

2nd District Agricultural Association

Board Meeting Minutes

March 12, 2018 – 8:00 a.m.
San Joaquin County Fairgrounds
1658 S. Airport Way, Stockton, Ca
Board of Directors Room

Board of Directors

Joe Bacchetti (President), Brie Witt (Vice President),
Joe Amen, Sam Fant, Nikki Linnerman, Junette Lopez, Judy Rodriguez

Public Participation

Persons wishing to participate during the public meeting may participate either during the Public Comment portion or during any other item on the agenda. Public Comment is reserved for items that are not listed on the agenda. Please be informed that public participation under Public Comment will be limited to five minutes per speaker; and in accordance with state law, the Board will not comment or otherwise consider such Public Comment item for business until and unless such item is properly noticed for a future meeting. Please also be informed that in addition to Public Comment, the public is invited to participate and comment on each item on the agenda at the time the particular item is considered by the Board.

2nd DAA agendas and minutes can also be accessed on the web at: www.sanjoaquinfair.com. Questions regarding items on the agenda should be directed to the General Manager's Office at (209) 466-5041.

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 meeting or other San Joaquin County Fairgrounds activities may request assistance by contacting Kelly Olds at the General Manager's Office, 1658 S. Airport Way, Stockton or by calling (209) 466-5041.

Board Meeting Minutes

President Joe Bacchetti called the meeting to order at 8:16 a.m.

Roll Call:

Directors Present Joe Bacchetti, Brie Witt, Joe Amen, Sam Fant, Junette Lopez

Directors Absent Nikki Linnerman, Judy Rodriguez

**If a board member is going to be absent, please email/ call both the Board president and Fair CEO*

Others in Attendance

Jeff Cesca, John Quiroz, Brian May (by phone), Kelly Olds, and Krista McCoon

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Consent Calendar:

Director Fant moved to approve the consent calendar. Director Amen seconded the motion. Motion passed.

- A. Minutes – 2/26/18 community outreach meeting
- B. Interim Fair Agreements

Reports and Information:

Old Business: *(Informational/Action by Board)*

New Business: *(Informational/Action by Board)*

- A. Tuleburg proposal and presentation regarding Fair marketing
 - a. Becky Moffitt and Jason Roth went over their proposal. They discussed some of the marketing efforts they wish to accomplish as well as research prior to
 - b. They will design PR media kits to engage the community
 - c. Increase social media outreach
 - d. Community involvement: they will work to engage the community that wants to help but doesn't know how
 - e. A question and answer period took place
 - f. The proposed counter offer budget was reviewed
 - g. Director Sam Fant moved to approve Tuleburg's Fair marketing proposal, with the \$15,000 guarantee and the incentive plan provided. Director Amen second motion passed, unanimously.

Committee Reports:

- A. Finance:
 - a. No report
- B. Fair/Marketing
 - a. No report
- C. Policy and By Laws
 - a. No report

President's Report:

CEO's Report:

- A. None

Correspondence:

Public Comment:

Matters of Information: No discussion/debate by the board or the fair staff shall be permitted under the Matters of Information. No action will be taken on such comment at this time, as law requires formal public notice prior to any action on a docket item.

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A. Director Comments:

B. Next Board Meeting Information:

- a. Date: March 28, 2018
- b. Future Agenda Items: Items for discussion and/or action to be listed on the next regularly scheduled board meeting agenda.

Adjournment

Director Fant moved to adjourn and Director Witt seconded the motion. Motion passed and the meeting was adjourned at 8:54 a.m.