

Minutes

2nd District Agricultural Association

Board Meeting

July 15, 2015 – 8:00 a.m.

San Joaquin County Fairgrounds

Administration Building

1658 S. Airport Way, Stockton, Ca

NOTES:

- * 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 agendized at 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.
 - * Persons with disabilities who may require accommodations to attend the meeting are requested to contact the General Manager’s office at (209) 466-5041.
 - * 2nd DAA agendas and minutes can also be accessed on the web at:
www.sanjoaquinfair.com
 - * Questions regarding items should be directed to the General Manager’s office at (209) 466-5041.
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Chairman Joe Valente called the meeting to order at 8:03 a.m.

Roll Call –

Directors Present: Joe Valente, David Cultrera, Nikki Linnerman, Daniel Meza, Ger Vang, Joe Bacchetti, Gina Valadez, and Sam Fant (8:08 a.m.)

Directors Absent: Chris Flaherty

Others in Attendance

Krista McCoon, Tony Noceti, Diana Muller, Larry S., Chris Fikes, and Kelly Olds

Consent Calendar-

Director Linnerman moved to approve the consent calendar. Director Vang seconded the motion. Motion passed.

- A. Minutes – 6/26
- B. Interim Agreements
- C. Bills Paid: June

Any of the following agenda items are subject to discussion and the Board of Directors may take action by motion or resolution.

Old Business: None

New Business:

1. Modify 2nd District Agricultural Association (San Joaquin County Fair) policy to comply with AB 2490
 - a. Joe discussed AB2490, which is administrative relief
 - b. He would like to review the SJC Fair policy manual again to align it with the legislation
 - c. Fair staff and the CEO will note and modify the policy and send the board a copy of the revised policy for approval next month.
2. Required audits and reviews with CDFA
 - a. A local company is putting together a proposal including a budget and timeline for our reviews and audits. CDFA is advised of this progress
3. Review of bingo at Winners
 - a. The NCCT group will work on making the necessary changes to make the bingo operable.
 - b. If things move quickly, bingo can begin around September 1
4. Asparagus Festival 2016
 - a. Joe discussed his concern with the current contract
 - b. Kelly discussed the current contract, which was draft prior to the event, even before event details were developed. Tony has asked that the agreement be clarified; Kelly agreed.
 - c. Two members of the finance committee meeting will meet as often as necessary to discuss the contract, and bring back to the general board meeting for approval at the August meeting.

- d. Dave and Gina will volunteer to discuss the contract, first meeting to take place on Monday, July 20 at 4 p.m.
5. AgFest 2016
 - a. Two years ago a letter of understanding was signed and this year a contract was derived
 - b. The hope is to discuss next years contact soon
 - c. Joe and Joe along with Kelly will begin working on this.
 6. Board members' requirements to fill out 700 Form and fulfill requirements for ethics training and review of Bagley Keene Act
 - a. Everyone should have filled out the 700 Form and do ethics training every two years for 2 hours
 7. Fairgrounds parking
 - a. The Stockton Sea Scouts will be working the parking this weekend and others as needed
 - b. The group will be paid \$9 per hour for their work, some will be scholarships and the rest will go to the general fund.

Committee Reports –

- A. Finance and Audit Committee
 - a. Dave discussed cash flow, currently it is good, but will be lean in the coming months
 - b. He also talked about the policy and procedures manual and the group making changes
- B. Marketing
 - a. Gina discussed the meeting and the plan that took place
 - b. The marketing plan discussed at the meeting was sent to CHRB with our application for approval
 - c. The budget is \$20,000, but is it unlikely this cost will be incurred by the fair through in-kind and sponsorship support
 - d. Kelly is going to look into the potential of getting two additional billboards for the horseracing
 - e. We are also going to the approach DBI about maybe sharing the billboards
 - f. Currently, the proposal includes three magazine inserts, totaling about \$2,100. Total readership of each group will be determined.
 - g. She also discussed doing some in-kind trades for box seats for marketing.
 - h. Radio will also be an option

- i. Gina has requested to be put on the account as an administrator, Kelly suggested she be an analyst
- j. Director Cultrera moved that Gina be given analyst privileges on the Facebook page. Director Linnerman seconded the motion. Motion passed.

C. Horse Racing

- a. Larry asked we provide a new marketing plan prior to the meeting on Friday.
- b. He mentioned that the incentive program is working well.
- c. Larry assured the group there is no chance for Golden Gate to take the race dates in 2016
- d. He expressed that numbers are up, i.e. on track betting, out of state, northern CA, etc. was up
- e. He also said the license will be approved

President's Report –

CEO's Report –

Correspondence –

Public Comment –

- a. Chris Fikes from NCCT discussed some of the projects the training program is working on around the fairgrounds.
- b. Tony discussed the future of the Asparagus Festival for 2016. Kelly told Tony that a new contract will be negotiated for 2016
- c. Tony discussed the potential for a four day fair in August.

Adjournment –

Director Fant moved to adjourn the meeting and Director Cultrera seconded it. The motion passed and the meeting was adjourned at 9:45 a.m.