

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, February 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 9:02 a.m. and called to order by President Lacayo.

Directors present: President, Leah Lacayo, 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., Shannon Patrick, Exhibits Supervisor and Megan Hook, PR & Marketing Firm.

Guests Present: Charles Southwick, Fairs & Expositions, Sarah Pelle, Fairs and Expositions, Cary Glenn, City of Ventura Economic Development Office, Kathie Moore, Bill Hickman and Sheri Clawson.

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

II. Pledge of Allegiance

Director Bradbury 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)

Charles Southwick with Fairs and Expositions introduced himself. CEO Rianda introduced the staff.

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. Approval of Minutes

A. January 24th, 2023 Board Meeting

President Lacayo stated that there is a correction. It was stated that Director Lopez's "expired term" and it should say "unexpired term."

Director Cuevas stated that she has corrections. Under Director's comments she would like it noted that it appears she had no Director's comments but she had asked to defer her Director's comments to make comments on future agenda items. She wanted it noted because she had been asking for those agenda items for a few meetings now and have not been placed on the agenda. So, listed under future agenda items is the consideration for meetings in person, the number two bullet corrected to security report of the theft reported on the fairgrounds during Fair (so not just a general security report its specifically to address the theft that occurred). Also, the invitation to the Fairgrounds Foundation, she did not request an invitation to be sent out, she requested that the board sets up a meeting with them. She did want an update on the X-Games and she also wanted a discussion on the appropriateness of the contract with PSG. She believes none of these items have been discussed and, from her understanding from personnel at CDFA, that if a board member makes a request for an agenda item that they are to be put on the agenda.

President Lacayo stated that Director Long made the suggestion to make the corrections and bring these minutes back to next month's meeting for approval.

MOTION: To make corrections to the January 24th, 2023 Board Meeting minutes and bring them back to the next Board Meeting.

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

B. February 22nd, 2023 Board Meeting (Informational Only)

Director Cuevas asked that these minutes accurately put in the information that was presented at that meeting. The entire two-hour meeting has questions and answers from directors as well as comments made by CDFA officials on different important points, which none of this was in the minutes. Given that this is the only set of minutes that will be available to the public on this public forum she believes that limiting the discussions that there were no conflicts of interest of any board members, which she believes is also incorrect, that the entire meeting was surmised with one line that the board had comments, discussions and answers.

President Lacayo stated that in the past we have opted to do "a general discussion was held at great length" otherwise it would be pages if every comment of every person who was trying to make a point was done in verbatim. Our policy states that we do highlights of the meeting, the highlights were presented in the minutes and the board has the handouts from PSG and she feels that should suffice.

Director Morgan-Carter stated that she agrees with Director Cuevas, and she is currently reviewing the policies, and there has been discussion on this in the past with how much, but she has never seen it so succinct. She understands that in terms of the public comments, and there is a notation by the people that spoke, however, there should be some acknowledgment or summation of what the board members had to say. She thinks the Ad Hoc committee needs to clarify this as the committee reviews the policies so that it is clear. It seems to be used differently depending on the agenda and the time.

Director Long thinks the public's yes or no was fine. It was a three hour meeting not a two hour meeting. He thinks possibly having the questions that were asked by the directors would be fine and to leave out the commentary. That is part of the problem that it was informational only, questions only and there wasn't a lot of commentary. He was fine with the way it was presented and doesn't feel it is appropriate to ask for everything to be typed out and put in.

Director Cornejo stated that she agrees the minutes should be approved as presented. This meeting was held under guidance by legal counsel and as soon as the board got into commentary it looked like discussion, which was not allowed legally, and therefore the board should only be showing the purpose of the meeting, the fact that the board received the information and asked questions for verification. If the board needed a discussion of any of the issues that came up that has to be done at a different time. She thinks that is all the board needs to do and legally should be doing to protect the board.

Director Cuevas asked for a comment from one of the CDFA representatives as to the appropriateness of succincting the entire presentation to one sentence. She feels it is the board's due diligence to the public that the board is looking at this project and how the project came to the board.

