

Board of Directors Meeting Minutes

Ventura County Fairgrounds
31st District Agricultural Association - 10 W. Harbor Blvd. - Ventura, CA 93001 - (805) 648-3376
Website: venturacountyfair.org Contact: Stacy Rianda, CEO

Tuesday, November 22nd, 2022 at 9:00 a.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/4834214737?pwd=d0FrRzVFQUIUNG9OeUxFM0FuUG5qQT09>

Join Via the phone:

1-720-707-2699

Meeting ID: 483 421 4737

Passcode: 575554

I. Call to Order

Roll Call

Declaration of Recusal or Conflict of Interest

The meeting convened at 9:01 a.m. and called to order by President Lacayo.

Directors present: President, Leah Lacayo, Vice President, Armando Lopez (joined late), Michael Bradbury, Leslie Cornejo, M. Cecilia Cuevas, Daniel Long and Shanté Morgan-Carter.

Staff present: Stacy Rianda, CEO, Jason Amelio, Sales Manager, Madalyn Johnson, Concessions Manager, Cristian Yopez, Accounting Dept. and Heidi Ortiz, Executive Assistant.

Guests Present: Sarah Pelle, Fairs & Expositions, Charles Southwick, Fairs & Expositions, Pam Cwiklo, Rick Conrad, Robert Young, Pat Waid, Phil Foster Ranger, Tom Kisken, Carla Alvara, Diane Cook, Linda Wolf and Karen NLN.

There were no conflicts of interest with any of the Board members that were present.

II. Pledge of Allegiance

Director Cornejo led all present in the Pledge of Allegiance.

III. Welcome and Introductions of Guests and Staff

Invitation for the public to introduce themselves (not mandatory)

IV. Public Comment on Items Not on the Agenda

In accordance with State law, the Board will not comment or otherwise consider Public Comment matters until and unless such items have been properly noticed for a future meeting.

Pam Cwiklo – “Good morning. I am Pam Cwiklo, an administrator for the Oxnard School District, but speaking today as a private citizen from Camarillo. I watched your Zoom meeting on October 25th because I had been made aware of an offer to modernize the Fairgrounds. I’m sorry, but as someone unfamiliar with this Board’s behavior in an open

meeting, I was surprised at your lack of knowledge and familiarity with the proposal made by Pacific Sports Group. My understanding was that they would be presenting a project to not only renovate the fairgrounds, but to do so in a manner that would generate year-round interest and activities, bring baseball back to the county and revitalize an area that is in desperate need of a total update. What I witnessed was a Board that did not appear to have any prior knowledge or understanding of the depth of the proposal and how it could benefit not only the Fair, but also the community at large. The presenters gave you an overview of a very comprehensive and detailed program, which you dismissed without any significant or meaningful dialogue. I read your Board packet and the proposal: it appeared that none of you had taken the time to thoroughly review this project as there were no questions from any of you that would have indicated otherwise. I continued to watch the meeting after their presentation. You had a brief conversation about funding infrastructure improvements, which continued as one of the Board members proposed looking at grants. At one point the atmosphere became close to that of a PTA meeting. I was waiting for someone to propose a bake sale. In light of recent events, it's evident this Board has had issues in their role as a public agency. And now, you have this opportunity to collaborate and manage a complex partnership that's going to propel Ventura County forward. You have a fiduciary obligation to act in the community's best interest. Please exercise that responsibility by calling for a publicly attended meeting wherein you give an honest and full review of this detailed and multi-dimensional project."

