

BOARD MEETING NOTICE

The 31st DAA Board of Directors will be holding a board meeting on
Tuesday, November 19th, 2024 at 9:00 a.m.
Ventura County Fairgrounds – McBride Hall

BOARD OF DIRECTORS

Dan Long (President), Guillermo Rodriguez Ceja Jr. (Vice President), Betsy Chess, Leslie Cornejo, Leah Lacayo, Miriam Mack, Shanté Morgan-Carter

STAFF

Dan Jacobs, Interim CEO, Jason Amelio, Sales Manager, Madalyn Johnson, Concessions Coordinator, Jenny Martin, Accounting Supervisor, Emilee Inez, Exhibits Supervisor, Gerry Duran, Maintenance, Megan Hook, PR and Marketing and Eryn Johnson, Office Assistant

Public Participation

Members of the public are encouraged to provide comment to the Board. While the Board values the participation of the public, the Board president reserves the right to limit the time for public comment to a maximum of three (3) minutes per speaker in order to proceed with the agenda. Public comment must be related to fair authority and jurisdiction and their placement on the agenda is within the discretion of the Board.

All meeting notices, agendas and materials considered by the Board during the meeting will be available to the public prior to the meeting in the fair office. Agendas and meeting notices will be posted on Board's website at www.venturacountyfair.org.

AMERICANS WITH DISABILITIES ACT

Pursuant to the Americans with Disabilities Act, individuals who, because of a disability, need special assistance to attend or participate in any Board meetings or Committee meetings, or in connection with other District Fair activities, may request assistance at the 31st DAA Fair office, 10 West Harbor Blvd., Ventura, CA or by calling (805) 648-3376. Requests should be made one (1) week in advance whenever possible.

Board of Directors Meeting Agenda

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

Tuesday, November 19th, 2024 at 9:00 a.m.
Ventura County Fairgrounds – McBride Hall

All matters noticed on this agenda may be considered for action. Items listed on the agenda may be considered in any order at the discretion of the Board President. Any item not so noticed will not be considered or discussed. The Board requests your courtesy to mute your electronic devices.

I. Call to Order

Roll Call

Declaration of Recusal or Conflict of Interest

Does any Board member have a conflict of interest that should preclude them from participating in discussions about or voting on any matter on today's agenda?

II. Pledge of Allegiance

III. Welcome and Introduction of Guests

Invitation for the public to introduce themselves (not mandatory)

IV. 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.

V. Presentations

VI. Meeting Minutes (discussion and/or approval)

A. October 22nd, 2024 Board Meeting Minutes

VII. Financial Reports (discussion and/or approval)

A. August (maybe September)

VIII. New Business

IX. Old Business

A. Surfer's Point Managed Retreat Update

X. 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
- XII. CEO Report**
 - A. Strategic Planning
- XIII. Presidents Report**
- XIV. Director’s Comments**
- XV. Future Agenda Items**
 - A. Equestrian Events
 - B. 2025 Fair
- XVI. Adjourn**

Americans With Disabilities Act

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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: Dan Jacobs, Interim CEO

Tuesday, October 22nd, 2024 at 9:00 a.m.
Ventura County Fairgrounds – McBride Hall

I. Call to Order

Roll Call

Declaration of Recusal or Conflict of Interest

The meeting convened at 9:06 a.m. and called to order by President Long.

Directors present: President, Dan Long, Vice President, Guillermo Rodriguez Ceja, Betsy Chess, Leslie Cornejo, Leah Lacayo, Miriam Mack and Shanté Morgan-Carter

Directors absent: None

Staff present: Dan Jacobs, Interim CEO / Deputy Manager, Madalyn Johnson, Concessions Manager, Jason Amelio, Sales Manager, Jenny Martin, Accounting Supervisor, Emilee Inez, Exhibits Supervisor, Megan Hook, PR and Marketing, and Eryn Johnson, Office Assistant

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

II. Pledge of Allegiance

Director Mack led all present in the Pledge of Allegiance.

III. Welcome and Introduction of Guests - None

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.

1. Chris Dryden spoke on the importance of improving the connections with the horse-riding community. He emphasized our need for a horse events manager who not only has experience and knowledge but also actively engages with the horse community.

