



BOARD MEETING NOTICE

The 31st DAA Board of Directors will be holding a board meeting on
Tuesday, July 22nd, 2025, at 9:00 a.m.
Ventura County Fairgrounds – Derby Club

BOARD OF DIRECTORS

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

STAFF

Heidi Ortiz, 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 Stephanie Mathewson, Executive Assistant

Public Participation

Members of the public are encouraged to provide comments 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 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 the 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: Heidi Ortiz, CEO

Tuesday, July 22nd, 2025, at 9:00 a.m.
Ventura County Fairgrounds – Derby Club

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. June 24th, 2025, Board Meeting Minutes
- VII. Financial Reports (discussion and/or approval)**
A. Financials ending May 31st, 2025
- VIII. New Business**
A. 2025 Fair
B. Discussion and possible action regarding Service Animal Policy
C. Discussion and possible action regarding clarifications to Naming Rights Policy



- IX. Committee Meetings**
 - A. Naming Rights Committee Report
- 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, 1-4, 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
 - 3. Judges Consent
 - 4. Concession Agreements
- XII. CEO Report**
- XIII. Presidents Report**
- XIV. Director's Comments**
- XV. Future Agenda Items**
- XVI. Closed Session**

Pursuant to Gov. Code Section 11126(e)(2), the Board is authorized to meet in Closed Session for the purpose of conferring with and receiving advice from legal counsel regarding pending litigation.
- XVII. Adjourn**

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 Minutes

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

Tuesday, June 24th, 2025, 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 9:02 a.m. and called to order by President Long.

Directors present: President Dan Long, Vice President Guillermo Rodriguez Ceja, Leslie Cornejo, Leah Lacayo, and Shanté Morgan Carter

Directors absent: Betsy Chess, Miriam Mack

Staff present: Heidi Ortiz, CEO, Madalyn Johnson, Concessions Manager, Emilee Inez, Exhibits Supervisor, Megan Hook, PR and Marketing, and Stephanie Mathewson, Executive Assistant.

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 Introduction of Guests

Invitation for the public to introduce themselves (not mandatory)

1. Joe Evans- New Security Director
2. Alex Magone, Ventura City Council Member

IV. Public Comment on Items Not on the Agenda - None

V. Presentations

A. Youth Poster Contest Unveiling and Awards

Ms. Inez announced the winners; 1st Place went to 4th grader Kalen Kwak, 2nd place to 10th grader Rhex Batten, and 3rd place to 9th grader Britney Ruiz. CEO Ortiz presented 1st place to Ms. Kwak.

VI. Approval of Minutes

A. May 27th, 2025, Board Meeting Minutes

CEO Ortiz issued a correction that the Minutes being approved were for May instead of April, which had been listed on the agenda in error.

MOTION: To approve May 27th, 2025, Board Meeting minutes.

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

VII. Financial Report

A. Preliminary financials ending April 30th, 2025.

CEO Ortiz went over the Total Net Resources for this time period started at \$7,547,703 and ended at \$7,358,933. There was a decrease of \$188,770. Unexpected projects on the ground are continuing and fund are being reallocated accordingly. \$420,000 has been wired for the renovation of the Morgan bathrooms and thus, money transfer to the LAIF fund has been placed on a temporary hold until after the 2025 Fair. President Long mentioned he has driven through the grounds and can see all of the deferred maintenance that is currently underway. Director Lacayo expressed disappointment that so much maintenance had been deferred up until this point.

MOTION: To approve the financials ending April 30th, 2025

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

VIII. New Business

A. Livestock Ownership Exemption Request

a. Diego Cervantes- Carpinteria FFA, Swine

CEO Ortiz stated the exhibitor submitted all proper paperwork and obtained his new swine in the required timeframe.