Ms. Pelle stated that it is a local decision as to how the minutes are done. It sounds like the board is abiding by its policy. She does concur that it was a presentation versus a board meeting, so it is much more succinct than full board meeting minutes. However, it is a board decision as to how the minutes are done, not something that they regulate up at her office.

Director Morgan-Carter stated that it's been said that it is addressed in the minutes and there is a question in the minutes on exactly how much brevity is allowed. For the record, she agrees that the board should have at least the questions because that is what the board was directed to do.

MOTION: To approve the February 22nd, 2023 Board Meeting minutes.

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

VI. Financial Report – Cristian Yepez

A. Financials ending January 31st, 2023

Mr. Yepez reviewed the financials.

B. 2022 Statement of Operations

Mr. Yepez conducted a power point presentation of the 2022 Statement of Operations.

Director Cuevas asked if the net operating profit from the Fair included the theft that occurred.

Mr. Yepez stated that yes it did take in account the theft that occurred.

Director Cuevas suggested that the net profit be updated with the full net profit the fairgrounds received and not take out the theft.

Director Cornejo stated that the board doesn't get to invent lines, it is reflected in the budget, this is a state form that is completed. However, it never hurts to discuss the reasons why.

CEO Rianda commented that the theft is identified under the operating expenditures, cash over under. It is listed in the STOP in that position.

Director Cuevas asked to add a footnote that the specific amount of a little over half a million dollars was not available to the fairgrounds due to a robbery.

There was a discussion regarding whether or not to put in a footnote regarding the robbery. President Lacayo concluded that it was already noted that it is reflected in the budget and it was agreed that the Fair made \$1.8 million after the loss.

C. Discussions and possible action regarding the 2023 budget

MOTION: To approve the 2023 budget as presented.

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		

VII. Old Business - None

VIII. New Business

A. Discussion and possible action regarding in-person meetings.

President Lacayo stated that the board has until July 1st, 2023 to actually have to meet in person for every meeting. There are several directors that have asked that we look at that. She asked CEO Rianda to give a report. She reminded the board that there is not

a designated board room to meet in. Also, the fairgrounds does not have the proper equipment for hybrid meetings, which the board should offer, so the equipment would have to be rented. Most of the buildings are being used for interim events which require set-up and take down.

CEO Rianda has been working on identifying a building that would be suitable for our board as well as the public to attend. The Callahan Building would be the best solution because it is rented the least and thinks it could accommodate everyone. It would cost approximately \$1,000 to purchase the equipment necessary to facilitate hybrid meetings. It is a work in progress but that is the direction we are moving in because as of July 1st the Executive Order expires and we will be at in-person meetings at that time with the option to zoom, as well.

Director Long stated he is fine with the zoom meetings until there is an ample place. He would like to see the board get back to where they used to be.

Director Morgan-Carter stated that she posed the question when reviewing the policies to clarify what the fairground's ability is to continue to meet.

CEO Rianda clarified that the Executive Order gives us the ability to do zoom meetings up until July 1st. It is up to the board to decide to go further or go to the hybrid method.

Director Morgan-Carter stated that it is not addressed in the policies and procedures. She asked if that would have to be amended.

CEO Rianda stated this was just discussion about whether or not to move to in-person meetings.

President Lacayo stated it is purely discussion only and nothing has to be voted on if the board continues what they are doing. The State always takes precedence and gives the board direction.

Director Morgan-Carter stated that she is talking about after the expiration of the state allowing the board to meet via zoom what the board will do post July. She was asking for clarification.

President Lacayo clarified that some directors asked to start in-person meetings now and we are not equipped to do so.

Director Cornejo stated that she thinks that public engagement is better live. She is hoping and wishing for live meetings as soon as the board can do it, but not interested if it is a technical issue and spending a lot of extra money to do that.

Director Cuevas stated that she concurs with Director Cornejo's comments completely.

Director Long concurred with Director Cornejo's comments as well. He feels that you should have one or the other because if you have a hybrid not as many people come out to the meetings. He feels it is important to get that in-person meeting face to face.