V. Presentations - None

VI. Approval of Minutes

A. August 22nd, 2024 Board Meeting Minutes

MOTION: To approve August 22nd, 2024 Board Meeting minutes.

| Board Member Name | Approved (Yes Vote) | Not Approved (No Vote) | Abstain |
|--------------------------|------------------------|------------------------------|---------|
| Director Cornejo | X | | |
| Director Chess | X | | |
| Director Lacayo (Motion) | X | | |
| Director Mack (Second) | X | | |
| Director Morgan-Carter | | | X |
| Vice President Ceja | X | | |
| President Long | X | | |

VII. Financial Report

A. Financial Report

Ms. Martin provided financial reports from January to July, which were included in the packet for Board members to review, there were no comments or questions regarding them.

MOTION: To approve Financials from January to July 2024.

| Board Member Name | Approved (Yes Vote) | Not Approved (No Vote) | Abstain |
|------------------------------|------------------------|------------------------------|---------|
| Director Cornejo | X | | |
| Director Chess (Motion) | X | | |
| Director Lacayo | X | | |
| Director Mack | X | | |
| Director Morgan-Carter | X | | |
| Vice President Ceja (Second) | X | | |
| President Long | X | | |

VIII. New Business - None

IX. Old Business

A. Management Retreat

Mr. Jacobs arranged Board of Director strategic planning for November 22nd and 23rd facilitated by Becky Bailey-Finley. Prior to the Board strategic planning Ms. Bailey-Finley will work with staff and connect with the City of Ventura. Ms. Bailey-Finley and Mr. Jacobs will confer if any additional persons need to be included, and a report will be brought to the Board.

Director Morgan-Carter asked Mr. Jacobs where it was going to be.

Director Lacayo said the Ventura County Community Foundation Room and she will send the address with the directions.

X. Board Correspondence

A. 2024 State Rules Advisory Committee Meeting

B. AB1499 Funds Allocation: Distribution Policy Framework
 Mr. Jacobs mentioned that these 2 letters were added to the packet.

President Long confirmed with Ms. Johnson that they would be included in the minutes.

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 agenda with items A, 1-2.

| Board Member Name | Approved (Yes Vote) | Not Approved (No Vote) | Abstain |
|------------------------------|---------------------|------------------------|---------|
| Director Chess | X | | |
| Director Cornejo (Second) | X | | |
| Director Lacayo | X | | |
| Director Mack | X | | |
| Director Morgan-Carter | X | | |
| Vice President Ceja (Motion) | X | | |
| President Long | X | | |

XII. CEO Report

Mr. Jacobs reported that the 2025 budget is in the process of being established. He shared that an audit, for 2018-2022, was also in progress and he commented about how well Ms. Martin is handling it. Commenting on the draft financials, they were unlikely to change very much. He shared that Ms. Martin had run a per capita analysis to look at the average amount of money spent per person this year. Mr. Jacobs said that there had been admission mistakes in the past and probably this year as well, however with adjustments to rectify, the per capita is about the same as prior years. Therefore, any attendance loss this year was likely less than 5%. Overall, there was a 33% increase in profit. Internet issues likely contributed to admission mistakes, like scanning issues.

Director Mack asked if there was a way for us to see how many times people attend the fair multiple times during its run. Director Morgan-Carter mentioned that 3 years ago we put out a survey to help us find this out and that it may be a good idea to refer to it for an idea of what those numbers may have been based on this year’s attendance.

XIII. President’s Report

President Long expressed his joy at having Mr. Jacobs join us, noting that his outreach to the Board provided a solid footing while Ms. Ortiz is away. He thanked Mr. Jacobs for his contributions and excellent work for the Ventura County Fair.

XIV. Directors' Comment

Vice President Ceja

- Thanked the staff for all their hard work during Fair and Mr. Jacobs for stepping in and providing support.

Director Cornejo

- Welcomed Mr. Jacobs and thanked him for stepping in and providing his expertise. She expressed her excitement over the ground breaking of the Surfer's Point Management Retreat.

Director Chess

- Commented on how amazing the staff has been and thanked Mr. Jacobs for providing a new set of eyes on operations.

Director Mack

- Expressed how pleased she is that Mr. Jacobs has joined us. Thanked staff for their hard work. Complimented the CEO reports that were put together for them, mentioned she loved how clear they were.

Director Lacayo

- Thanked the staff and Mr. Jacobs for stepping in while Ms. Ortiz is gone.

