

46th District Agricultural Association  
SOUTHERN CALIFORNIA FAIR  
[www.socalfair.com](http://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**

**February 19, 2020 • 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.

**Vice President Yeager called the meeting to order at 4:00**

**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: Vice President Marisa Yeager, Director Gene Skala, Director Cindy Palumbo, Director Tricia Almiron and Director Ron Magnuson**

**3) ABSENT DIRECTORS**

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

**Absent Directors: President Nick Bruno, Director Brad Scott and Director Jaime Hurtado**

Motion To excuse the absent directors was made by: Director Skala

Motion Seconded by: Director Almiron.

Motion unanimously approved. Motion carried

**Voting Directors: Vice President Marisa Yeager, Director Gene Skala, Director Cindy Palumbo, Director Tricia Almiron and Director Ron Magnuson**

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.

Dale Smith, Cie Smith, Paul Hayashi, Linda Thompson, Katie Keys, Rose Marotta, 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.

**Cie Smith:** Reminder about the Foundation having a gold tournament.

**Paul Hayashi:** Paul handed out a letter to each of the board members and CEO Carl Wuersch. He also included a flash drive with all his photos from the 2019 Fair. He spoke about his history with the fair and wanted to find out if his services are still needed now that the fair has a marketing company that is doing photographers too.

**Vice President Yeager:** We will have the CEO follow up with you Paul to have you work with the marketing company.

**Katie Keys:** She agreed with Paul about the importance of the photos of the Fair. She spoke about the Dolls in Harrison Hall and getting them packed up and moved.

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**

✓ January 22, 2019

Motion to approve the Minutes was made by: Director Palumbo

Motion Seconded by: Director Skala

Motion unanimously approved. Motion carried

**Voting Directors:** Vice President Marisa Yeager, Director Gene Skala, Director Cindy Palumbo, Director Tricia Almiron and Director Ron Magnuson

a. **RENTAL AGREEMENTS 2019**

CONTRACT #	NAME	DATE Of EVENT	Type of Event	AMOUNT
20-11-HH	Green Bee Construction	1/20/2020	Companies Meeting	\$200.00 per Hr.

20-12-HH	Barn Bash	5/16/2020	Silent Auction	In Kind Trade
20-13-HH	Gisela Franco	10/24/2020	Quinceanera	\$2,900.00

b. INT RENTAL AGREEMENTS

CONTRACT #	NAME	BEG DATE	END DATE	AMOUNT NOT TO EXCEED
20-04-INT	The Dirt Racing	2/8/2020	2/24/2020	\$500.00 per Day
20-05-INT	Hippy Killer Hoedown	4/17/2020	4/19/2020	\$2,500.00
20-06-INT	Walter Entertainment Inc. (CANCELLED)	1/29/2020	2/4/2020	\$500.00 per Day
20-07-INT	AFT Events LLC	5/4/2020	5/11/2020	\$5,000.00
20-08-INT	Stellar Entertainment Group Inc.	3/30/2020	3/30/2020	\$2,000.00

**Vice President Yeager:** Please note that the motion to approve the minutes includes the rental agreements.

7) CORRESPONDENCE See **CORRESPONDENCE TAB+**

<u>Date</u>	<u>Received from</u>	<u>Subject</u>
1/31/2020	CDFA California Department of Food & Agriculture	State Veterinarian for Fairs & Shows with Poultry

**CEO Wuersch:** We will not be having Poultry again this year. A lot of the fairs are not having Poultry still.

<u>Date</u>	<u>Sent to</u>	<u>Subject</u>
1/27/2020	John Quiroz-cfsa	Fairground Executive order N-23-20

**CEO Wuersch:** He spoke about the executive order regarding the Homeless. He included a copy of our answers to the Executive order that was sent back out to the Mayor.

