



MINUTES

33RD DISTRICT AGRICULTURAL ASSOCIATION
BOARD OF DIRECTORS MEETING and
ANNUAL STRATEGIC PLANNING MEETING

Tuesday May 28, 2020 – 6:00pm

Held via Zoom Conference video and phone call

Board Room – Administration Building
Bolado Park Event Center
9000 Airline Hwy, Tres Pinos, CA
831-628-3421

Directors:	Paul Rovella – President	Anne Hall	Nick Peters
	Nicole Shelton – Vice President	Stan Pura	Vacant Pending Appointment
	Richard Bianchi	Jennifer Coile	Vacant Pending Appointment

Mission Statement

The 33rd District Agricultural Association organizes and presents a family oriented annual County Fair which is entertaining, educational and affordable to all members of its community. It manages its facility to provide safe and attractive year-round environment for its community.

Notes

Please be informed that any member of the public has a right and is invited to participate during this public meeting and may address the Board either during the “Public Comment” portion and/or during the discussion of any particular item listed on the agenda. ^{1 2 3}

MINUTES

CALL TO ORDER – Meeting called to order by President Paul Rovella with a quorum present via zoom conference at 6:05pm

PLEDGE OF ALLEGIANCE – Lead by Director Richard Bianchi

ROLL CALL/DIRECTORS ABSENT – Directors Present: Nick Peters, Jennifer Coile, Anne Hall, Paul Rovella Nicole Shelton, Richard Bianchi. Director Pura was absent with prior notice. CEO Dara Tobias, Sponsorship Coordinator Jennifer Galindo-Cole and multiple members of the community were present on the Zoom meeting.

NOTE: During this Zoom meeting platform all votes were taken as a roll call vote to ensure accurately recording each director’s position.

¹ Persons with disabilities who may require accommodations to attend the meeting are requested to contact the CEO’s office at 831-628-3421

² The 33rd DAA agendas can also be accessed on the web at <http://www.33rddaa.gov/agendas>.

³ Questions regarding agenda items should be directed to the CEO’s office at 831-628-3421

NEW BUSINESS – (Discussion and Action by Board)

1. Receive report and project budget for 33rd DAA for balance of the 2020 program year. President Rovella presented the projection worked out that estimates future expense and revenue based on planned reductions in staffing and cuts in expenses wherever possible. No action was taken.

2. 2020 San Benito County Fair
 - a. Receive Report and Recommendation from Livestock Committee
 - b. Discussion of options to consider for 2020 San Benito County Fair in light of Covid 19 requirements, including discussion of Budget constraints and possible adjustments related to financial impacts of Covid 19.
 - c. Public Hearing
 - d. Approval of Program for 2020 San Benito County Fair

2a. The livestock committee recommendation was presented by Director Nick Peters. Discussion included cost, tagging dates, number of animals tagged, consideration of timing for purchasing animals, the option to have a live show if it is allowed at the time of Fair, and cost of implementing a live or virtual show.

Motion Record to proceed with Virtual Livestock Show and Sale with one animal per exhibitor and keeping option to open to live if possible given Covid 19 and financial restrictions.			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura			
Paul Rovella	x		
Nicole Shelton	x		

2b & c. Discussion was held and then Public Hearing was opened up to a question about tagging multiple animals, request for information before purchasing animals, cost of virtual sale and other related questions, then closed by President Rovella.

2d. It was discussed and determined that the remaining Fair program needs more information. Due to likely space and capacity restrictions it was decided that we would most likely not be able to fill the stands enough to commit to the Motorsports Contract for 2020. Director Coile moved to cancel the Contract with WGas Motorsports for the 2020 year. Director Hall seconded the motion. By roll call vote all were in favor.

Motion Record to cancel WGas Motorsports for 2020 Fair year.			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura			
Paul Rovella	x		
Nicole Shelton	x		

MATTERS OF INFORMATION:

DIRECTOR COMMENTS – Director Rovella plans to reach out to ownership group of Premiere Cinemas to discuss possibility of a drive in movie experience.