Michael Viola – "Michael Viola here, President-CEO of Viola Constructors a 75-year old grass roots, family owned and run construction company headquartered in Ventura County since its inception in 1946. A good number of issues are in play with the Fair Grounds including but not limited to exposure to: liquefaction, subsidence and flooding. The available Topographical surveys reveal that the current elevation of existing structures could be well below FEMA Minimum Finish Floor Elevations by as much as 6'. None of the existing structures with the possible exception of Watch and Wager, meet existing Building Codes and even with extensive renovations will not be elevated adequately to avoid the hazards of flooding and certainly not liquefaction or subsidence. I am not being facetious when I say that a troupe of barefoot ballerinas could kick to the ground a good many of the existing structures that are allowed to remain in place. The 6 to 12 month, \$50,000 to \$100,000 needs assessment will likely reveal the foregoing vulnerability and the single most relevant need which is parking and direct freeway access. In my view, a 500-car parking structure and direct freeway access from the north bound 101 freeway are sorely needed to make the fairgrounds a year-round community resource. The Proposal submitted by Pacific Sports Group was addressed last month by the Board deserves more consideration as an immediate viable resurgence of a Public Benefit to the Ventura County Fairgrounds. In my world, Winners look for Solutions and Losers look for Excuses. Pacific Sports Group has presented a comprehensive proposal that responds to significant existing deficiencies and introduces a number of multi-venue facilities that will make the County Fairgrounds a year-round fully attended facility."

Phil Foster Ranger – "I'm Phil Foster Ranger, great grandson of E.P. Foster. My sister, Mildred Schofield, and I are the two remaining Foster descendants residing in Ventura. I'd like to thank you all for your service on the fair board. The annual Fair is a highlight for a majority of county residents, and reinforces the intent behind EP & Orpha's gift of the fairgrounds to the city to be used by the public as a place of recreation and pleasure in perpetuity. Written conditions within the deed state the property is to be improved and

perpetually maintained. Sadly, the property has received little in both categories and continues to resemble a post WWII base. There is no person or groups of people to blame, just decades of an inadequate plan without a vision for the future. I've heard rumors of discussions about land swaps moving the fair away from the fairgrounds to be replaced with commercial, retail, etc., which is an unacceptable solution benefitting few and a colossal loss for the public. Then I heard about Pacific Sports Group making a proposal to the board for a complete renovation of the property. This immediately caught my attention so I did some investigation, spoke to a number of people involved in and with Pacific Sports Group and the more I learned the better I felt about a plan to catapult the fairgrounds into a state of the art & fully functional year-round event and convention center, as well as provide the revenue the board requires to improve and maintain the property and never again be undercapitalized. Observing the Oct 25th Pacific Sports Group presentation online I noticed: 1. Multiple directors suggested the need for a fairgrounds assessment before considering the proposal. Is not assessing the fairgrounds at least a semi-annual duty and part of the boards job description that has been performed over the years? 2. I sensed the board may be concerned the proposal would cause them to lose control. I personally asked PSG that same question and was informed the board would not lose control, however, no such questions were asked in the presentation, only statements amid the boards interpretations of Pacific Sports Group were made. The board may need additional time to fully review the proposal. Being dedicated to the preservation of my great grandfather's gift, I am open-minded and enthusiastic about Pacific Sports Group's proposal. It will require collaboration between PSG and the board. I would hope the board re-thinks it's position about this dynamic proposal."

V. Presentations - None

VI. Approval of Minutes

A. September 27th, 2022 Board Meeting

Director Cuevas joined the meeting.

MOTION: To approve the September 27th, 2022 Board Meeting minutes.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Bradbury (Motion)	X		
Director Cornejo (Second)	X		
Director Cuevas	X		
Director Long	X		
Director Morgan-Carter	X		
President Lacayo	X		

B. October 25th, 2022 Board Meeting

MOTION: To approve the October 25th, 2022 Board Meeting minutes.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Bradbury	X		
Director Cornejo			X
Director Cuevas			X
Director Long (Second)	X		
Director Morgan-Carter (Motion)	X		
President Lacayo	X		

Director Cornejo abstained because she did not attend the meeting and Director Cuevas abstained because she was not able to be present for most of the meeting.

VII. Financial Report – Cristian Yepez

A. Financials ending October 31st, 2022

Mr. Yepez reviewed the financials.

CEO Rianda asked Mr. Yepez to explain the \$1.8 million net outlay and why it occurred.

Mr. Yepez explained that it occurred because staff sent out auction checks. We received the revenues in August and then checks were sent out in October.

Director Cuevas asked where the funds were allocated to in the budget for the payment that was made by PSG for the work done by staff in order to make the presentation.

