



MINUTES

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

Tuesday July 14, 2020 – 6:00pm

Held via Zoom Conference video and phone call

Multiple locations and – 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 6:07pm

PLEDGE OF ALLEGIANCE – Lead by Director Anne Hall

ROLL CALL/DIRECTORS ABSENT – Directors Present: Nick Peters, Jennifer Coile, Anne Hall, Paul Rovella Nicole Shelton, Richard Bianchi and Stan Pura.

CEO Dara Tobias, Sponsorship Coordinator Jennifer Galindo-Cole, Kalia Mitchell, CDFA Greg Ferrero, CDFA and 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.

PUBLIC COMMENT: None

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

CONSENT AGENDA *(Discussion and Action by Board)*

1. Review and Approval of the Minutes from the June 9, 2020 Board Meeting.
2. Review and Approval of CEO Time sheet for June 2020
3. Review and Approval of Interim Contracts for June 2020

Director Hall moved to approve the consent agenda and Director Shelton seconded the motion. By roll call vote, all were in favor.

Motion Record to approve the consent agenda.			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura	x		
Paul Rovella	x		
Nicole Shelton	x		

REPORTS AND INFORMATION *(All Reports are informational, no action taken)*

CEO REPORT – Dara Tobias discussed and answered questions on the information provided on the written CEO report attached below.

COMMITTEE REPORTS

1. Finance Committee- Director Rovella
 - a. Reviewed items on the May and June Financial Statements. Noted the changes in numbers from previous year and Dara mentioned the deferred rental revenue is actually a liability if the renters decide to cancel their events previously postponed.
 - b. Reviewed and discussed items on the Financial projection with updated June totals.
2. Fair Programs/Marketing – Directors Coile and Shelton
 - a. Notes from the meeting are attached. Continuing to streamline ideas into manageable parts.
 - b. Nicole is continuing to work on the website as available.
3. Livestock – Directors Peters
 - a. Meeting notes are attached. Committee recommended the show after the sale to ensure accurate show weights. Discussed changing to holding the show before the sale to allow champions to be identified before sale.
4. Heritage Foundation – Directors Rovella and Pura
 - a. Still waiting to receive reimbursement or advice on better format for request. Dara will attend their next meeting on July 21st.

OLD BUSINESS *(Discussion and Action by Board)*

1. Discuss and Approve Financials for April 2020 tabled from June Meeting. Motion to approve by Director Hall and seconded by Director Peters. All were in Favor by roll call vote.

Motion Record to approve April 2020 Financial Reports.			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura	x		
Paul Rovella	x		
Nicole Shelton	x		

2. Approve Engagement with Walton Webcasting for Virtual Livestock Show. Motion to direct CEO to contract with Walton Webcasting to produce the Livestock Show prior to the dates of the Auction made by Director Coile and Seconded by Director Peters. All were in favor by a roll call vote.

Motion Record to approve Walton Webcasting for Livestock Show for 2020			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura	x		
Paul Rovella	x		
Nicole Shelton	x		

NEW BUSINESS (*Discussion and Action by Board*)

1. Discuss and Approve Financials for May 2020. Motion to approve May 2020 Financials made by Director Shelton and seconded by Director Peters. All were in favor by a roll call vote.

Motion Record to approve May 2020 Financial Reports.			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura	x		
Paul Rovella	x		
Nicole Shelton	x		

2. Discuss and Approve Contract for CRC – PG&E Outdoor Community Resource Center. Discussed terms in the draft agreement presented. It is important that there is no staff time or facility expense needed to execute the activity. Director Hall moved to Authorize President Rovella to work with Dara to revise items discussed and include language that this will not impact regularly scheduled events and then execute the agreement if PG&E agrees to the changes. Director Coile seconded the motion. All were in favor by roll call vote.

Motion Record to confirm work with PG&E for Outdoor community resource center use			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura	x		
Paul Rovella	x		
Nicole Shelton	x		

3. Discuss interim contract with Premiere Cinemas and possible future use. Discussed longer term rental ideas for Premiere Cinemas to be able to go forward and need for a 3-4" mainline across the property to allow abandonment and removal of 'spider web' of lines throughout the former golf course areas. No action taken.
4. Discuss and Approve Flea Market concept. Dara will work with promoter to schedule interim events to start the process. No action taken.