CORRESPONDENCE – One letter was received by email from April Mistretta speaking in favor of a livestock show.

AGENDA ITEMS FOR NEXT MEETING:

NEXT MEETING: **Tuesday June 9, 2020**

Meeting Notes for the Livestock Committee Meeting

May 26, 2020

Welcome

Members present; Sonia Falaschi, Kristine Hudson, Charla Allen, Becky Doty, Jiana Escobar, John Garner, Mark Lema, Justin Wilkinson, Mark Tobias, Bryan Coleman, Joe Martin, Debbie Peters, Nick Peters and Dara Tobias.

The only topic for the meeting was developing a recommendation to the Board for a form of livestock show/sale that we can accomplish given so many unknowns in 4 months' time.

Bolado Park and CEO Report:

Due to extreme cuts in revenue we are projecting monthly losses until we are able to begin filling our event calendar again. Our type of business is in 'Stage 4' of the opening plan and we have not gotten specific instructions on the conditions that will be in place to allow opening. At this time our insurance company is strongly encouraging a waiver be signed by every person on the Fairgrounds to limit our liability if a lawsuit occurs from someone claiming they got Covid-19 on our grounds. Our projections are close, and we have made severe cuts in staff and expenses wherever we can. We hope to continue on this projection and have money in the bank at the end of the year. We will avoid using reserves and JLA funds as long as we can, but will if we need to survive longer.

Whatever plan we recommend to the board needs to be executable given our worst-case scenarios of little to no funds and no staffing.

The committee discussed several ideas, versions that are already done or being planned by other fairs and communication with industry leaders. Also, it is understood that the Fair has to conserve resources and has not gotten guidelines on specific numbers, distancing and mask requirements and sanitization expectations.

A few things that are very important:

- Many usual buyers have requested a format that allows them to have the product they purchase rather than just a market support format.
- Setting a procedure that is known soon, so exhibitors can make a decision to participate or not.
- Keeping the procedure on the more cautious and fiscally conservative side and then if restrictions significantly lighten, be able to shift and offer some bonus participation options. This is better than offering too much and then possibly having to take things away with short notice.

The Committee recommends the following path for the 2020 Livestock portion of the San Benito County Fair:

- Keep the set tagging and ownership dates of; June 1 for Beef, July 31 for Hogs, lambs and Goats and 30 days for Poultry and Rabbits.
- Exhibitors will only tag and be able to sell one (1) animal or meat pen.
- We will engage a Virtual Sale company to organize the Auction and Virtual Show.
- Tagging photos, sheets, bill of sale and a Paper Entry Form will be due July 31, 2020 by 4:00pm.
- Entry fees will also be due on July 31st and will include, to the best of our ability to project, coverage for hard cost items. Including fees for the company doing the sale/show as well as any trucking, processing charge and check off fees due.

- For the virtual show part of the process, the exhibitors dress in their uniforms, wash and fit their animals and video/photograph their project and upload it to the virtual site.
- The Auction will take place over 3 days, Friday September 25 at 8:00am to Sunday September 27 at 5:00pm. This will give buyers a chance to support the sellers over time rather than having to be in their seat when the lot is up and potentially miss it. Also gives the community a chance to add to multiple sellers for support if their prices are staying low.
- There are options for the company to handle the receivables also for a fee. We will learn more about those fees and compare with the price of hiring staff and come up with the best model.
- The sold animals will then be brought to the fairgrounds in a pre-determined, organized manner, on Tuesday September 29th and Wednesday September 30th, weighed, visually evaluated by a judge or veterinarian for apparent health and soundness and then gathered briefly to be loaded on the trucks to go to the processor. This will allow their weights to be recorded on a similar weigh in day.

There are still questions to be answered and details to be worked out if this is the path chosen, but the committee felt it is a good option to be able to set in motion so exhibitors can still own, raise and learn about their project animal with an known opportunity to sell it. The loss of the Fair showing experience is not taken lightly and very unfortunate and sad for many but understood given the unknown risk of change or upheaval if restrictions don't change enough from today or tighten unexpectedly in the future.