Director Morgan-Carter

- Apologized for her recent absences and thanked Mr. Jacobs for stepping in. Asked if the comments about the Fair would be something they go over at a later date, to which President Long confirmed. She said she was pleased with Ms. Inez and Ms. Johnson for all the things they were able to achieve this Fair.

XV. Future Agenda Items

- A. Equestrian Events
- B. 2025 Fair

XVI. Closed Session: Pursuant to Government Code Section 11126, the Board is authorized to meet in Closed Session for the purpose of considering matters involving:

- A. Potential Litigation Gov. Code 11126(e)(2)
- B. CEO Discussion

President Long convened into closed session at 09:38 am.

President Long reconvened at 10:55 am. President Long reported that the Board voted unanimously to appoint Ms. Ortiz as the permanent CEO of the Ventura County Fairgrounds.

XVII. Adjourn

The meeting was adjourned at 10:58 a.m.

Submitted by: _____
Eryn Johnson, Office Assistant

Approved by: _____
Dan Jacobs, Interim CEO

Approved by: _____
Dan Long, Board President

Executive Committee Meeting Minutes

Ventura County Fairgrounds

31st District Agricultural Association – 10 W. Harbor Blvd., Ventura, CA 93001
(805) 648-3376 Website: venturacountyfair.org Contact: Dan Jacobs, Interim CEO

October 4th, 2024

I. Call to Order

The meeting convened at 11:00 a.m., and called to order by Dan Long, Chair.

Directors present: Dan Long, Chair, Bill Ceja, Vice-Chair and Leah Lacayo, Member

Staff present: Dan Jacobs, Interim-CEO, Madalyn Johnson, Concessions Coordinator, Emilee Inez, Exhibits Supervisor, Jason Amelio, Sales Manager, Megan Hook, PR and Marketing and Eryn Johnson, Office Assistant.

Guests present: None

II. Public Comment

Public comments shall be limited to five (5) minutes per speaker. In accordance with Public Meeting Law, no action can be taken on public comments, unless they are identified elsewhere on the agenda. Public comments on items listed elsewhere on the agenda will be heard as that item is being considered.

III. Report and Discussion on Operations

Mr. Ceja reported that the operations meeting had already taken place, where they discussed repairs needed on the grounds. He highlighted that the 48-inch drain under the parking lot, which runs towards the beach, is clogged, but the city is currently working to clear it. He also mentioned checking on the drains during the fair and confirmed that those issues are being addressed. Mr. Long thanked Mr. Ceja for his efforts in supporting the Fair. Mr. Ceja mentioned that he has encouraged other construction unions to reach out and connect with the Fair, which Mr. Long appreciated.

Ms. Hook requested to speak with Mr. Ceja later about partnering with local programs for the WFA Awards.

Mr. Ceja mentioned he had a wish list of repairs and Mr. Long requested a copy of that packet. Mr. Ceja noted that the packet was not available at the last meeting but contained valuable information. He also informed Mr. Duran that their affiliate, La Yuna, has a stripping union that could assist with parking lot stripping. They have done this for free at other locations, and it could be an opportunity for the Fair to improve the parking lot visuals while giving union members a chance to train in stripping. Mr. Long remarked that the recent expansion of handicap parking has already been a significant improvement.

Mr. Long asked if there were any further questions for Mr. Ceja, and there were none.

IV. Discussion regarding 2024 and 2025 Fair

Ms. Lacayo asked about the 2025 Fair dates, and Ms. Hook confirmed they are July 30th to August 10th, already listed on the website. Ms. Lacayo also inquired about the ticketing provider for next year, and Mr. Jacobs replied that a decision hasn't been made yet. They are reviewing feedback and the budget to determine any changes and will move forward from there.

Mr. Long asked if the ticket admissions were finalized. Ms. Johnson said the last report is likely the best final count. Ms. Hook emphasized that revenue, not attendance, is the key measure of success. She mentioned Tom Kiskin, from the newspaper, had asked for a formal report, but she did not have one and does not plan to provide one to him. Ms. Lacayo agreed that revenue is a better indicator than attendance and explained that's why attendance numbers haven't been shared with the public in recent years. Mr. Amelio noted that in past years, attendance was inflated by counting vendors, staff, and fair-goers multiple times, explaining the discrepancy compared with this year's numbers. He warned that the newspaper might spin this negatively. Ms. Hook agreed, noting the paper may frame the issue as misrepresentation, and they should avoid feeding into it.