Mr. Yepez stated that it was posted to miscellaneous revenue non-fair which is part of the general operating fund.

Director Cuevas asked if there were stipulations around how those funds were to be allocated or where the funds were going or what they were to be used for.

Director Cornejo stated it was a signed contract which can be looked up for the terms of what those funds were for, but it was largely to cover the staff time that was necessary to interact with Pacific Sports Group.

Director Cuevas asked that a copy of that contract be put in the Board's January board packet.

Director Morgan-Carter stated that she needs some context for this payment and asked that this gets put on the agenda for January's Board Meeting.

President Lacayo stated that it will be put on the January agenda for a full discussion.

Director Bradbury offered a quick explanation since he and Vice President Lopez were involved at that stage and they were concerned about staff time which Director Cornejo mentioned and so they arrived at an arbitrary figure of \$25,000 to cover those kinds of incidentals in assisting the company to prepare its proposal.

VIII. Old Business

A. Discussion and possible action regarding disposal of goods policy.

CEO Rianda explained that the ability to have the fairs create their own policy regarding the disposal of goods was granted to us years ago. She did not find one in place when she searched so she took a sample of one that has already been done and approved by another fair and is proposing to make it the Ventura County Fairgrounds policy. This is to give staff the ability to clean out the backside of the Morgan Arena and throughout the maintenance shop. The proposed policy would allow for staff to do that with any goods with an estimated value of less than \$500 without board approval. Anything over that would require board approval and a list would be brought to the board for approval.

MOTION: To approve the disposal of goods policy as presented.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Bradbury (Motion)	X		
Director Cornejo	X		
Director Cuevas	X		
Director Long (Second)	X		
Director Morgan-Carter	X		
President Lacayo	X		

IX. New Business

A. Annual Appointments by the Board

1. Secretary/Treasurer-Manager

MOTION: To approve CEO Rianda as the Secretary/Treasurer-Manager of the Ventura County Fairgrounds.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Bradbury	X		
Director Cornejo	X		
Director Cuevas (Motion)	X		
Director Long (Second)	X		
Director Morgan-Carter	X		
President Lacayo	X		

B. Secretary/Treasurer-Manager Annual Delegation of Authority

The (Secretary/Treasurer-Manager) Chief Executive Officer, Stacy Rianda, is authorized to execute Rental Agreements up to \$75,000.00, Standard 2 Agreements up to \$75,000.00 and Grandstand Contracts up to \$150,000.00 without further authorization from the Board of Directors.

MOTION: To approve the (Secretary/Treasurer-Manager) Chief Executive Officer, Stacy Rianda, to authorize the execution of Rental Agreements up to \$75,000.00, Standard 2 Agreements up to \$75,000.00 and Grandstand Contracts up to \$150,000.00 without further authorization from the Board of Directors.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Bradbury (Motion)	X		
Director Cornejo	X		
Director Cuevas (Second)	X		
Director Long	X		
Director Morgan-Carter	X		
President Lacayo	X		

C. Discussion and possible action regarding 2023 fee schedule.

CEO Rianda explained that we will start with the commercial and concessions department, which is Ms. Johnson's department, and she will briefly explain the process and how she arrived at the proposed prices.

Ms. Johnson explained that they researched like-size fairs and other events that have multiple days and looked at the commercial vendors and concessionaires for each one.

CEO Rianda stated that it turned out our prices were a bit below where other like-size fairs were and that is how they came to the proposed pricing for the spaces for commercial exhibits. There are no proposed changes for concessions. There is a camping fee change because it is time to make a change with what they are getting. Also, the box seats were very inexpensive; the price per day was cheaper than a single day admission ticket and they are also receiving concert and rodeo tickets. The rodeo is currently free and we are proposing a minimal \$10 reserved seat charge for all rodeo performances. There were issues with lines and people waiting and not being able to even get it. Also, those people that are standing in line are not able to spend time at the Fair.

Director Long stated he thinks taking the first page of proposed changes would be good and that the proposed changes make a lot of sense and we need to do something. He likes the idea of charging for the rodeo and the proposed fee is not too expensive and agrees that it is a waste of time for people to be standing around and getting upset.