President Lacayo stated it was a good discussion and as soon as the board can the board will meet in-person.

Director Morgan-Carter stated that now it was clear to her what period was being discussed she agrees that the board should wait until the order is lifted. She did ask that prior to the expiration she would like a more formal report in terms of the expense and where staff is with doing in-person meetings.

B. Discussion and possible action regarding Fair promotional days.

CEO Rianda stated that we are continuing with the traditional promotions for the most part. On opening day of the Fair there will be no promotions, it will be a normal Fair day. Thursday, August 3rd will be Food Share Day, which is donate five cans of food and receive a buy one get one for that day only. Friday, August 4th will be Youth Day, all Fair visitors age twelve and under will be admitted free all day. Monday, August 7th is Ventura County Credit Union Day, where members of VCCU can purchase tickets at a \$4 discount until 5 p.m. that day. Tuesday, August 8th will be Seniors and Persons with Disabilities Day, where all fair visitors 65 years or better and disabled persons with one companion will be admitted free all day. Gates will open that day at 11 a.m. We did get some comments last year because we opened at 1 p.m. and the seniors would prefer to get in a couple hours earlier. Wednesday, August 9th will be Military Appreciation Day, where all Fair visitors presenting a current, valid military I.D. will be admitted for free all day. Thursday, August 10th will be our Dollar Day, which will also be our dark day with no entertainment in our grandstand on that day, same as last year, and admission to all Fair visitors is \$1 all day. The Pay One Price (POP) carnival wristbands will be good Thursday, August 3rd, Monday, August 7th, Tuesday, August 8th and Wednesday, August 9th until 7 p.m. only. Fair hours we are proposing weekdays 1 p.m. to 11 p.m. and weekends 12 p.m. to 11 p.m. except Tuesday, August 8th we will open at 11 a.m.

Director Cornejo seconded with a comment that staff will need to do a bit of advertising on opening day to make sure people are not arriving with expectations of the past, but she is in favor of that making a dollar day a lesser day to attract that. She said that is wise, but it will take some PR.

CEO Rianda stated that luckily we have an excellent PR team on board and they will get that message out effectively.

MOTION: To approve the Fair promotions as presented.

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

IX. Board Correspondence

- A. Memo from Mike Francesconi at California Department of Food & Agriculture, Fairs & Expositions: 2023 State Rules for California Fairs
- B. Correspondence regarding Pacific Sports Group's Proposal

X. 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	X		
Director Cuevas	X		
Director Long (Motion)	X		
Director Morgan-Carter (Second)	X		
President Lacayo	X		

XI. CEO Report

- There was a Foundation Meeting where they held elections and kept with the same slate of officers. There was a discussion and vote to add Armando Lopez as a member so they will reach out to him and see if he is interested. They did discuss potential projects including remodeling the grandstand. They also discussed selling naming rights to the Clark Pavilion and any other building. It was mentioned that staff would like to earmark the Foundation Hog money, which is approximately \$39,000, towards the bathroom remodel that is directly across from the auction building which they did approve. If there is any money left over, it would be used for items that the livestock department may need.
- She gave an update on the X-Games and explained that both sides are incentivized to make a decision as soon as possible. They are still crunching numbers and we hope to hear soon.
- California Fairs Services Authority came and did forklift and boom lift training for certain employees so they are certified to use our equipment.
- She has had several ticket meetings to learn the system, what it entails and what needs to be done on our end. Pre-sale will be starting soon.
- The Toland Group is on-board and off and running. Ms. Hook has been attending all of the staff meetings so she can stay apprised of what is happening in all of our departments. She has come with great ideas for making our website better.
- Larry Swartzlander, the Executive Director of CARF, came down and they did a walk through of the Derby Room and Players Club. She explained that Calypso, which is fantasy sports betting, would be available to anyone who has a satellite wagering facility and the tracks. The beta will take place at State Fair. They have signed a contract with

Global Tote, which will be handling the para-mutual side and we would be a part of that since we are members with CARF.