5. Discuss and Approve closing of account # ...7228 and transferring \$2,157.88 to Operating Account. Dara reported that the Jr. Rodeo account was set up in the past when the monies were kept separate. In recent years the entries, awards and payouts have been processed through the Operating Account. In 2019 we actually rented the event out as an interim Contract and the renters provided all of their own bookkeeping. Would like to consolidate this money back into the Operating account to streamline the reports. Motion to move \$2,157.88 to the operating account and close the Junior Rodeo account was made by Director Peters and seconded by director Shelton. All were in favor by roll call vote.

Motion Record to close Jr. Rodeo account and transfer funds to Operating Account.			
Board Member	Yes	No	Abstain
Richard Bianchi	x		
Jennifer Coile	x		
Anne Hall	x		
Nick Peters	x		
Stan Pura	x		
Paul Rovella	x		
Nicole Shelton	x		

MATTERS OF INFORMATION:

DIRECTOR COMMENTS – Director Rovella reported that there is definite interest in working with Premiere Cinemas, Inc. to develop a drive-in movie experience at the former golf course property.

CORRESPONDENCE –

AGENDA ITEMS FOR NEXT MEETING:

NEXT MEETING: **Tuesday August 11, 2020**

CEO REPORT FROM 7-14 meeting and all Committee reports are attached.

July 14, 2020



CEO Report on Facilities, Maintenance and Administration

Due to the Shelter in Place order initially given on March 17, 2020, extended to May 3rd and then deferred to Governor Newsom's Order N-33-20, we have still cancelled all near future events and rentals and remain on hold for opening any gathering for more than 10 people. We have opened the Lobby with modifications of countertop plexiglass screens, door signs requiring masks to enter and sanitizer at the door for customers to use on the way in and out. We continue to also wear masks when we are in the common areas of the office and clean and sanitized touched surfaces throughout the day.

Grounds, Maintenance and Equipment: Continuing to manage maintenance needs for campers, minimal watering and weed management. Frank is working on water spigots and meters to maintain and ensure they are working properly; the backflow fittings are still in place and minimize leaks. We have closed off the back side of the grounds to traffic other than staff and have closed all the buildings. The required panic hardware for the doors in the Oaks is ordered and the gates to the patio have panic hardware installed. The

Office and Administrative: We continue to be on the lookout for cost cutting measures and are working to identify areas to potentially add income. We have recently received notice of Payroll cuts due to the California Budget shortfall. I don't anticipate it helping but I have reached out to several Fair industry supporters to question the fact that our payroll doesn't come from the budget and we would hope to be exempt from those cuts. We may have to work with the Finance committee to find ways to keep our employees whole to ensure their ability to stay to work out of this dire situation as soon as we can. We recently received a bill from CalFire, the office of the State Fire Marshall for over \$5000. This was for inspection services during the 2019 Fair weekend. We will discuss with the Finance Committee how we will budget out that payment. You may hear in the news that Fairs were granted \$40 million dollars in support in the Budget revise two weeks ago. That money is only available to pay payroll for employees going through the required 120 day layoff process when the Fairs cannot afford to pay the payroll. The annual allocation dollars were left in the Budget and there is approximately \$18M of AB1499 funding in the budget for the 20/21 FY. If that stays we should get those allocation after the first of the year when our December year end required reporting is finalized.

Rentals: We have had a challenging process but we are approved for our drive through FAIR FOOD FIX on Friday July 17-19. We have a rescheduled Gabilan Cutters Show on Saturday July 18th. We are working with CHP, County health and the Ag Commissioners office to gain all approvals for the Certified Farmers market and flea market. Our hope is to start on Sunday July 26th and continue every Sunday that is allowed and work around events when we are able to have them in the future. We have drafted an interim contract with Premiere Cinemas, Inc. for the GCP to set up a drive-in movie. We understand things are changing as I write this so we continue to monitor the County Health officer's orders and Covid19.gov for guidance. We believe the items above are not restricted by the changes in the indoor bars and restaurants, theaters, etc.

Camping: Camping is in a bit of a lull this weekend. Several of our working residents have ended their local jobs and moved on, a few others are out for the summer. We have put notes out on our social media account and called local campgrounds to let them know we have availability if they have overflow to recommend.

Buildings and Grounds Committee: We have not met.

Heritage Foundation: I learned that our request for maintenance and repair reimbursement of \$5,746.22 was approved at their board meeting in early June, we hope to receive the check soon. I have emailed their co-chairs, Rob Nino and Jeff Guerra and asked them for a report to our board and asked them to confirm their next meeting so I can attend or call in. I would like to get a clearer picture from them on their plans or availability to support us during these times of continuous loss. I will report on their response to my email at the meeting.

Saddle Horse Association: No Report.