President Lacayo commented that the box seats have a lot of perks and we are giving away a lot of potential revenue.

Director Cornejo stated that she is in favor of taking the first page of proposed changes. She believes these numbers weren't just pulled out of the air but based on a study and staff time doing comparisons. She thinks the prices are reasonable and agrees with everyone's comments about the rodeo because we want everyone happy.

Director Cornejo wanted to get clarification on the reserved seating for the rodeo. If someone leaves can they come back in.

CEO Rianda stated that details on the reserved seating for the rodeo can be worked out at a later time.

Director Long stated that it will be a change for everyone that goes to the rodeo and he supports the increase, but thought that there might be a way to give out a few tickets to give the chance to a few families to come in by winning or entering something.

Director Cuevas stated that she likes that idea because there are families that can't afford it and she hears that people already have to pay for parking, entry, food and it is already an expensive outing for a family. She thinks if there is some type of opportunity to win their way through that would be good.

President Lacayo stated that she is hearing that everyone pretty much supports the increases and that there are a few details to work out. Director Cornejo had made a motion so she called for a second and vote.

MOTION: To approve the first page of the 2023 fee schedule as presented and have staff continue to work out the details and include exploration of promotional entries as they see fit within the budget.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Bradbury	X		
Director Cornejo (Motion)	X		
Director Cuevas	X		
Director Long (Second)	X		
Director Morgan-Carter	X		
President Lacayo	X		

CEO Rianda explained that Mr. Amelio did similar research to Ms. Johnson and will let him explain how he came to the proposed changes.

Mr. Amelio explained that he looked around to see what other places were charging around us and this year his is proposing a modest increase across the board to all of the rentals. The buildings will get a \$100-\$200 increase and he adjusted the equipment rental, with the help of maintenance staff, to get that more in line of where it should be. The proposed pricing is still under what local rates will support but he thinks we should spend this year focusing on re-establishing more of the rental packages that we used to have previously, but he doesn't want to go into that unprepared. Therefore, a modest increase this year and looking ahead at the 2024 pay schedule is the move at this time.

Vice President Lopez joined the meeting.

CEO Rianda added that we are proposing increases to the beachlot daily parking as well as the beachlot annual pass. They were not on any of the proposed fee schedules but it

is being proposed to increase the daily beachlot fee from \$4 to \$10, to bring us in line with the State Beach parking fee which is right down the street from us, and the annual beach permits, which are good for a whole year, from \$125 to \$200.

Director Long stated that these are all reasonable requests and in line with what we are doing. Nobody wants to raise prices, but we have to be in-line with what it costs us to maintain and do what we need to do. He thinks everything sounds good on both pages and he made a motion to approve.

MOTION: To approve the second page of the 2023 fee schedule as presented with the addition of increasing the beachlot daily passes to \$10 and the annual beach permits to \$200.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Bradbury	X		
Director Cornejo	X		
Director Cuevas	X		
Director Long (Motion)	X		
Director Morgan-Carter (Second)	X		
Vice President Lopez	X		
President Lacayo	X		

X. Board Correspondence

- A. Memo from Mike Francesconi at California Dept. of Food and Agriculture, Fairs & Expositions: Fairground and Community Resilience Centers Funding
- B. Memo from Mike Francesconi at California Dept. of Food and Agriculture, Fairs & Expositions: Fiscal Year 2022/2023 Fair Training Reimbursements
- C. Memo from Mike Francesconi at California Dept. of Food and Agriculture, Fairs & Expositions: State Rules Advisory Committee Applications
- D. Memo from Mike Francesconi at California Dept. of Food and Agriculture, Fairs & Expositions: Proposition 12 Update

CEO Rianda went through and explained each piece of board correspondence.

XI. Consent Agenda: Items hereunder on the Consent Agenda are considered routine, not requiring separate discussion and will be enacted in one motion. Individual items A, 1-2, are approved by the vote that approves the Consent Agenda, unless an item is pulled for separate consideration.