Ms. Johnson reported that revenue this year was up compared to the past six years. Mr. Long agreed this is the key point to highlight, suggesting they explain the difference in attendance tabulation systems but emphasize the increased revenue. Ms. Hook advised caution when discussing this with the press and the Board, as it could be misrepresented. Mr. Long noted the Board might still ask about attendance, but a clear rationale could help dispel misunderstandings. Mr. Jacobs said he would speak with Mr. Kiskin, suspecting he might link the price increase from \$15 to \$20 to lower attendance, suggesting we increased prices to compensate. Mr. Jacobs proposed redirecting focus to the improved guest experience instead of attendance. Ms. Hook mentioned Facebook comments about price gouging but pointed out that only Mr. Kiskin seems focused on attendance. She suggested that next year, if the economy doesn't improve, acknowledging and making concessions for it could help frame the situation positively. Mr. Long agreed with both Mr. Jacobs and Ms. Hook, noting that the Strawberry Festival attendance post-COVID was also lower than last year.

Ms. Lacayo shared positive feedback about the Fair from others, noting it felt spacious, had enough seating, and received overall praise. Mr. Jacobs highlighted that, given the small size of the Fairgrounds, focusing on guest experience is key due to space constraints. Mr. Long agreed and emphasized that we've always worked to improve access, as Ms. Hook suggested, it's important to frame this positively. Mr. Jacobs added that, if attendance was down, we can acknowledge it and explain that it was planned for. Ms. Johnson noted improvements to the Arena itself, the concerts experiences, the Speakeasy and increased seating. Mr. Long mentioned the new VIP option gave better control over the concerts, helping enhance the overall experience.

Ms. Lacayo raised an issue with tickets for Sponsorships, which Ms. Hook said became more problematic with the addition of VIP tickets. Mr. Jacobs explained that the current

plan is to offer sponsors a set amount, such as \$10,000, with \$2,000 (20%) in kind. They would then receive a menu of options and can choose up to 20% of their sponsorship value. Mr. Long noted that in the past, Mr. Lieberman would keep selling more, leading to issues like overcrowded spaces, citing the issue of spas and beds in Floriculture. Ms. Hook agreed, saying that sponsorships are currently about quantity over quality, but with Mr. Jacobs' plan, this would be addressed by offering more valuable options instead of just a long list. Mr. Jacobs confirmed there would be a meeting with Mr. Lieberman to discuss these changes.

Ms. Johnson emphasized that when it comes to sponsorship, we need to remember that it comes down to what we want the fair to look like and what the community needs. Sometimes that may be sponsorship, and sometimes maybe not. There may be times when the Board says, go find \$10,000 so we find a sponsor to fill that need, with the overall goal of improving the Fair.

Ms. Lacayo asked for feedback on the Speakeasy. Mr. Long commented that he and some of the Directors were underwhelmed, citing unused space. Ms. Hook explained it was intended for sponsor seating, but attendance was hard to track. It was mainly used by Mr. Lieberman and sponsors during the Ludacris performance and by casual guests for other meet-and-greets. Ms. Johnson noted the original plan was to have the Sponsor Lounge there, but it was separated. Mr. Amelio clarified that higher-end sponsors were meant for the Speakeasy, but that separation fell through. Ms. Hook added that the sponsor passes were shared likely to friends and family, leading to less control and more casual guests. Mr. Amelio noted the main focus for staff was on public areas, and the Speakeasy plan wasn't fully realized. Ms. Lacayo asked about food, and Ms. Johnson confirmed they partnered with Peirano's for food at \$1,100/day. Mr. Long asked if they also handled VIP food, which Ms. Johnson confirmed but mentioned there were issues to address for next year.

Mr. Amelio said improvements are needed for next year's concerts, especially regarding stage set-up. Due to the current arena layout, big rigs had trouble making turns into the arena to set up the stage, but with the dirt coming in, they'll have the opportunity to improve access. He also suggested rebuilding the stage in the back of Floriculture to free up space in the arena for more VIP seating.

Ms. Lacayo noted that the Director's platform was in a poor position this year, while Ms. Hook explained that the decision to put it where it was came down to VIP seat pricing. Putting it in VIP would have altered the value of those seats, requiring an FPPC report. Mr. Jacobs clarified that ticket pricing for Directors at the Fair doesn't need to be reported, as it's part of their duties. Reporting would only be required if Directors received complimentary tickets to a separate event. Ms. Hook added that the original plan was to have sectioned seating at the back of VIP, one of them for Directors, but this idea was scrapped as the spaces weren't selling. It was more practical to sell them as regular VIP seats instead.