- There are new layouts for Seabreeze Plaza and Station Stage. She and Ms. Johnson have been working on measurements, redoing maps and opening things up to produce a better flow. The angle of the Station Stage will be shifted and hoping to get 805 to wrap the entertainment trailer as a sponsor. She is also working with a local trapeze show that would go right next to Station Stage. They would perform while the stage is dark and when there are performers the trapeze show would be dark, so there would be constant entertainment.
- We have two cell towers on the property and they are going to switch out the old telephone pole by the warm-up arena to a steel pole which will hold more weight. They will be replacing the light with LED lights. They are also going to switch out the palm tree cell tower as well.
- There was a Superintendent's Meeting which she will let Ms. Patrick touch on in her report.
- She did participate in the Farm Bureau PSG zoom. They wanted to discuss how the PSG potential project would affect our ag programming.
- She thanked Vice President Long for attending the Ventura City Council Meeting with her last night. She was asked to give an overview of what's happening at the Fair and to introduce herself.
- She had a meeting with Mr. Holt, who is interested in working with the Fair to reinvent the wine garden concept featuring local wines from Ventura County. The second time they met, Mr. Reinwald was included as the master concessionaire, because they talked about including it in the craft brew area. It was well received by Mr. Reinwald and Mr. Holt has a lot of good ideas.
- The website is getting beefed up to try and drive more traffic. We need a larger bandwidth so she is working with a company that handles that for us so we can handle what we are anticipating.
- The maintenance staff is continuing to clean out the shop and the fence line along the bike path. Due to the weather in January, there was a lot of extra clean-up and staff hasn't been able to do any painting projects so those are still on-going.
- Signage is being updated in the main parking lot as well as the beachlot.
- Staff had to buy a pump for the pump house because it isn't working and that is the most important one.
- She attended the FEMA briefing at the Sheriff's Department and there is funding available from the January storm damage which she will be applying for. She applied for a SAM number which is required for any funding from the federal government, so she is waiting for that so that she can submit all the paperwork to try and get reimbursed for some of the equipment damaged.
- She thanked President Lacayo for setting up the Ventura County Foundation zoom meeting. She is working on an executive summary she can give them so that we can potentially work on getting funding from them.
- The fire system in the Clark Pavilion was damaged from all of the rain in January. It has been repaired but that is one of the items she is going after reimbursement for. Because of the damage to that fire system, the fire marshal would not allow us to have the Valdivia dance in that building, so we had to pivot quickly and relocate them to the carnival lot.
- In the past we have had to go out to bid for various pieces of equipment, but our Interim Maintenance Supervisor, Jim, was able to get a sponsor and we are working on signing that deal with Ahern.

- All three buildings, the main office, sales office and accounting office are now alarmed and being monitored by Bay Alarm.
- Staff will be doing a booth at the Spring Wine Walk, similar to the one they did for the Winter Wine Walk, and pre-sale tickets will be available for purchase with a QR code. WOW passes, which will now be called season passes will also be available.
- She received the final CCA facility assessment report, which was done in December. There are some items that need immediate attention one of which is the grandstand in the Raceway. She is working with CCA to get a structural engineer out here to look at it and direct us as to what needs to be repaired so we can get it fixed as soon as possible. This report will be in the next board packet.
- Carnival applications have been sent out and many are coming in. Mr. Leavitt, who was the midway coordinator last year, is helping her out since this is her first time working with an independent midway.
- The City has hired Bill Fulton to do an economic development plan. They contacted CEO Rianda and asked her to participate on a zoom call and talk about what the fairgrounds thinks the City of Ventura needs as far as economic development. She was thankful for Director Cornejo and Vice President Long for participating in that discussion as well. With being new to Ventura, CEO Rianda felt she didn't have much to contribute but with Director Cornejo's local government background and Vice President Long's continued involvement with the City of Ventura it was very beneficial to have both of them on.