- A. Agreements
 - 1. Standard Agreements
 - 2. Rental Agreements – Interim

MOTION: To approve the consent list with items A, 1-2.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Bradbury	X		
Director Cornejo (Second)	X		
Director Cuevas	X		
Director Long	X		
Director Morgan-Carter	X		
Vice President Lopez (Motion)	X		
President Lacayo	X		

XII. CEO Report

- She had a meeting with Meredith Hart, from the Economic Development Committee, Cary Glenn, who is a management analyst with the City of Ventura, and Akbar Alikhan, Acting City Manager to meet and discuss the fairgrounds' needs and see the different ways we can possibly work together and build those relationships with our community partners. They are really supportive and have already made further connections for her beyond that meeting.
- She had a meeting with Chris Cutter and Bryan Davis from Point Broadcasting to talk about possible partnerships that we can do with the radio station and how they can promote what we are doing here beyond what they are doing already. Their radio station, KVTB, is the station she is doing the monthly updates on.
- She had a meeting with Sheldon Brown from the Breeze. He wanted to come by and meet her and talk about his publication and what they can do for us. He also provided some public relation companies that we can send our RFP to because we lost James Lockwood who was handling all of our PR and marketing which she is currently doing.
- The Ventura County Cattleman's Association had their annual BBQ, which she was invited to, but could not find it so she emailed the lady who invited her and apologized for not making it.
- The Fall Manager's Conference was held in Sacramento over three days and it was a lot of doom and gloom coming from the State. It is getting harder and harder to do the job. Nonetheless, it is good information and networking with the other CEO's and staff from CDFA and F&E.
- She had a meeting with Mr. Reinwald, Manager for Oak View Group and our master concessionaire, regarding equipment and maintenance project funds. They have a fund that they keep in case there are any projects or repairs, they present them to us, a discussion takes place and then they move forward with those projects. They talked about an electrical panel out at their warehouse that is constantly shorting out. It has their refrigerator, computers, etc. so she approved them to get that replaced. They are also going to be doing a facelift to their concession stands out in the arena for the Raceway, rodeos and the concerts. They are very rough and that is something CEO Rianda requested that they do.
- She had a meeting with Diane McKay from Mustang Marketing. She heard we were going out with an RFP and wanted to meet CEO Rianda.
- Her and Mr. Amelio attended the Ventura Visitors and Convention Bureau board meeting and gave a presentation about the fairgrounds and what is coming up as well as all the

things we are doing here. Mr. Amelio did an excellent job and they also made connections there. One of the board members was talking about transit and moving college kids back and forth via bus and CEO Rianda thought we could do some advertising to them and special promotions for them. Now she has a meeting with his boss early next month to talk about ways we can partner with the various transit opportunities in Ventura County.

- Mr. Leavitt, who does the layout for the carnival during the Fair, came and had some great ideas on how to improve the layout. When they did a walk-through Ms. Johnson, Mr. Lieberman and Mr. Howell joined them and discussed how to improve the flow from Kiddie Land through the Seabreeze Stage area and into the main carnival. We can incorporate sponsors and food stands into that space since it is an independent carnival. Staff was very energized and excited to make changes and improve the way that we do business.
- Kathie Moore and Sharon Ferro were hot on the trail to find the deed to the fairgrounds, which they did, and brought it in to share with CEO Rianda.
- The General Plan Advisory Committee had a zoom meeting which she missed because it was on the wrong day and asked Director Long to comment if he was at that meeting. Director Long stated he was not at the meeting but saw that the new survey was out and they did mention the fairgrounds a few times in a positive manner.
- She had a meeting with Armenn Zennidijian, who is renting the Derby Club from us. He is interested in bringing the 805 Flea Market to us. It would be one weekend a month and it would be 80% food, live music and commercial vendors which would be another good event. They toured the facilities, were very interested and are all onboard for it. Mr. Amelio is going to be working on numbers for them so they know what they would be looking at as far as rent.
- The Visit Ventura group had a meet and greet for her at Topa Topa Brewery where they invited a bunch of City and County movers and shakers to meet her and get to know her. When she met with Ms. Auster earlier she asked what do you want out of this which she explained she wanted more of a brainstorming session because there are so many people who have wanted to work with the fairgrounds and have ideas which she would like to hear. From that meeting she made more connections, one of them being the County Arts and Culture group to talk about how to get arts more involved at the fairgrounds.
- There was a beachlot meeting with her, Mr. Amelio and Mr. Espitia because we are getting a lot of comments about what time the lot opens, why we allow campers to be there, etc. so she wanted to get on the same page and correct some of the issues. Mr. Amelio has gotten the signage approved by Sacramento as well as the CHP so we are going to have those made and put out in the lot.
- The PSPS construction has started. There has been some contractors on grounds and have been placing equipment down at the far ends of the barns. Just as a reminder, PSPS is the installation of the emergency backup generators that are going at the far end of the livestock pavilion that will be used in the event of an emergency to power our restroom, maintenance shop and the livestock barn. This is the program through California Construction Authority and we will be moving forward through the end of December.
- Mr. Gomez's last day was November 15th. He has moved up to Tehachapi and will be doing welding. It was a bittersweet goodbye. In the meantime, Cowboy Jim is back. She sat down with him and went over a list of projects she wants him to tackle which he has immediately started doing. Some of the maintenance projects he is doing with staff are improvements to the beach lot. They are restriping the lines, repainting the curbs, signs are being replaced, etc. He is cleaning out the maintenance shop and getting that