Mr. Long pointed out that most Directors didn't use their designated area, as they were given tickets marked "VIP." When they presented these tickets, they were given VIP wristbands, allowing them direct access to the VIP section. The Director's platform's poor location was also near enough to designated smoking areas, making it unpleasant to sit there. Mr. Amelio commented that concerns about its placement stemmed from the possibility of obstructing the view for general admission attendees. Ms. Johnson agreed, noting that the setup provided a clear view of the new concert layout, helping to avoid an unnecessary divide in the experience between VIP and general admission guests.

Mr. Long noted that the public praised the Fair for looking better than in previous years. Ms. Hook acknowledged this was a transitional year, with some challenges in adjusting habits, like the new Arena entry system for VIPs and general admission. However, she believes that by next year, people will be more familiar with the changes, allowing for further improvements to be made.

Ms. Lacayo asked for opinions on Mr. Giammanco returning next year. Mr. Jacobs explained that after reviewing the PNL with staff, the new concert model was well-liked, but the coordination with Mr. Giammanco, Romeo, and the Fair was chaotic and disorganized. For next year, they plan to keep the concert model and budget, but staff prefers to manage the infield, while Romeo takes everything from the stage and back. In his meeting with Mr. Giammanco next week, they'll discuss his potential role, as they need to finalize plans as offers are already being made. Mr. Long and Ms. Lacayo agreed with Mr. Jacobs that it did become chaotic. Mr. Jacobs noted that such challenges are typical of major changes but emphasized that the idea was a success. The next step is to improve and make it more cost-effective. Ms. Lacayo mentioned that despite the challenges we experienced, the changes were well worth it, and Mr. Jacobs confirmed that he could see that in the numbers and comments from staff.

Mr. Long asked for feedback from Mr. Ceja, who praised the bathroom cleaning company for maintaining cleanliness even late at night, exceeding expectations. Mr. Jacobs brought up the Carnival, suggesting a switch from an independent to a contracted carnival. While independent carnivals offer higher profits, contracted ones allow more control over the attractions. Crafting a bid would be a bit of work and it could be worth it, but the process would have to start soon due to the fierce competition between carnival companies. Ms. Lacayo asked why the Fair switched from contracted to an independent carnival, and Ms. Johnson explained that RCS, who we worked with previously, had to choose between Ventura and Orange County, after OC changed their dates.

Ms. Lacayo commented that the Carnival seemed less busy than in the past, but Mr. Jacobs assured her that revenue had increased. Mr. Long asked if a Carnival Bid would be discussed at the next Board meeting, and Mr. Jacobs said it wasn't necessary unless a bid was agreed upon. We could start the bidding process and if the results were unsatisfactory, we could either reject the bids or stay with the independent carnival. Ms. Johnson mentioned that there was enough revenue to get bids from Helm, Butler, and RCS, and Mr. Amelio confirmed that Helm had expressed interest.

Miss Johnson, who worked in guest services at the Carnival the previous year, shared that Helm had asked her if Ventura would return to a contracted carnival. She also addressed Ms. Lacayo's concerns about attendance, noting a significant increase between 4 p.m. and 6 p.m. and especially after concerts. People tended to play games before leaving, so they didn't have to carry prizes throughout the day. She confirmed that this trend was still noticeable during her Concessions rounds this year. Ms. Lacayo appreciated the insight, which clarified her earlier misperception. Ms. Hook made a comment that they had encouraged people that the best place to watch the drone show in the evening would be the Carnival area. Miss Johnson affirmed that she would often have people ask her the best place to watch the show from and she would recommend the Carnival area.

Mr. Jacobs explained that at the time we went independent, Butler wasn't always in California, and Helm wasn't as established as it is now. Ms. Lacayo noted that when the Fair went independent, BJ's managed the Carnival, but as Ms. Johnson pointed out, now a Midway Coordinator is hired to handle everything. Ms. Lacayo agreed that moving to a contract might make sense, and Mr. Jacobs believes a contracted company would improve satisfaction. He mentioned that if the contract carnival somehow doesn't deliver a significant increase in revenue, it would be around \$150,000 net loss. However, he also observed that staff, especially with events like the X Games, have been overwhelmed by last-minute preparations. Given the nature of carnivals, he noted that last-minute coordination is crucial but can be a burden on staff that need to quickly finish projects or pause to redirect their time to help Carnival move in and get situated. He will review the numbers to see what can be done.