Fairgrounds, Shelter and Fire Evacuations: We have not been contacted by Cal OES or San Benito County for any sort of help during COVID -19 response. We have not been contacted to help with any animal evacuations on the Crews Fire.

Fair Planning: The livestock committee has voted unanimously to work with Walton Webcasting to produce the virtual livestock show, including judging and judges' commentary, and work with Stock Show Auctions to produce the Auction. The Stills department met and we are working on an approach to collect pictures of projects in various departments and then have a Virtual Show of the projects on our Facebook, Instagram and web site. We will continue to plan Fair Food and will work with our Ag Hort Chair to see if a Farmers Market will work as well. I posted a survey through survey monkey to poll the public we reach on Facebook to see what their thoughts are on our virtual and drive through ideas.

Interim events: We continue to have more cancellations for parties and picnics as people get frustrated with the lack of opening. You will see that in the uptick in refunds on the Projection. We will have our FAIR FOOD FEST Friday July 17-Sunday July 19th. The Poster is attached to the letter. We will have the last of the pre scheduled Cutting Horse Show Saturday July 18th and we are working on beginning the Certified Farmers Market and Flea Market on Sunday July 26th. The Cattlemen's Association will be hosting their drive through food pick up on Friday August 14th to complete what would have been their annual fundraiser dinner dance. They cannot dance but they can still pick up their dinner.

Reminders:

- ▶ **Next Board Meeting – August 11, 2020 at 6:00pm via zoom or TBD**
- ▶ **2020 Fair Dates – October 1-4, 2020 Virtual and Drive through**
- ▶ **Stills Department Meeting Thursday July 16th at 7:00pm via Zoom**
- ▶ **FAIR FOOD FEST – Drive through only July 17-19th**
- ▶ **Heritage Foundation Meeting Tuesday July 21st 6:00pm if held on schedule - Location TBD**
- ▶ **Livestock committee meeting Tuesday July 28 at 6:30 – Bolado Park outdoors, bring your own camp chair.**

MEETING SUMMARY NOTES

Department Chairs Meeting of July 1, 2020

Attendees: Dara Tobias, Jennifer Coile, Jennifer Galindo-Cole, Debbie Simmons, Frankie Gallagher, Janice Alosi, Mike Self, Janice Alosi, Susan Callieri, Jeanette Bilardi Leonard, Jenny Gomer, Dolores Lashley, Diane Mezerkor, Susan Ross

General discussion of draft concepts for drive-through Fair Experience (DTFE) and Virtual Fair.

No entry fees.

Exhibiting entries: online, e.g. Facebook and Instagram (will research website). Exhibitor responsible for turning in photo of their entry. MUST MINIMIZE TIME OF STAFF AND VOLUNTEERS in conducting DTFE. (Jenn Dias to work on livestock entries only?)

Quilts of Honor: those in charge of it will be considering if a smaller number of veterans honored, how to handle a virtual event, maybe not at Fair time, etc.

Judging: Most departments will skip judging this year; Baked Goods/Beer/Wine can't proceed virtually, so thinking about how to handle; Quilts/textiles wants judging.

Recommendation: Conduct Community Survey within the next few weeks to assess community interest in participation due to 33rd limited resources to organize and conduct. Chairs asked to send draft survey questions to Dara.

Exhibitors Handbook: Dara working on simplified ten-page handbook. Collapse the categories this year, first and second prizes only with 2021 fair passes as awards.

Sponsors: Letter went out to sponsors about revised 2020 program and levels; already interest in the DTFE e.g. Granite Rock to bring vehicles, Shelton Insurance to donate goodie bags with 2020 Vision for Fun Fair logo, Hazel Hawkins Hospital to donate small memo pads for fairgoers to take notes of exhibits/companies they want to patronize. Cal Vista \$2K to Livestock

General Outlook for BPEC/33rd: Board of the 33rd has been working on updated budget with revenue and expense projections since March to reflect the loss of income from interim events and now the fair. Camping income is significantly helpful. Board maintains close communication with the board of the Heritage Foundation and grateful for their assistance as permitted within scope of their By-Laws, e.g. maintenance project costs.

Acknowledged that not everyone in the community has access to or use of Internet, but in these emergency conditions and limited staff/volunteer/financial resources, hard to design/accommodate non-online.

Fair Program Committee Meeting of July 7, 2020

Attendees: Dara Tobias, Nicole Shelton, Jennifer Coile

Review of feedback at Department Chairs Meeting.