**INFORMATION ITEMS**

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

Current on Loans Balances

- **COMMUNITY BUILDING \$145,057.97**
- **ADMIN OFFICE \$47,278.64**

2.) **FINANCIAL INFORMATION:**

(Financials) See **FINANCIALS TAB**

- Financials
- Statement of Net Position
- Summary of Operations
- Trial Balance Sheet
- Bank Balances

**CEO Wuersch:** The budget for the 2020 Fair will be established by the next board meeting in March. Everything was pushed back. The STOP will be in April now. He reviewed over the Summary of Operations.

Motion to approve the financial information was made by: Director Magnuson

Motion seconded by: Director Palumbo

Motion unanimously approved. Motion carried

**Voting Directors:** Vice President Marisa Yeager, Director Gene Skala, Director Cindy Palumbo, Director Tricia Almiron and Director Ron Magnuson

### 3.) **CCA Report:**

**Vice President Yeager:** There was a closed session and the action that came out of the closed session was that the new executive officer was approved, and his name is Ryan Crabtree. He will be starting next month. Also, the minutes from our special board meeting that was held on December 6<sup>th</sup> and our teleconference that was held on January 16<sup>th</sup>. We also approved the appointment agreement with Mr. Crabtree. We approved the CFFA Individual project agreement with payment schedule template. That will be something that all Fairgrounds will be receiving should they move forward with CCA (California Construction Authority) on construction projects. We approved the regular board meeting dates. She spoke about the financials that got approved and about the projects that are coming up. Becky Bailey Findley officially retired she will be back as a consultant so there was a memo that was shared with the Board in terms of a summary of our strategic plan in December and that will be implemented and will be moving forward with CCA (California Construction Authority). I am happy to share that report via E-mail with our Board.

### 4.) **ACTION ITEMS:**

- a.) **Select Committees 2020:** Executive Committee, Financial Committee, Facilities Infrastructure Committee, Rental Committee, Department of Water Resources Committee, JLA Committee, Satellite Wagering Committee, Marketing Committee.

**Vice President Yeager:** President Bruno and I met last week with the CEO and because President Bruno can not be here today we are asking to table this item for now until all members of this Board can let me know if you would like to stay on the committee you are involved with now or if you would like to be part of other committees. There was a request about

adding an ad hoc Fair committee for two board members can be a liaison and work with Carl and staff about the Fair committee. If you are interested in that please let me know. We are going to table this item until the next Board meeting.

**b.) CEO Evaluation (Hand Out Sheet): Chief Executive Officer Performance Evaluation.**

**Vice President Yeager:** You all were sent via e-mail this evaluation you also have a copy in front of you. I would like you to fill it out and send it back to me as soon as you can please. I will be collecting them, and we will be agenzizing it at the March meeting as a closed session.

**c.) Fair Theme (Hand Out List): For Two years 2020,2021.**

(A handout was given of a list of the past five years of Themes)

**Director Palumbo:** She spoke with Adorn our marketing committee and they feel that we should do a community called to action. They think that we need to put something out to the community and get ideas from them and have a reward for the winning theme idea. The community will go to our web page put in their information and submit their ideas. This is also gathering information that we can use for advertising the fair to send out E-mail blasts as well.

A motion was made to have the community give theme ideas and put it to a vote at the next board meeting was made by Director Almiron

Motion Seconded by Director Palumbo

Motion unanimously approved. Motion carried

**Voting Directors:** Vice President Marisa Yeager, Director Gene Skala, Director Cindy Palumbo, Director Tricia Almiron and Director Ron Magnuson

**Paul Hayashi:** We can't just focus on the social media because this past year Senior day's attendance was very low and we need to still make fliers and send out things in the mail because they don't all get on social media.

**Director Palumbo:** This is all just adding to what we already do so we will still do the fliers and mailers.

**Rose:** Staff needs to get out the Senior centers and pass out the flier.

**CEO Wuersch:** We are now working with Menifee that has the largest Senior centers so we will get the word out to them

**Vice President Yeager:** Do we have a list of the Senior center's homes in our data base?

**CEO Wuersch:** Not right now

**Vice President Yeager:** Ok Rose I will direct your concerns to the CEO, and he will get a data base together to send out information to the Senior community and the Senior centers.

d.) **Marketing Committee:** Sign Contract for ADORN Group- Southern California Fair website.