Mr. Ceja asked about keeping the drone show next year, and Ms. Hook explained that it was costly. There had been plans for Mr. Lieberman to secure sponsors to cover the cost with the idea that a few sponsors fund the show in exchange for logo placement, but that plan never materialized. There was discussion about the differences between the fireworks shows of the past and the drone show this year, and the overall consensus was that it would not be something we are likely to do next year. Touching on the fireworks, Mr. Long inquired if we would be hosting 4th of July fireworks at the Fair next year and Mr. Amelio confirmed that there was a strong possibility.

Mr. Long asked if there were any other things, like contracts that they should discuss and Ms. Johnson said that it really starts with the bid, if we go that route, everything after that is sort of a trickle-down effect. Mr. Long thanked Mr. Jacobs for coming and sharing his experience and knowledge, and Mr. Jacobs responded that it was his pleasure.

V. Discussion regarding 2024 Fair Board Comments and Questions

Mr. Long, before proceeding with the discussion about 2024 and 2025 Fair, stated that this section regarding comments and questions would be tabled for this meeting as there were things still being compiled, he needed to acquire notes from each of the directors and he would like to share those with Heidi when she is back first.

VI. Future Agenda Items

Ms. Lacayo suggested creating an event calendar for Directors to stay informed about Fairground activities. It was noted that in the past, someone sent these out, but it became less practical when that person left. Mr. Amelio and Ms. Inez have since worked on reformatting it for better readability.

Mr. Long brought up Ms. Lacayo's idea of a way to advertise events and Ms. Hook mentioned that a plan for that was canceled due to high costs. Mr. Long proposed a pocket-sized booklet, listing all events so people can easily see what the Fair offers. Ms. Lacayo pointed out that such a booklet might be discarded but suggested a daily sheet instead. Ms. Johnson shared that LA County used a simple, black-and-white long sheet off a pad that people could take or leave, with the added benefit of people using the back as scratch paper. Mr. Amelio suggested LED TVs as an alternative, noting they're affordable and can be mounted in various locations. Ms. Hook added that they could create an algorithm to highlight different events. Ms. Johnson also suggested they would be great additions to shaded areas, something that we are asked to provide more of each year.

Ms. Lacayo acknowledged that X Games won't return next year, and Ms. Hook stressed the need to handle the topic carefully due to the Fairgrounds' history with Visit Ventura, which often does not work to our benefit. Mr. Amelio clarified that X Games isn't moving elsewhere but shifting to a new model like NFL teams. Ms. Hook expects a narrative that may vaguely imply blame for X Games' departure. While the relationship between the Fairgrounds and Visit Ventura isn't ideal, it's still valuable, and our overall relationship with the City of Ventura has improved over time. Mr. Jacobs noted that cities, counties, and visiting bureaus often struggle to recognize the Fair's role in the community, which is a place for various events, including emergencies. Ultimately, collaboration is key for community benefit. Mr. Amelio clarified that while we have a seat with the Visiting Bureau, it's a non-voting position.

VII. Adjourn

The meeting was adjourned at 12:30 p.m.

Rental Agreements Non-Fair

| CONTRACT NO. | CONTRACTOR NAME | PURPOSE | AMOUNT | DATE/EVENT | LOCATION |
|---------------------|--|--------------------|---------------|-----------------------|------------------|
| 24-091 | Driving Dynamics | Drivers Training | \$3,000.00 | 11/4/24-11/5/24 | Lot C |
| 24-092 | Zoppe Family Inc. | Circus | \$5,500.00 | 12/26/24 - 1/5/25 | Lot A (Partial) |
| 24-093 | National Scholastic Surfing Association | Surf Contest | \$2,000.00 | 11/9/24 - 11/10/24 | Beach Lot |
| 24-094 | Scholastic Surf Series | Surf Contest | \$2,000.00 | 11/16/24 11/17/24 | Beach Lot |
| 24-095 | Exotic Bird Mart & Expo | Bird Expo | \$1,502.00 | 12/22/24 | San Nicolas Hall |
| 24-096 | Hey Friends | Hello Kitty Market | \$2,448.00 | 12/15/24 | Main St. |
| | | | | | |