

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, March 28th, 2023 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 9:00 a.m. and called to order by President Lacayo.

Directors present: President, Leah Lacayo, Michael Bradbury, Leslie Cornejo, M. Cecilia Cuevas and Daniel Long.

Absent: Shanté Morgan-Carter.

Staff present: Stacy Rianda, CEO, Jason Amelio, Sales Manager, Madalyn Johnson, Concessions Manager, Cristian Yepez, Accounting Dept., Shannon Patrick, Exhibits Supervisor, Megan Hook, PR & Marketing Firm and Heidi Ortiz, Executive Secretary.

Guests Present: Sarah Pelle, Fairs & Expositions, Haig Baghdassarian, Chief Counsel with CDFA, Brandi Gragg, Staff Counsel with CDFA, Peter Sheydayi, City of Ventura, Cody Stults, City of Ventura, Dave Lowenstein, Penny Boehm, Pat Ogden, Tony Mireles, Phil Ranger, Tom Kissen, Betsy Chess, Alex Local 585, Meredith Hart, Kris Kornder, Guillermo Ceja Liuna, Sheri Clawson and Julie Solomonson.

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)

The following individuals introduced themselves:

Meredith Hart - Economic Development Department with the City of Ventura

Haig Baghdassarian – Chief Counsel with CDFA

Brandi Gragg – Staff Counsel with CDFA

Staff for the Fairgrounds introduced themselves.

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.

There were no public comments.

V. Closed Session: (Adjourn into Closed Session) The Board is authorized to meet in Closed Session for considering:

A. Pending Litigation (Gov. Code 11126(e)(2))

The board adjourned into closed session at 9:10 a.m.

The board reconvened at 9:52 a.m. and President Lacayo stated that there was no action that transpired.

VI Presentation

City of Ventura – Surfers Point Phase II

Peter Sheydayi, Assistant Public Works Director/City Engineer, stated that this would be a discussion of Phase II of the Surfers Pont project.

Cody Stults, Project Manager for the City of Ventura, conducted a power point presentation of the Surfers Point Phase II project. It provided a general overview which included historical damage, proposed improvements, project site plan, project cost and timeline.

Director Cornejo commented on how well the fairgrounds and the City of Ventura are working together in order to protect this jewel. Being on the Ad Hoc Committee she explained that there has been good communication and any changes will be brought back to the board for approval. She appreciates all the work that has been done and thanked everyone involved.

With the presentation, it was stated that the lighting fixtures being proposed might not be within the budget, so Director Cuevas asked what the cost would be because the fairgrounds has a fundraising arm or could do outreach to raise money to cover those costs.

Mr. Stults stated that the grant application that was submitted should cover the lighting fixtures so he doesn't see that it would be a problem but would reach out if it is an issue.

Mr. Sheydayi stated that they will know more when they bid this out. They are hoping the State Conservancy will fully fund the project as they suggested they would do. The Governor is looking to make cuts, but it is not clear how much it would affect the project. He explained that a letter from the Fair board supporting the project would be helpful.

VII. Approval of Minutes

A. January 24th, 2023 Board Meeting

Director Cuevas stated she has a correction and asked to change President Lacayo's statement regarding the Operation Committee meeting several times in 2022 because she believed that to be incorrect.

Director Cornejo stated that the minutes reflect what was stated. She suggested striking the second sentence and bringing any additional discussion regarding when the Operations Committee did or did not meet to another meeting.

MOTION: To approve the January 24th, 2023 Board Meeting minutes with the deletion of the second sentence of President Lacayo's statement on page 3.

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		
President Lacayo	X		

B. February 28th, 2023 Board Meeting

MOTION: To approve the February 28th, 2023 Board Meeting minutes.

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

VIII. Financial Report – Cristian Yepez

A. Financials ending February 28, 2023

Mr. Yepez reviewed the financials.

B. Discussion and approval to transfer funds from savings to LAIF.

Mr. Yepez explained that staff recommends transferring \$300,000 from the Mission Bank savings account to LAIF, Local Agency Investment Fund, because the interest rate is 2.07% compared to 0.05%, which is what we are getting currently.

CEO Rianda stated that this was addressed with Director Cornejo, who is Budget Committee Chair, and agreed with this recommendation.

MOTION: To approve transferring \$300,000 from the Mission Bank savings to LAIF.

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		
President Lacayo	X		

IV. Old Business

A. Security Report of the theft reported on the Fairgrounds during the 2022 Fair

CEO Rianda explained that four people were arrested for the theft during the Fair. It is still an ongoing investigation, so there is nothing more to report at this time. She appreciates the CHP for all their work on solving this.

B. PSG presentation 2/22/23 – Discussion and contractual requirement to respond/possible action

President Lacayo stated that PSG has done their presentation and the board needed to respond that they have received the proposal and fulfilled its obligation of the contract. She asked if the board had any further discussion.

There was a brief discussion about whether a vote was needed again. It was decided that it would be good to vote again since their presentation took place last month.