MOTION: To approve Livestock Ownership Exemption for Diego Cervantes

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

B. Discussion and possible action regarding Beach Parking Fee Increase

CEO Ortiz has been in contact with Peter Weber with CDFA Legal and his and CEO Ortiz's recommendation is to increase Beach Parking from \$2 to \$5. They believe it is in reason as surrounding parking lots charge \$10. Director Lacayo asked when the increase would take place and CEO Ortiz said it would be after 2025 Fair. Director Cornejo asked for clarification on the dates and CEO Ortiz said she would get clarification on when the parking lot will reopen and stated upon reopening the fees would increase. A member of the public came to ask about the pricing for the annual pass. Ms. Ortiz said this will be reevaluated and discussed once the Surfers Point Managed Retreat Phase II is over. There is no set pricing for annual parking passes at this time. Another member of the public asked what the parking situation for Livestock for the Fair was going to be. CEO Ortiz let her know that it will be in the back, but full scope of the amount of spots is unknown until full access to the lot is returned.

MOTION: To approve Beach Parking Fee Increase from \$2 to \$5 upon reopening

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

C. Discussion and possible action regarding 2026 and 2027 Fair Dates

CEO Ortiz proposed the Fair dates as follows:

July 29th- August 9th 2026

July 28th- August 8th 2027

MOTION: To approve 2026 and 2027 Fair Dates

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

IX. Old Business

A. 2025 Fair

CEO Ortiz stated there are only 35 days until this year's Fair. VIP concert tickets and Season Passes went on sale June 13th, and they have generated almost \$250,000 in revenue. More promotions will be going live soon, and Pre-Sale prices will last through the end of this month. CEO Ortiz called for department reports starting with Megan Hook from Media.

Ms. Hook discussed this month being the end of admission Pre-Sale, VIP concert tickets will sell through fair dates. Advertising will also be on Spotify and Bands in Town this year. Ongoing promotions for entries, Jr. Livestock Auction, and cross promotions with the Foundation are live. Read and Ride will be open until July 2nd. Schedule of events, announcing the final grandstand act, and print advertising to come. Regular pricing will begin July 1st and Season Passes and rodeo will go on sale July 8th. Half of the rodeo tickets will be sold online and half in person. Taste of the Fair will be returning July 29th, more information to come. She also discussed this year's plan for multimedia content. Director Morgan-Carter was curious about the standard agreements and the accountability of the content creators and what benefit they provide since different creators are quoted at different rates. Ms. Hook let her know that every Fair day will be covered with multiple media. B-roll content will be used in future promotions. The budget for content creation has decreased from last year as they continue to figure out what does and does not work, and creators are paid differently depending on their roles and time. Director Morgan-Carter wanted clarification on whether the content creators are hired for more events than just the Fair and Ms. Hook let her know some will also cover giveaways, but the bulk of the work is the Fair. Director Cornejo commended Ms. Hook's innovation and agreed we will need to find what works as time goes on.

CEO Ortiz welcomed Emilee Inez with Exhibits to the podium next. Ms. Inez announced the Jr. Large Livestock has finished and numbers are up from last year with several return exhibitors with larger animals being signed up. The tag in location was changed to the Large Livestock Barn this year with safety in mind and it worked very well. Still and Small Livestock registration is still ongoing, 1,283 entries accounted for thus far, with many sign-ups anticipated for day-of events. She is also working on updating the Scavenger Hunt in Uncle Leo's Barn increasing inclusivity and aimed towards children with a ribbon prize upon completion. There will also be informational displays added to Uncle Leo's Barn to learn about animals while waiting in line. Save the dates for the Auction Sponsorship Program have gone out and Ms. Inez is hoping to increase the buyer experience this year.

CEO Ortiz introduced Madalyn Johnson with concessions. Ms. Johnson announced she has signed up 62 new vendors that cover every city of our county. The vendors will offer more variety and inclusivity as well as high trend food options. There will be a Beer and Wine festival on August 10 in the beer gardens and a STEM focused young entrepreneurs booth with Mr. Gross, a community teacher, added as well.

CEO Ortiz invited Rick Barrios, the new Security Lead to come up and introduce himself. He gave an introduction and mentioned during his time on the police force. Mr. Barrios worked on the Fairgrounds during the Thomas Fire. President Long welcomed Mr.