Ms. Glenn, with the City of Ventura's Economic Development Division which is part of the City Manager's Office, explained that they have been operating under an expired economic strategy. The last one was from 2013 to 2018. The last few years they have been gearing up to implement a new strategy and then COVID hit and the timing wasn't right to hire a consultant to work on a strategy when so many things were uncertain. Since then, they have restarted that process and put out an RFP and chose PFM, which is headed by Bill Fulton. He was a former councilmember and mayor with the City of Ventura, so that was a big deciding factor because he knows the community and stakeholders and can hit the grounds running in terms of collecting information, which is the stage they are in now. The goal is that this will be a community strategy which will work over the next five years.

- She explained that the theft during fairtime is still an active investigation and CHP is still working on it and there is nothing more to report.

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

Shannon Patrick

- There was a Superintendents Meeting where they reviewed dates and everything CEO Rianda mentioned previously. She will have one on one department meetings with all the Superintendents in the next few weeks.
- She is in the process of getting all the changes from the Superintendents so the entry guides can be updated and sent to be uploaded to the website. The goal is to have them up and running by April 1st or earlier if they are ready. Online entries won't be ready until June 5th for the still exhibits.
- Last year was the first year we had the volunteer round table event to recruit people and that will be taking place again in July and advertised early.

Madalyn Johnson, Commercial and Food Vendor Manager

- She is processing about 45 returning food concessionaires. There is a lot of interest this year and there are a lot of new applications. She is continuing to scour and recruit local artists, businesses, etc.
- She attended, with Ms. Ortiz, the Ventura County Environmental Health Temporary Food Facility training. It was four hours and she is now able to do the organizer permit. She is now certified and she has a follow up meeting with them on other things regarding the Fair.
- She is working on three different things for the Fair. One of them is a camel experience where there is education and a camel ride and they will also be bringing a zebra. She is also working with The Great American Petting Zoo and Entertainment Company to possibly expand and bring more animals. Lastly, the pony rides wants to come and expand.
- She is trying to go local as much as possible with commercial vendors. She has a very good start with filling the buildings and Ocean Lane which she fully expects to sell out and have a waiting list for.

Director Morgan-Carter stated that in the survey one of the things brought up was having healthy choices at the Fair and she wanted to know what has been done about that. Ms. Johnson stated that she had a couple vendors that will have healthier options and explained what they were. CEO Rianda also added that her and Ms. Johnson have talked about doing a food map that will show on the map all of the food stands, what they have for sale and will say if they are heart healthy, gluten free etc.

Megan Hook, PR & Marketing

- She is slowly getting access to some of the social media accounts which has been very difficult. She does have access to the Facebook account now and has started posting.
- There have been a lot of website updates and one big one is that there is a media center under the "About us" menu and it has press releases or any sort of news that we want to link.
- We are updating a lot of forms which can be done straight from the website and eliminate people from having to print a pdf, fill it out and send it back in.
- They are considering a redesign of the event page on the website. They want to make it more visual and inviting. The posts on social media will reflect that as well, very visual.
- The official press release naming The Toland Group as the PR and Marketing Agency of record finally went out to approximately 75 local media partners.
- For the directors, she is using the directors@venturacountyfair.org and explained that if the board has access to that they should see everything coming from her now because she is trying to make sure the board is in the loop just as much as the public. She can be reached at media@venturacountyfair.org. The media has been asked to go through her directly, even for the board, so she can relay a message or try and give a heads up or some sort of information before being approached by press.
- There was some press from the Town Hall Meeting last week and the VC Star posted something and the VC Reporter should have something soon. She has been monitoring and reviewing comments on social media to see what the audience or public feel is about it. She is keeping a record of all links and clippings.
- She attended the recent Superintendents meeting where she was able to meet them all and learn more about the departments. She also relayed ways that she can help market

and advertise their events and what they are showcasing so they get that in front of audiences way ahead of the Fair.

- They are also working on the QR code for the Spring Wine Walk and they will design posters around it. That will be for the single day admission and the season passes at last year's price. They may also do the July 4th Street Fair as well.
- They are working on the youth poster contest. They are taking a lot of what has been used and improving upon. The poster contest is generally for grades 5th through 12th so they are going to create a class for kids in kindergarten through 4th so they can do their own poster and be awarded for their participation. This will take place through the month of April.