MOTION: To approve rejecting the Pacific Sports Group proposal.

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		
President Lacayo	X		

X. New Business - None

XI. Board Correspondence

A. Correspondence regarding Pacific Sports Group's Proposal

XII. 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 (Second)	X		
Director Cornejo	X		
Director Cuevas (Motion)	X		
Director Long	X		
President Lacayo	X		

XIII. CEO Report

- The maintenance department is continuing to clean up the grounds. We hired an electrician, who we used during Fair last year, to go through and fix all the electrical.
- We are continuing to hire for maintenance and we also just hired a front office assistant, which was a former JFB member, livestock exhibitor and has worked with us before.
- New pumps had to be purchased because the old ones were unrepairable.
- Maintenance has been building planter boxes made out of recycled wood that we have on the fairgrounds and we are able to move them around for events.
- We have been voted Best Event Venue for 2022 in the VC Star.
- She has been researching and getting information on what other Fairs have been doing as far as going cashless, more specifically Del Mar and Minnesota State Fair because they are doing a cashless carnival. They are using the company Sapphire so it will be good to see how it goes for them and we will see about implementing that next year. She just signed a contract with Park Hub for parking that will be cashless as well.
- She has an upcoming call to discuss the FEMA reimbursement for the equipment that was damaged by the recent rainstorms.
- She participated in the Southern California Fairs Area Meeting and received updates on various items.
- She had a meeting with Katie Convoy who is a fundraiser and will be attending the Foundation Meeting coming up to present some of her ideas.
- Congratulated Director Morgan-Carter on her opinion letter that was published in the VC Reporter.
- There was rain damage in the arena and the turn 3 wall had collapsed, so Mr. Naylor will be working on rebuilding that.
- She had a meeting with the manager of the Amanzi Hotel to discuss if they would be able to partner with us. He offered two free rooms and the rest would be at full price.
- She met with Christie Weir who will be a good resource moving forward because of all the connections she has in the community.
- She had a meeting with Ron Bowman with the Wood Claeysens Foundation who is interested in putting additional money into the horse department. They are putting together a priority list and will send that over.
- There was a Surfers Point Ad Hoc Meeting and thanked Director Bradbury and Director Cornejo for all their work and participation.
- She had a meeting with the Surfliner to discuss possible advertising opportunities which she is also working with Ms. Hook on.
- She has been scoring more bids with Ms. Ortiz.
- She met with Scott Spencer who has involvement in the movie industry and discussed possibly advertising the facility to bring in more movies. He is going to connect her with someone he knows that could help.
- DGS hosted a walk-through for the Santa Cruz roof replacement project with potential bidders. That project is scheduled to start August 16th if everything goes to plan.
- She had a meeting with Patty Braga, who is with the Leadership Academy, and she is requesting admission tickets for 70 adults and 70 children which they would raffle off to help support the program. She explained there is no policy in place regarding ticket donations so that is something she would like addressed with the Policy Manual Ad Hoc Committee.
- She attended the VVCB event planner meeting.
- She attended the air show at Point Mugu where she met the gentleman who is proposing to have an air show at the Fairgrounds next year over Veterans Day Weekend and talked

with him more. It was her first air show so she was able to see more of what the show would entail.

- She met with the Ventura County Museum and the County of Ventura who reached out and asked for our participation in the 150th anniversary of the County. There were many ideas reviewed and ways that we can work with them.
- There is a stakeholders webinar that will cover more details of the 150th Anniversary. Ms. Ortiz will represent because the Operations Meeting is at the same time.
- We had a shredding event in which we followed the CDFA destruction of records and were able to get rid of a lot of old documents.
- She explained that Director Cuevas asked about background checks and has looked into different services and is going through to see what the best fit for us would be. She has done Megan's Law at Fresno, so at the least we will run people through that system.

CEO Rianda turned it over to staff to give their reports.

Madalyn Johnson, Commercial and Food Vendor Manager

- She is continuing to accept and process vendor applications.
- The Health Department requires a master list of all the vendors, so she is working with them on that.
- The California Tax and Food Administration is also requiring a report that needs to be submitted right before the Fair so she is also working with them on that.
- She addressed some healthy food options and explained that she has booked three local artisans: a painter, potter and fabric.
- Her and some other staff will be hosting a booth at the Spring Wine Walk this Saturday, April 1st.

Shannon Patrick, Exhibits Supervisor

- She has had most of her one-on-one Superintendent Meetings which have all been really productive and will finish those this week.
- She is continuing to work on finishing up the entry guides and sending the updates for the website.
- She will be starting contracts soon.

