:

CEO Wuersch – We have three people that we are looking to change classification for. Sarah Preacher is going to be in exhibits Alicia Montoya, she is going to be staff service analyst working with HR, and Mayra Zepeda, she started with us at fair time and has been a huge help, she will be in the commercial exhibits and food. I can already feel the difference and I think now I have three young ladies who are going to do a great job for us. I wish them the best and hope they are here a long time after me. The budget is taken care of and we are adding these salaries to it and get it out to you. Sarah from Sacramento taught me that the easiest way to do this is online testing and that's why we did the Staff Service Analyst because its an online test, so we can get it done within six months to have her be a state employee with a six-month probation period.

c.) Budget Committee:

CEO Wuersch – It is done but we need to readjust for the employees' salaries.

**10) BOARD TRAINING WITH CDFA See TRAINING MINUTES TAB**

- Strategic Planning Committee

President Magnuson – We had those dates open, but our CEO didn't hear from anyone except myself, Ron and Brad. So, we need to find new dates now.

Director Yeager – How many days are we meeting, that's what I am confused about.

President Magnuson – we only are meeting for one day but now we need to get new dates.

Director Scott – a lot of time has passed so I suggest we do another survey to find new dates that will work.

**11.) IMPORTANT DATES:**

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

May 16, 2018 Director Scott and possibly Director Yeager will not be able to attend.

June 20, 2018

July 18, 2018

August 15, 2018

September 19, 2018

October TBD

November 21, 2018

December TBD

**12.) DIRECTORS COMMENTS:**

Director Scott – I liked the public comments with Kerri. One suggestion I would have for Kerri would be, Amanda is our current State Queen, Princess, Rodeo Champion, whatever you want to call it, great individual. I've seen her on many videos throughout the state of California so the fact that we have a local current person who is that. maybe it would be helpful to maybe have her come out and talk with the board to help understand the experience and what you'd be getting out of it.

Director Skala – Barn Bash people are putting together a great program this year. Its going to be May 12<sup>th</sup>. I think we need to support them. Brad and Nick and everyone on the Board has really supported them. They are really doing a great job. Keep that in mind when you want to donate. Doors open at 5 dinner is at 6.

Vice President Bruno – None

Director Tavaglione – I've always thought the main thing its for is the kids. I really want to congratulate the Farmers Daughters and on writing a note. It really made me feel proud to read those. Thank you very much.

Director Yeager – None

Director Almiron – None

Director Hurtado – Remember when we talked about the cannabis thing and the County's jurisdiction? Business Profession Code, in this particular case we are in County Jurisdiction. It's a code cited in the Business Professions Code and it provides an overview and this body here is not local jurisdiction.

CEO Wuersch – I talked to our legal and I'll be addressing the Board. That is specific to cannabis events.

President Magnuson – I am very happy that we have some permanent employees coming on to give Carl a hand. Our part time employees are doing an excellent job, Linda and Judy. I'm really excited for this year. I think with Xavier this is going to be a great plus for us. I think we need to put in the Minutes that we are honored to have Audrey and her family who started the first winery in Temecula.

Advisory Director Cilurzo – Since you mentioned my name... I have this friend and we were talking about this year's fair, there are 30 plus wineries in Temecula now. We need to get them to pour at the fair.

CEO Wuersch – We are going to have the Cinco De Mayo event, but we are going to next year have the first Hispanic fair here. It will be the first one in the state. I hear a lot of people saying its going to do better than the 9-day fair. I think if we start that tradition, we can have two fairs.

### 13.) ADJOURNMENT

**Meeting adjourned at 5:08pm**

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**Carl L. Wuersch, CEO/Sec-Mgr.**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Ron Magnuson, Board President**

\_\_\_\_\_  
**Date**