

**MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS
OF THE NAPA COUNTY FAIR ASSOCIATION
THURSDAY, SEPTEMBER 8, 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, September 8, 2016, in the Tucker Room at the fairgrounds with the following directors present: Chairperson Bob Beck, Directors Bonnie Chisholm, Dana Cole, Woran Deckard, Bob Fiddaman, Kerri Hammond-Abreu, Karan Schlegel, and Anne Steinhauer. Directors absent: Don Meyer. The meeting was called to order at 6:00 PM by Chairperson Beck.

2. PUBLIC COMMENT

Larry Glenn, Cindy Yant

Ms. Yant distributed a handout to the board members.

3. CONSENT CALENDAR

- a. Minutes of the Regular Meeting held on August 11, 2016
- b. Financial Report of August 2016
- c. Correspondence

Item c was removed from Consent Calendar at the request of Director Hammond-Abreu. Motion by Deckard, second by Fiddaman to approve consent items a and c as presented. Motion passed unanimously, 8-0-0.

4. DISCUSSION OF ITEMS REMOVED FROM THE CONSENT CALENDAR

- a. Correspondence

Board discussion: Hammond-Abreu.

Opened for public comment.

Closed public comment.

Motion by Fiddaman, 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

Staff report: CEO Moore. Exploring ideas and interests with other organizations for developing a county fair experience that focuses on the celebration of the county, and not on a national holiday.

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. Master Plan: Receive Opportunity Analysis report from RCH Group and A. Plescia & Co.
Director report: Fiddaman.

Consultants report: Taylor Bollinger, Bob Johnson, Andy Plescia

Opened for director questions: Chisholm, Steinhauer, Hammond-Abreu, Fiddaman, Cole, Beck

Opened for public comment: Ira Warm, Tommy Hunt, Mark Gallindo, Cindy Yant

Closed public comment.

Board discussion: Fiddaman reported on the Strategic Plan Ad-Hoc Committee's impromptu meeting on Wednesday with our facilitator to plan the strategic planning session agenda on October 13, 2016, 9am at the Napa Valley Expo Board House.

Motion by Fiddaman, second by Steinhauer to receive the Opportunity Analysis report with the Golf Course Ad-Hoc Committee's report memorialized into it as an addendum and an addendum reference to the 2007 ADA study. Motion passed unanimously, 8-0-0.

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

c. Staff Report

Staff report: CEO Moore. Irrigation completed for sites 1-13; sites 14-24 planned for Monday.

Opened for public comment.

Closed public comment.

Board discussion.

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

Staff report: CEO Moore. Offering a holiday party discount promotion for the Butler Pavilion; we'll need volunteers for a fundraising opportunity at Ragnar Relay on November 5 in Napa.

Opened for public comment.

Closed public comment.

Board discussion.

6. ADMINISTRATIVE ITEMS

a. Committee Reports

i. Golf Course Ad-Hoc meetings of August 24 and September 7

Director report: Hammond-Abreu.

Opened for public comment. Cindy Yant.

Closed public comment.

Board discussion.

Motion by Hammond-Abreu, second by Cole to accept the revised Golf Course Ad-Hoc Committee charter as presented. Motion passed unanimously, 8-0-0.

b. Board Self-Assessment: Review timeline and procedure

Director report: Schlegel.

Opened for public comment.

Closed public comment.

Board discussion: Hammond-Abreu.

c. Chief Executive Officer Performance Evaluation

Director report: Schlegel.

Opened for public comment.

Closed public comment.

Board discussion: Hammond-Abreu.

Board consensus to set two special meeting dates before November regular meeting to review evaluation and present.

d. CEO Report

i. 2017 Budget

CEO Moore will work with the treasurer to develop an operating budget for preliminary presentation in October, finance committee review in November, with final presentation to board in November in order to make the December 1st deadline with the County.

CEO Moore reviewed the operational adjustments to mitigate the forecasted budget losses since last month's meeting including reallocating staff roles, responsibilities, time, and areas of work assignment which resulted in four employees being laid-off and office staff reassigned to support the Pro Shop and RV Park; water leak has been repaired; only purchased \$5,000 new golf course equipment and not \$20,000 as budgeted; canceled the New Year's Eve Bash and staff will take time off to use up vacation time later in the year; sold bucking chutes; accommodated nearly \$9,000 in additional RV reservations during the Louie Vermeil Race.

CEO Moore reported that the Louie Vermeil Classic race had a great turn out both days and beer sales were about equal with last year. There was an injury accident on Saturday night.

CEO Moore reminded the board of the elections and appointments timeline. Election packets will be available online and in the office beginning October 3rd and are due back by November 1st. The County will release the appointment application and due dates to overlap with our elections process.

CEO Moore requested a governance committee meeting to continue its work, updated the board on the CelebrateNapaValley.org site, has worked to develop a comprehensive communications plan through the end of the year, and reminded the board of the cleanup day scheduled for Sunday, September 25.

7. ADJOURNMENT

Motion by Chisholm, second by Steinhauer to adjourn at 9:34 pm. Motion passed unanimously, 8-0-0.

Certified to be a true and correct copy.

Carlene Moore
Chief Executive Officer

Date

Bob Beck
Chairperson

Date