Heidi Ortiz, Executive Secretary

- There have been five bids sent out, scored and awarded since January. We did have one protest for the ground sound and lights and we should hear something soon. The company protesting didn't have an issue with the bidding or scoring process, it was with the company awarded the bid.
- She completed February retirement where we had 17 employees in PERS for a total of \$23,001.53.
- She took in four brick orders and encouraged everyone to continue spreading the word and promoting the program.
- She continues to work on contracts for grounds, grandstand and services that have been awarded.
- She is working with Ms. Johnson and Mr. Amelio on completing the Possessory Interest Report for the County Assessor's Office which is due this Thursday.
- She confirmed that we have eight park and ride lots for the Fair this year: Ventura High School, DeAnza Middle School, Government Center, Pacific View Mall, State Beach, Community Park, old Oxnard High School and College Park in Oxnard. She is

continuing to work on agreements and ironing out all the details. We are still trying to find a lot close to the fairgrounds that we can use for employees, vendors and volunteers.

Megan Hook, PR & Marketing

- She will be launching the youth poster contest which will run through April 28th. She is reaching out to 75 media contacts, school districts and organizations.
- She will be starting a new initiative called VC Fair Friends at the Spring Wine Walk this Saturday and it will go public shortly after.
- They have someone auditing the website because there are so many pages and old information that needs to be updated.
- There are all new social media accounts except Facebook and they are under VCFairgrounds. She encouraged everyone to follow and spread the word. There will be year-round content promoting all the events that we have, not just the Fair.
- She is excited and looking forward to the Marketing Committee Meeting next week to be able to start collaborating and come up with a plan.

Jason Amelio, Sales Manager

- He explained that his report will cover last month.
- There were a lot of events that were cancelled due to the rain including the Swap Meet, Auto Cross and two Surf Competitions. Raceway was also unable to launch their season.
- We did have some strong events like the Gem and Mineral Show, which had a good turnout, and the return of Brew Ha Ha Production's Punk in the Park.
- We had a successful launch of the 805 Night Market and they will be returning later this year.
- In rental revenue we took in \$56,310 and in parking and camping we took in \$56,050.
- In April there will be a couple of return events that include the Crab Fest, Skull and Roses and hopefully the launch of Raceway.
- There will be some cool announcements coming soon!

XIV. President's Comments

- Thanked everyone for their reports and all their hard work. She is looking forward to everything that is coming.

XV. Director's Comments

Director Cornejo

- She stated that thanks to Ms. Hook's report she is now following the Fair on Instagram.
- She is continuing to work on the policies and procedures with the help of CEO Rianda, who is gathering policies from other Fairs, but will need to bump up bringing the changes to the board to May because it is a lot more information to go through.
- She is very pleased to see all the new things taking place and being worked on.
- She stated that due to the public hearing it brought light to all the needs of the fairgrounds and thinks it will help with fundraising and support.

Director Long

- He attended the 805 Night Market and while it wasn't what he thought, it was a good event and well attended.
- He explained there was a Marketing Meeting scheduled for April 6th and a Livestock Meeting scheduled for April 3rd and the location was to be determined.

- He is excited to see so many things going on and looking forward to this year for our fairgrounds.

Director Bradbury

- Thanked the staff for their reports and appreciates all their hard work. He stated that they are fortunate to have CEO Rianda here. He explained that he drives around the fairgrounds sometimes and it is good to see the grounds being cleaned up and things getting fixed.
- He asked about having in person meetings again which President Lacayo told him to refer to the meeting minutes from February 28th because that was discussed at that meeting.
- He stated it would be advantageous to do a team building seminar with the board. He wants to focus on strengths and build on their weaknesses.
- He thanked everyone and appreciates everyone's dedication.

Director Cuevas

- She wanted to follow up on her formal request for board training conducted by the State.

CEO Rianda explained that she has reached out to Mr. Southwick at F&E and as soon as she gets a response, she will let her know.

- She also asked for a comprehensive review of the facility assessment as Director Morgan-Carter asked for at the last meeting.

CEO Rianda stated that the facility assessment was done in December, and it is posted on our website and made part of the board packet. It will be part of what is discussed at the Operations Committee tomorrow so recommendations can be brought to the board at the April board meeting.

Director Cuevas apologized for missing the link. She explained that the rest of her items were future agenda items.

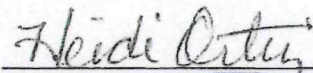
XVI. Future Agenda Items

1. Review the procedures on the development of RFIs and RFPs
2. Put a policy in place for collecting credit cards for auction from every bidder before Fair
3. Policy regarding seeking legal advice from the State
4. Set up a meeting with the Fair Board and the Foundation Board
5. Status report on board team building/retreat

XVII. Adjourn

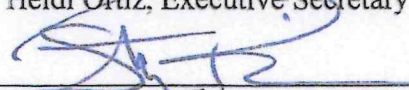
The meeting was adjourned at 11:35 a.m.

Submitted by:



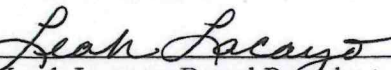
Heidi Ortiz, Executive Secretary

Approved by:



Stacy Rianda, CEO Ventura Fairgrounds

Approved by:



Leah Lacayo, Board President