**Director Palumbo:** The language the we spoke about at the last meeting about the contract was changed. The event procurement was changed to give Adorn Group five percent of ticket sales only. On the days of the event that they brought in. The other thing that was corrected was that they are to get sponsorships.

**CEO Wuersch:** They are going to get fifteen percent of the sponsorships they bring in.

Motion was made to approve to sign the contract with The Adorn Group was made by Director Almiron

Motion Seconded by Director Palumbo

Motion unanimously approved. Motion carried

**Voting Directors:** Vice President Marisa Yeager, Director Gene Skala, Director Cindy Palumbo, Director Tricia Almiron and Director Ron Magnuson

#### 9.) **IMPORTANT DATES:**

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

- March 18,2020
- April 15, 2020
- May 20, 2020
- June 17, 2020
- July 15, 2020
- August 19, 2020
- September 16, 2020
- October TBD
- November 18, 2020
- December 16, 2020

#### 10.) **DIRECTORS COMMENTS:**

**Director Magnuson:** Thank you to the people that come to the meeting and thank you to the office staff and thank you to Paul for coming in and speaking to us about your concerns.

**Vice President Yeager:** Board members make sure to submit your Form 700. Thank the board for their confidence in voting for President Bruno and myself to lead you this next year. I will have some follow up discussion with Carl in regard to a meeting with the PTA district president to get back to the educational stuff so we can have more support for this next year for the schools to come out to the fairgrounds. Next month we will have a plaque/resolution presented in honor of Louis Tavaglione. Next month we will possible an updated on the event policy Carl will be reviewing to assist us on moving forward on some changes on events. I look forward to serving on this board in this new capacity.

**Director Skala:** I wanted to comment on this years Barn Bash they are getting together to get an exact date.

**Director Almiron:** Sorry I missed last months meeting they shut down the freeway for fatality accident. A lot of us went to the WFA convention this year. I had some mixed feelings about it this year. Paul, I appreciate what you had to say, and I agree with what you had to say, and we will work on it. My husband and I went to Northern California and we took Audrey to lunch. She is doing good she misses everyone. She asked me to let everyone know that she would like to get E-mails from everyone and phone calls she just would love to hear from everyone.

**Director Palumbo:** Paul I am glad that you did speak about getting the right photos for our fair. I think it is very important that you are out there taking photos you know this fair you know were to go and what's going on. I hope that you continue to work with the fair. The marketing company was late to the game and because we brought them in so late, they just jumped in. I think that having many photographers is a great idea because there will be pictures of everything going on at the fair. I agree with Tricia that it was very repetitive from last year.

**11.) CEO COMMENTS:** I did get a survey e-mail from WFA and my comments where that the classes are repetitive. There was a class about Fire, and I would have skipped the very full class if I had known it was the same class, I attended in Orange County

**Director Almiron:** If you find the appropriate time to ask regarding the executive order for the Homeless. If we are an evacuation center can we house the homeless as well?

**CEO Wuersch:** I got a call from the Governor's office and I spoke to Arturo. He wanted to give me a heads up that there are two hundred and sixty State locations and we are one of the seven that was selected. He said not to panic and to just wait it out. I need volunteers for different departments to help for this year's fair. We are making big progress in the renovations in Harrison Hall. I am working on getting the Dolls taken care of the right way and myself and Brad are working with the Family and we are all in agreement that the schools are the best place for the dolls so that they can continue to be used for educational purposes. One of the event policies that we are going to change for Interim events after speaking to the Deputy Marshal is, we are going to have two deputies to work with security for that event. We are going to work with La Que Buena a Mexican radio station and with KFRG radio station again. We offered La Que Buena Fiesta Village for them to put performers on. Thank you to our new chairs and I am very excited for 2020. We will have the budget for the Master Gardeners project next month as well.

**12.) ADJOURNMENT**

Vice President Yeager adjourned the meeting at 5:07

  
Carl L. Wuersch, CEO/Sec-Mgr.

3-10-20  
Date