Vice President Long stated that he is ready to go back to committees soon. He also asked about the directors' email address and if it was up and running.

CEO Rianda stated that it was up and running.

Director Cuevas commented on the board email address and encouraged staff to look at the program Word Cloud which consolidates the general topics that are coming into the board from the public.

Ms. Hook stated that she is familiar with that program, and it is her job for public relations to ensure that the board knows what is happening and what the public is talking about, so that makes sense.

Director Cuevas wanted to note that she is interested in knowing when the committees will be meeting.

CEO Rianda stated she has not had a committee meeting since she has been here so she has not missed anything.

President Lacayo stated that it is up to chair of those committees and if there is a reason to meet she is sure they will call a meeting.

Jason Amelio, Sales Manager

- His report will cover January 24th through this last weekend February 26th.
- Unfortunately, due to the weather, there were several events that were cancelled. The Wednesday Swap Meet was forced to cancel three times over that period and they will most likely cancel tomorrow as well. The Special Olympics, which was a first time event, also cancelled and we are hopeful to pick that back up.
- We had two surf competitions and an auto cross event that were postponed to later dates as well.
- We did have two returning events for the first time since COVID, the Chopperfest and the Great Train Show. Both returned with major attendance increases from their pre-pandemic days.
- We also had very strong events from both Jurassic Quest and Valdivia Marketing Group. As CEO Rianda mentioned, we did have to pivot to Lot C but it worked out well and they had a real strong crowd.
- We took in over \$83,314 in rental invoice revenue and \$75,260 in event parking revenue as well as \$84,000 in event camping revenue. This is up considerably from the same

period as last year. In 2021 we about \$46,000 in rental revenue and just over \$26,000 in parking and camping revenue, so overall it is about a \$93,000 increase from last year.

- In March, there are several returning events including Ventura Gem and Mineral Show, Brew Ha Ha Productions Punk in the Park, as well as the launch of the 2023 Ventura Raceway season. We also have our rescheduled dates for one of the surf competitions and Cal Club Autocross which is also a first time event. We also have two really cool new first time events coming up this month as well, both on the weekend of March 18th and 19th, the 805 Night Market and the Seaside Sports Collector Expo.
- We are continuing to work towards the upcoming events and spring is going to be a very busy time.

XII. President's Comments

- She is excited about everything that is coming up and commented that it is important for the directors to know everything that is going on.
- She commented that Ms. Hook is doing a good job and is happy to have her here and looking forward to getting to know her.
- She thanked everyone, especially staff for the meeting that was held on the 22nd. There were 500-600 people present and the public was heard. She also thanked her fellow directors for their participation.
- She looks forward to moving into Fair.

XIII. Director's Comments

Director Long

- Stated that CEO Rianda did a wonderful job addressing the City Council last night. He asked CEO Rianda if she could send the board the commentary on what "our plans" are because he really appreciated hearing that.

Director Cornejo

- She is really excited to see the energy of the staff and all the great reports that are coming out. She thinks we are on a great foot forward with a great team. She appreciates how much work has already been done and how much work is coming at everyone as we approach the Fair. She knows how hard everyone works and it is important for staff to know how much the board appreciates everyone.
- She was pleased to see community participation, regardless of what comes out of them, it is important for the board to be hearing them. She was thrilled to see the diversity and differences of opinions and comments made that the board may not have thought about. She really embraces public comment, even though meetings go long sometimes.
- She apologizes to staff and CDFA, but she is finally getting caught up on her exams. This weekend she spent doing the Maintaining a Respectful Work Environment and EEO Compliance, which took a lot longer than she thought to get through but it was important. She is getting to the other ones and hopes to be in full compliance soon.