organized. He is finding a lot of materials that we are able to use throughout the grounds. He is going through and seeing what equipment we can fix and what equipment we can't fix and getting pricing on what it would cost to fix. She approved the purchase of batteries for the golf carts so staff has those to use instead of their own vehicles. He is repairing the entrance on the side to the San Miguel building because it has dry rot, there is no paint on it, leaves were in the gutters so he is removing that and getting materials to repair that. He is adjusting the work schedules for the maintenance staff. He is getting lighting estimates to change out to LED which is more cost efficient. We are doing morning clean-ups and there has been good feedback on that. We are also getting a price to replace the shade cloth that starts at the office and goes down to the McBride Building.

- She had a meeting with Mr. Giammanco with the California Beer Festival to talk about 2023 and beyond. His contract with us for Surfer's Point Live does go through the end of December 2023 but he is interested in another three years with us so that is something being discussed. It has been great exposure for him, he has been a great partner and he has been driving additional rental inquiries to us because they are seeing what can be done.
- The budget is underway and Mr. Yopez has sent it out to all the various departments and they are submitting requests back. She is waiting on a wish list from maintenance, which she is expecting to be very long. The goal is to have the budget done by the end of the year.
- There were a couple break-ins. One in the conference room and one in the storage room across the way but nothing was taken, the door was just knocked in which had to be replaced.
- The alarm system has been installed in the main office. When they were installing that she asked if there was a way to tie those two out-buildings to the main office, which there is, so that will be looked at as well.
- She met with Mr. Giammanco as well as Mr. Clerici with Downtown Ventura partners to discuss homeless solutions. Mr. Clerici is the one behind all the great things that happen downtown and is open to working with us. She was telling him about our homeless situation and the issues we have been having and that day he came back with his group of ambassadors who work the whole downtown area and they have been making their rounds. They have been meeting with the homeless people or anyone that is around and explain the different types of services available to them or get them relocated or whatever needs to happen. It has made a tremendous difference since they have been making their rounds.
- She emailed out the entertainment to date and it was discussed.

Director Bradbury stated that there was the expressed interest about purchasing the fairgrounds, and he thinks he speaks for the rest of the board, to say a resounding no to that and make sure they understand the fairgrounds is not for sale.

She also brought to CEO Rianda's attention the 2019 survey that the board commissioned. She suggested CEO Rianda review it with the ad hoc committee in detail to see what the wills and desires of the community are. She would also like on the January agenda an update on the final cost of the CEO move and what was done to the unit she moved into on the fairgrounds and if everything is done. Lastly, there used to be city council presentations and when she first came on the board, they were very active with inviting members of each and every county of the cities. She feels that they need to

make a commitment to start that up again and announce the Fair to all the cities in our county prior to Fair.

XIII. President's Comments

- She wished everyone a Happy Thanksgiving and happy holidays since they are dark in December.

