

# 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

**Thursday, May 25<sup>th</sup>, 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, Vice President, Daniel Long, Michael Bradbury, Leslie Cornejo, M. Cecilia Cuevas and Shanté Morgan-Carter.

**Staff present:** Jennifer McGuire, Incoming CEO, Megan Hook, PR & Marketing Firm and Heidi Ortiz, Executive Secretary.

**Guests Present:** None.

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

## **II. Public Comments 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.

## **III. New Business**

### **A. Discussion and possible action regarding ticket pricing**

Vice President Long asked Ms. Hook to review the proposed pricing changes, but first explained that rodeo ticket pricing was one of the main things that needed to be discussed and decided on. He mentioned that during the Fair last year, the rodeo became quite an issue as far as people standing around and getting frustrated that they couldn't get in after waiting so long and it was apparent that something needed to be done. \$10 per ticket for rodeo was already approved by the Board, but he felt that was a little high along with some others so the committee is recommending \$5 per ticket. The committee discussed different pricing options, such as a child's ticket, but after hearing back from TicketSpice on some of the fees/charges they have, the committee is recommending \$5 across the board per ticket.

Director Morgan-Carter explained that she was a proponent of the child's pricing, but after finding out the fees and that the Fair would be losing money, she agreed to \$5 across the board for rodeo tickets.

After further discussion the Board voted.

**MOTION:** To approve charging a minimum fee of \$5 per person for the rodeo.

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

Ms. Hook reviewed the Fair specific marketing plan and explained that things are always tentative and fluid based on ever-changing parts.

- Using local influencers in both English and Spanish to help promote the Fair in real time.
- They will shoot commercials ahead of the Fair and explained that on day 1 they will bring in a production crew and shoot a commercial which will air on the third day of the Fair.
- There will be a huge emphasis on digital social advertising.
- She secured the Auto Center billboard.
- Using local popular kind of event planner type social media accounts like Conejo Valley guide.
- The parent groups will be utilized to post about entries, family focused things like rodeo, etc.
- The entertainment poster was finalized and the acts have approved all the assets.
- Online ticket sales will be pushed, they will go live June 1<sup>st</sup>. She is big on data and she will be able to see where every ticket was sold and where our efforts paid off.
- She will work with a local high school to build 46-inch letters that spell out the hashtag VC Fair which will live on the ground and people can take photos and post it online.
- Her strategy is to advertise ahead of time but also to do a lot of real-time content.
- The idea this year is to make the public see that everything is bigger, better and new. Some things that might not be new but have not been advertised in the past or highlighted will be emphasized.

She will keep making adjustments to ensure that we are changing with the times and the events that are happening and so we are out in front of everyone.

Director Morgan-Carter also mentioned that the committee talked about diversity. She shared with Ms. Hook other cultural community organizations in Ventura County. She stated that if other Board members have either community media or cultural groups to reach out to pass them on to Ms. Hook.

that that is our broadest reach. We will have some print that is Spanish as well. We are happy to make it as diverse as possible and reach out to organizations where it makes sense.

Director Morgan-Carter clarified that when we talk about being unethical she asked Ms. Hook that she is talking about social media like Facebook and social media, however, you can reach out to various community organizations such as Juneteenth.

Ms. Hook stated yes and commented that you can't pull data and push ads that are geared toward specific groups, it would be the same advertising for everyone.

Director Morgan-Carter stated she wanted that clarified for the rest of the Board that it wasn't unethical to reach out to organizations like Juneteenth. She also mentioned that the committee discussed the Directors being ambassadors by presenting the poster to their communities if they would like.

Ms. Hook stated that she would be happy to make that connection and asked the Board to let her know so she can set that up. She also encouraged the Board to grab a stack of posters when ready and share with businesses or people they know. More importantly, she encouraged them to share the poster on social media.

#### **IV. Adjourn**

The meeting was adjourned at 9:55 a.m.

Submitted by: Heidi Ortiz  
Heidi Ortiz, Executive Secretary

Approved by: Jennifer McGuire  
Jennifer McGuire, CEO Ventura Fairgrounds

Approved by: Leah Lacayo  
Leah Lacayo, Board President