Director Cuevas

- Thanked CEO Rianda and staff for the hard work that they have been doing and she is grateful that staff is here. Change is happening at the fairgrounds, a dramatic change, and she is very grateful for that because she has been asking for it for some time. She stated that CEO Rianda has been opening the opportunity for staff to take accountability and responsibility for their roles and have thanked them for their continued hard work and positive attitude in dealing with the struggles on the fairgrounds. She stated that

CEO Rianda is a breath of fresh air and provides excellent leadership for her staff, which they have already demonstrated a keen ability to work with her and work for her for the betterment of the grounds and public as well.

- She reminded the board that they are here to serve the public and not one another. The board is here to protect the fairgrounds and it is important that the board does that in their role as fiduciaries, ambassadors and appointed directors for the fairgrounds. With that, she made a formal request that the board take advantage of the free state trainings for board members. The board has talked about training for well over five years or some kind of retreat and all those efforts have not transpired for several years. Since there is free training by the state she thinks it is necessary, in the most recent of times the board has not followed its own procedures in the way that the board runs the fairgrounds and in the projects the board considers, so she asked that the state provide the training specifically for board members on how they are supposed to go out for RFI's or RFP's, how they engage the public and what the board is responsible for as far as managing the agenda and posting public minutes. She asked that this be one of the board's task for this year.
- She also has a list of future agenda items.

Director Bradbury

- Thanked CEO Rianda for all the exciting plans for this year, it sounds great.
- He also thanked the staff and his fellow board members for accomplishing a lot this last year and looks forward to a great new year.

Director Morgan-Carter

- She is very pleased with the information that the board is getting like the financial reports, we have come a long way with getting information.
- She has asked, as Director Cuevas had mentioned, that the board has a retreat. It helps in terms of communication internally with the board so that everyone is on the same page in terms of goals. There have been things like COVID that has kept the board apart but the board really needs to be proactive.
- She explained that there are so many problems in terms of repairs of our facilities and it is still being approached in a piecemeal way. Before the board was provided some sort of a capital improvements list, she believes under the previous CEO, but she thinks we need to take this in a larger approach. The board needs a comprehensive review of what our needs are. She feels it is very problematic that an organization like PSG needs to come and talk about all our issues. We may not know where the pots of money are coming from, but we need to have it all in an organized fashion listing out the issues and then put together a priority list. She has asked for a comprehensive report so the board can provide some direction.

CEO Rianda explained that the board directed her to have a facility assessment done, which she did in December, and she just reported that the report was received yesterday so staff is in the process of putting together what is being asked. The entire report will be provided to the board. From that report, staff will now be able to create a priority list and then move forward from there. One of the committees that will be meeting in the near future is the Operations Committee because of this.

XIV. Future Agenda Items

1. Free state training for the board specifically for their roles and responsibilities

2. Review procedures on the development of RFI's and RFP's
3. Revisit idea of a cashless Fair to minimize risk that comes with operating a cash Fair
4. Revisit idea of having credit cards on file prior to auction for every bidder
5. The policy and contract and services that should require bonding and licensing
6. Discussion regarding screening through Megan's Law for volunteers, vendors and employees
7. Assessment or report of the erosion around the fairground's property
8. Set up a procedure or policy regarding the seeking of legal advice from the State
9. Draft a policy around the need to have all information that is coming to the fairgrounds given to the whole board
10. Schedule a Livestock Committee Meeting and a Marketing Committee Meeting
11. Discuss moving the budget to the Executive Committee Meeting
12. Schedule an Executive Committee Meeting
13. Report on Derby Club Building and our rental clients
14. Look at horse racing revenue
15. Facility Assessment Report

President Lacayo commented that there is a Managed Retreat already in place. The ad hoc committee, which is Director Cornejo and Director Bradbury, meet with the City of Ventura, Surfrider Foundation, etc. and they will be reviewing that in future meetings.

Director Cornejo wanted to advise that the erosion is being addressed and will be brought to the board. This is the collaboration between all of the agencies like the Surfriders, Coastal Commission, fairgrounds, City engineers working on Phase II of Surfer's Point and addressing all those specific issues. They will be meeting soon and the report will come back to the board.

XV. Adjourn

The meeting was adjourned at 11:22 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