Fair Food Fix of July 16-17:

- Extensive discussion with Health Department officials for approval in COVID conditions
- Approved: Four food trucks
- Confirmed (in between Fair Food events in other fairs): Butler Amusements with corn dogs, funnel cakes; Lemonade
- If successful, repeat in mid-August
- Friday 5-10 pm, Saturday noon-8 pm, Sunday noon-7

October: Fair Food Fix Drive Through Fair Experience (DTFE) and Virtual Exhibits

- Number of cars per hour, based on recent graduations and similar drive-through experiences: 90
- Attendance projected at 1400 total
- General layout: travel corridors created using livestock panels -can hang sponsor banners and exhibit photos when available; when exhibits e.g. Granite Rock historic vehicles show up, move the panels out of the way.
- Hand out goodie bags upon entry
- Hollister Fire Department: will try to bring out a truck
- Classic cars club eager to bring out cars
- County Fair coloring books handed out to kids in car; will seek donor of crayon packs
- Alison Skow contacted about organizing farmer's market with the ag businesses usually involved in Horticulture; not fundraising for scholarships this year
- Music: DJ or musical player in two spots
- Publicity for survey, Fair entries, and event through SB Live/Kollin Kosmicki
- Tickets: Brownbag Tickets.com, timed entry and contactless important; Susan Ross currently checking on establishing credit card payments, consider setting up PayPal account
- Ticket Cost: ask for donation instead of fixed price, \$5-\$7 recommended; Community Survey can ask for feedback about different levels.
- Sponsors: suggested add "Friend of Fair" category for depositing info/item into goodie bags
- If we proceed with Flea Market in July/August, may learn some concepts to adapt to the DTFE

Follow-up

- Nicole to contact Kids Day sponsor mailing list about donations, especially in-kind and sponsorship of goodie bag giveaways (CA Strawberry Commission kid education books?)
- Dara to check number of coloring books on hand, order more from IAFE if needed
- Dara continue exploration of Survey Monkey for community survey about interest and pricing
- Nicole to check with Scott about feasibility/cost parameters of adding entry photos to website e.g. in "galleries" section per department
- Ask Michelle Leonard about notice to 400 Chamber members about participating
- "Someone" (Janet Serrano?) to establish gmail addresses for each department for emailing in photos of entries e.g. photographysbcf@gmail.com; adultscraftssbcf@gmail.com, etc.

MEETING NOTES

Livestock Committee Meeting June 30, 2020

Dara Tobias reported on the state of the fairgrounds, finances and use options based on stages of opening.

We discussed ideas for show and sale virtual options and

By a motion from Kristine Hudson and a second from Becky Doty and agreement from all voting members;

- We will contact and make an agreement with Walton Webcasting to produce the virtual livestock show.
We will confirm with them their cancellation policy in case there is an option to go live.
- We will contact and make an agreement with Stock Show Auctions for the Virtual Auction
We will confirm with them they can stay open over a period of time and that they allow addons and the buyer can choose to keep the meat.

Dara will update information on pricing and the entry fee amounts on our 2020 abbreviated guidebook. And complete the sections to post in Mid-July.

Dara will post a notice for the drive through tag pick up that asks leaders to send me their orders in advance for faster pick up. It will also include reminders of the tagging information return date of July 31 and due dates of the entries on the same day. Similar notice will be prepared to attach to the envelope the tags are packaged in. The entry forms will be available in the tagging envelope and on social media and web page. Tag pick up will be from 4:00-7:00pm and volunteers will arrive at 1:00pm to sort tags and prepare envelopes.

Dara will work with Sonia and Justin and representatives at Walton and SSA that we have the best estimate of the upfront costs to be sure they are fairly charged on the entry fee. The remaining fee would be the processing fee that will be added to the buyers side if they choose to have it custom.

There is a subcommittee working with Sonia to explore and hopefully work out a support fund for the livestock auction to help with market support.

There is a subcommittee working to explore and budget and plan a 'shovel ready' live show should we be able to execute it within the Covid rules and within the budget Bolado Park can afford.

We will work with Charla and a judge she has contacted for evaluating Rabbits and ask Donald Barger if he will be willing to evaluate the turkeys and chickens to be sure they are all Market Ready. We will include all entries in the sale if they are market ready.

I will prepare a letter to our award donors asking for them to donate to an Awards Fund for Livestock exhibitors. We will make it clear to them that we do not guarantee any specific type of award but will make it the best award we can give every winner equitably based on the amount of money we have in the Award fund. If we have enough money for buckles, or anything that needs to be ordered in advance, we may have to give certificates if they cannot arrive on time.