XIV. Director's Comments

Director Bradbury

- Thanked CEO Rianda for doing a great job; she hit the ground running which is something that the fairgrounds needed.
- Wished everyone happy holidays: Merry Christmas, Happy New Year and happy turkey day.
- He stated it was an honor to serve with everyone on the board and thanked them.

Director Cornejo

- She wasn't here last month so she wasn't able to report that she did get to participate as a vendor in the Highland Games. They did lose a lot of vendors through the pandemic, but it was an amazing event and she enjoyed participating and being a part of it. She is anxious to see that as an ongoing event if they wish.
- She noted that there are no elections this year since there are two-year terms which she explained that it is a pleasure not to have to do those this year and it is nice to have continuity. She did ask President Lacayo if the committees could be re-looked at by January and see what works best under the structure with the new manager.
- She thanked CEO Rianda for getting out there, meeting everyone she can and being very open with communications with the county and community. She thinks it is a great thing she lives on grounds but as Director Cornejo understands it, she is walking the grounds everyday anyways so that is why she has a good eye for the big and small things that need to be improved on the grounds. She knows she has the eye for beautification of the grounds and she appreciates what she is putting into place.
- Wished the board, friends and community a Happy Thanksgiving.

President Lacayo confirmed that she will come forward with the new committee structure. She might email them out prior to that. The first order of business is going through the policy manual. She has a couple procedural things she would like to discuss with Sacramento about, but the board will be hearing more about it soon.

Director Lopez

- Wished everyone a happy holiday.

Director Morgan-Carter

- Thanked CEO Rianda for the proactiveness and research. This is how she approaches things when there are discussions about long term items. She wanted to reiterate, and this is for the public as well, that before the board makes any major commitments to anything they need the information first. At the last meeting she said they needed a comprehensive assessment of the needs of our fairgrounds before we make any decisions about any future investments and/or agreements.

- She stated that the committees have not been meeting and she wanted to put a particular plug in for marketing. Since we do not have a PR Director, she thinks it might be imperative that the Marketing Committee have some more involvement in offering assistance to the CEO. She has a strong background in marketing and public relations, so she wants to put that out there to the chair.
- Due to the fact she had to leave the last meeting early, she didn't get a chance to mention that she went to the CDFA training back in October. There were three things, which can be put on future agenda items, but there were some questions about our website being ADA compliant so that was one of them. At the training they mentioned records retention and that there would be more oversight with that. Lastly, email accounts for directors. These are part future agenda and part under the CEO that will need to come back for discussion.
- She mentioned that she discussed the 2019 survey with the CEO already and expressed that that needed to be reviewed as part of her overall assessment of the Fair.
- She wished everyone a Happy Thanksgiving and holiday season.

Director Cuevas

- She is in favor of reviewing the marketing report again.
- She would like an update on the rental for CEO Rianda's place.
- She would like the City Council presentations reinstated.
- She is interested in knowing about when the board will know their committee and/or board assignments.

Director Long

- He was glad Director Morgan-Carter got a lot out of the CDFA training. He wished he was able to go because it is always good to have a refresher.
- He is really happy with all the work that CEO Rianda is doing and making new connections.
- He hopes they can find more funding so that CEO Rianda can get more done because everyone knows that the fairgrounds needs a lot of work. He is doing some things to help try and find funding as well. He wondered if the barns and Morgan Arena could be a catalyst that is used to try and get more funding to fix up to be a class A place to have events for horses and generate revenue.
- Wished everyone happy holidays, a great Thanksgiving and good times with family and friends.

XV. Future Agenda Items

1. PSG payment and contract
2. Update on final cost of CEO move and fairground's rental property improvements
3. ADA compliant website
4. Records retention oversight
5. Email accounts

XVI. Adjourn

The meeting was adjourned at 10:37 a.m.

Submitted by: Heidi Ortiz
Heidi Ortiz, Executive Secretary

Approved by: Stacy Rianda
Stacy Rianda, CEO Ventura Fairgrounds

Approved by: Leah Lacayo
Leah Lacayo, Board President