

**MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS  
OF THE NAPA COUNTY FAIR ASSOCIATION  
THURSDAY, MAY 12, 2016**

**STAFF PRESENT:** CEO Carlene Moore

**OTHERS PRESENT:** Bob Johnson and Taylor Bollinger of RCH Group; Andy Plescia of A. Plescia & Co.

1. CALL TO ORDER

A regular meeting of the Board of Directors of the Napa County Fair Association was held Thursday, May 12, 2016, in the Tucker Room at the fairgrounds with the following directors present: Chairperson Bob Beck, Directors Bonnie Chisholm, Dana Cole, Bob Fiddaman, Kerri Hammond-Abreu, Don Meyer, Karan Schlegel, and Anne Steinhauer. Directors absent: Woran Deckard. The meeting was called to order at 6:00 PM by Chairperson Beck.

2. PUBLIC COMMENT

Cindy Yant

3. CONSENT CALENDAR

- a. Minutes of the Regular Meeting held on April 14, 2016
- b. Financial Report of April 2016
- c. Correspondence

**Item c was removed from Consent Calendar at the request of Director Hammond-Abreu. Motion by Schlegel, second by Steinhauer to approve consent items a and b. Motion passed unanimously 8-0-0.**

4. DISCUSSION OF ITEMS REMOVED FROM THE CONSENT CALENDAR

- a. Correspondence

Opened for public comment.

Closed public comment.

Board discussion.

**Motion by Schlegel, second by Steinhauer to approve correspondence as presented. Motion passed unanimously 8-0-0.**

5. STRATEGIC GOALS

*To create a unique, relevant, annual fair that is owned with pride by the community as “our county fair.”*

- a. Staff Report
  - i. ENGAGE Art Fair
  - ii. Fiesta Mexicana y Jaripeo
  - iii. Napa County Fair & Fireworks

Staff report.

Opened for public comment.

Closed public comment.

Board discussion.

*To create a master plan of the facility and programs that strategically develops our business enterprises.*

- b. Consultant Report

Director report: Bob Fiddaman.

Consultant report: Bob Johnson, Taylor Bollinger, Andy Plescia

Opened for board comment: Fiddaman, Hammond-Abreu, Steinhauer, Schlegel, Chisholm, Meyer, Cole, Beck. Staff comment.

Opened for public comment: Jason M, Ruben Lopez, Tommy Hunt, Dieter Deis, Robert Ziske, Larry Glenn, Edgar Massoletti, Elizabeth Moore, Frances Tedeschi, Dick Kuykendall, Scott Atkinson, Cindy Yant, Greg Kuehle.

Closed public comment.

Board discussion.

**Motion by Chisholm, second by Steinhauer to direct Bob Fiddaman to talk with the city and county to explore the governance issue and JPA. Motion amended by Chisholm, second by Steinhauer to direct the Strategic Plan Ad-Hoc Committee to initiate dialogue with the city and county in order to pursue the concept of a Joint Powers Agreement. Motion passed unanimously, 8-0-0.**

*To develop a top-ranked RV Park destination that delivers the Napa Valley experience.*

c. Staff Report

None.

*To perform as, and be recognized as, the community's number one event center and ranked in the North Bay Area's top ten.*

d. Staff Report

None.

## 6. ADMINISTRATIVE ITEMS

a. CEO Report

CEO Moore reported that the 2015 Financial Review is underway; a grant request was submitted to City of Calistoga for parade support; Finance Committee meeting rescheduled for May 15, 2016 and still need to set Audit and Governance committee meetings; project walkthrough for swamp cooler replacement is on May 24; distributed board name badges; and that the official Association website is changing to CelebrateNapaValley.org for a much more responsive, interactive, and better presentation of the Association which was not possible to achieve on the antiquated platform of NapaCountyFairgrounds.org (which will be redirected to CNV), only items left to move over are the agendas, minutes, etc. Once the site is complete and the switch happens, NapaCountyFairgrounds.org will be redirected to it.

Director Fiddaman requested that the board establish a Golf Course Ad-Hoc Committee to meet with the three golf groups. Directors Hammond-Abreu and Cole volunteered to serve on it. Director Beck appointed the ad-hoc committee and requested that they report back at the next meeting.

## 7. ADJOURNMENT

**Motion by Steinhauer, second by Fiddaman to adjourn at 9:37 pm. Motion passed unanimously, 8-0-0.**

Certified to be a true and correct copy.

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Carlene Moore  
Chief Executive Officer

Date

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Bob Beck  
Chairperson

Date