

**MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS  
OF THE NAPA COUNTY FAIR ASSOCIATION  
THURSDAY, SEPTEMBER 14, 2017**

**STAFF PRESENT:** CEO Carlene Moore

1. CALL TO ORDER

A regular meeting of the Board of Directors of the Napa County Fair Association was held Thursday, September 14, 2017, in the Tucker Room at the fairgrounds with the following directors present: Chairperson Anne Steinhauer, Directors Bob Beck, Dana Cole, Bob Fiddaman, Ricky Hurtado, Nancy Levenberg, and Karan Schlegel. Directors absent: Woran Deckard and Gary Heitz. The meeting was called to order at 6:04 pm by Chairperson Steinhauer.

2. PUBLIC COMMENT

Kerri Hammond-Abreu, Cindy Yant, Cindy Blackwood Ortega, Ira Warm, Scott Atkinson, Jackie Zink.

3. CONSENT CALENDAR

- a. Minutes of the regular meeting held on August 10, 2017
- b. Financial Report of August 2017
- c. Correspondence
- d. Director Resignation: Kelly Coudert

**Item a, Minutes, was removed by Chairperson Steinhauer and Item c, Correspondence, was removed by Director Cole. Motion by Fiddaman, second by Levenberg to approve items b and d as presented. Motion passed unanimously, 7-0-0.**

4. DISCUSSION OF ITEMS REMOVED FROM THE CONSENT CALENDAR

- a. Minutes of the regular meeting held on August 10, 2017

Board discussion.

Public comment: None.

Closed public comment.

**Motion by Levenberg, second by Fiddaman to amend the minutes of the August 10<sup>th</sup> regular meeting to reflect that Ira Warm presented photos of the golf course to the board under Item 2, Public Comment.**

**Motion passed unanimously, 7-0-0.**

- b. Correspondence

Board discussion.

Public comment: None.

Closed public comment.

**Motion by Fiddaman, second by Levenberg to accept Correspondence as presented. Motion passed unanimously, 7-0-0.**

5. ADMINISTRATIVE ITEMS

- a. Correspondence criticizing management of fair: Board comments/response

Public comment: Cindy Blackwood Ortega, Cindy Yant, Ira Warm

Closed public comment.

Board discussion: Cole, Fiddaman, Steinhauer.

b. CEO Report

CEO Moore provided a staffing update: currently working to fill a full-time maintenance position and part-time RV Park host position; current part-time janitor has to cut back hours further so researching options with janitorial companies for RV Park and golf course restrooms; Kelly Coudert joined team to focus on producing fair events and is already making a positive impact.

There are 3 elected board positions available this year, as a result of Kelly Coudert's resignation; two three-year terms and one two-year term. Election packets will be available online and in the office starting October 2<sup>nd</sup> with forms due on November 1<sup>st</sup>. Ballots will be mailed on or before November 15<sup>th</sup> and must be returned by November 30<sup>th</sup>.

There are 3 appointed board positions available this year; three three-year terms. The announcement will come from the County on November 1<sup>st</sup> with applications due by November 30<sup>th</sup>. The Governance-Leadership Development committee will interview candidates the week of December 4<sup>th</sup> and make a recommendation to this board who will in turn make a recommendation to the Board of Supervisors. It's anticipated that the Supervisors will make the appointments at their meeting of December 19<sup>th</sup>.

Calistoga High School and Calistoga Cub Football have moved their games to the high school this year in an attempt to increase school spirit. This past Friday's game saw a doubling of student attendance. Today's newspaper headline was incorrect: ties and relationship with the school district remain strong and we're working together on several fair-related projects, continuing to store the scoreboard and announcer's stand for them, and supporting their decision.

Boys & Girls Club is using the fairgrounds for parking for their open house event on October 7<sup>th</sup>.

The Louie Vermeil Classic was a hot, hot weekend. The Cooling station was very well received, even when we shut down the swamp coolers during the brown outs. The RV Park and golf course were not affected by the brown outs; Great Lawn may or may not have been affected, but in effort to conserve our pull on the grid, we asked RVers to switch to generator power which they did and then we refunded them the difference for dry camping in appreciation, approximately \$4,200 in refunds. We overcame our staffing challenges on Saturday night and Sunday with the help of a few regular race campers and City staff support. The heat hurt attendance on both walkups as well as ticket holders. Association beer sales were down 30% compared to 2016.

The Fair industry is excited to have AB1499 on the governor's desk for approval. If it passes, AB1499 will replace the horse racing model with another activity we're directly connected with, sales tax. CEO Moore requested a board member to contact the governor's office to encourage signing the bill, and reviewed the pros and cons of the bill. Cons: There is an overtime requirements for DAAs (previously exempt); funding starts at \$0 each year so it does not return us to a baseline model of a guaranteed annual fund, and is subject to future leaders of CDFA changing their priorities. Pros: The funding keeps pace with inflation and provides the ability to track local economies more accurately; no new bureaucracy has to be created; no tax increase; funding is not limited to maintenance/health & safety projects; it received unanimous bipartisan support coming out of committees; and provides the opportunity to create the regulatory process with the current CDFA team.

In other industry news, Placer County Fairgrounds which is undergoing a governance transition of its own has been rebranded by Placer Valley Tourism as The Grounds Placer County. The Fair Association role is changing to one of fundraising and fair production and they are selling their assets this weekend.

Public comment: Kim Hunt, Cindy Blackwood Ortega, Cindy Yant, Frances Tedeschi, Jackie Zink.

Closed public comment.

Board discussion: Cole, Fiddaman, Beck.

## 6. STRATEGIC GOALS

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

a. Fair Redevelopment Ad-Hoc Report: None

Staff report: Moore. Meetings are underway with organizations for their input, such as the school district, family support services, art centers, foundations, and others.

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

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

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

b. Opportunities Assessment Ad-Hoc Report: Meeting of September 6, 2017

Board report: Fiddaman.

Public comment: Cindy Blackwood Ortega, County Supervisor Diane Dillon, Cindy Yant

Closed public comment.

Board discussion. Cole, Beck, Steinhauer, Levenberg

**Motion by Hurtado, second by Beck to accept the Opportunities Assessment Ad-Hoc Committee report and recommendations. Motion passed unanimously, 7-0-0.**

c. Golf Course Ad-Hoc Report: Meeting of September 6, 2017

Staff report: Moore.

Public comment: Cindy Blackwood Ortega, Cindy Yant, Jackie Zink

Closed public comment.

d. Volunteer Program Development Ad-Hoc Report: Meeting of August 15, 29, and September 12, 2017

Board report: Schlegel.

Public comment: None.

Closed public comment.

e. Fundraising Ad-Hoc Report: None

Staff report: Moore.

Public comment: None.

Closed public comment.

7. ADJOURNMENT

**Motion by Fiddaman, second by Cole to adjourn at 8:35 pm. Motion passed unanimously, 7-0-0.**

Certified to be a true and correct copy.

\_\_\_\_\_  
Carlene Moore  
Chief Executive Officer

Date

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Anne Steinhauer  
Chairperson

Date