Barrios and is glad to have someone local to have the Lead Security position. Director Cornejo said it was good he is already familiar with the grounds. Vice President Ceja welcomed Mr. Barrios as well. Director Lacayo mentioned she is looking forward to a coordinated effort. Mr. Barrios stated he plans to implement debriefing in the future to better communication. Director Morgan-Carter voiced her appreciation for better communication and President Long echoed the sentiment.

B. Discussion and possible action regarding Building Naming Rights Policy

President Long discussed the work him and Director Cornejo have been doing getting the policy together and sent to the State. An adopted policy has been received back from the CDFA attorney. President Long is hoping for clarifications and approval from CDFA before anything is completed. A Memorandum of Understanding (MOU) is still needed. President Long opened this up for discussion with the Board. Director Morgan-Carter wanted wording clarification and addendum on the title, before "31st District Agricultural Association", and Article 2 Section 4, before "Board President", to add "Ventura County Fairgrounds" to avoid any confusion. CEO Ortiz said the document has been approved by CDFA Legal, but changes like that should not pose an issue. Director Cornejo agreed the change should be made to the title and brought up the idea of the MOU being separated from the contract. Director Lacayo suggested the contract state "Refer to the MOU" for clarifications needed on the policy. CEO Ortiz stated the MOU would be an agreement between the Fairgrounds and the Foundation and she would be more comfortable approving the MOU as a separate agreement. Director Cornejo also stressed the importance of the autonomy of the Fairgrounds and the Foundation and the necessary separation that should be in place.

MOTION: To approve Building Naming Rights Policy- subject to clarification of the CEO's questions for the legal department and addendum to titles and Article 2 Section 4. Adding "Ventura County Fairgrounds" before "31st District Agricultural Association" and "Board President".

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

X. Committee Meetings

None

XI. Board Correspondences

- A. Letters from Sarah and Bill Turner regarding participation in the Large Livestock Program.

Mr. Turner was not old enough to have an animal at the Fair this year, which they brought to our attention. His pig has been given to his brother to submit as a Foundation Animal. No action is needed.

- B. Letter from Delia Elynor Whitaker regarding Best of Show Awards

CEO Ortiz explained this was discussed in length last meeting, no action needed.

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, 1-4, 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
3. Concession Agreements
4. Judges Consent

MOTION: To approve Consent Agenda

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

XIII. CEO Report

CEO Ortiz discussed the budgets and the projects currently being funded, project deferments and change orders with Floriculture and Morgan bathrooms. The Floriculture bathroom relocation will be differed sometime in the future. She mentioned the mold remediation has currently been quoted at \$761,525. The CDFA Fairs and Expositions have conducted a facility survey of the roof, sewer, and asphalt and is also working with the California Natural Resource Agency for possible funding. She also discussed setting up City Council meetings and presentations that will be headed by Ms. Inez. CEO Ortiz has been asked to host the Southern California Area Fair tour this year. Information on dates to follow. The Taste of the Fair information will be going out shortly. A member of the public stated she loves the CEO Report document and that it is very helpful and informative. CEO Ortiz and thanked the departments for their contributions to the report.

XIV. President's Report

He said he has driven around the grounds and loves all the work he can see going on. He thanked Jim Naylor for his help with the Managed Retreat folks. President Long believes we

are moving on at a great pace and welcomed Ms. Mathewson to the team as CEO Ortiz's assistant.

XV. Director's Comments

Director Cornejo

She expressed her gratitude for the staff and let it be known she is here to help and advise any staff member that may need it.

Vice President Ceja

He is proud of the work on the beach line and the work being done on the set up for the fair.

Director Lacayo

She expressed her gratitude for the staff and is excited about this year's fair. She echoed Mr. Long and welcomed Ms. Mathewson.

Director Morgan-Carter

She informed the Board that she attended and spoke at a 34th annual Juneteenth event in Oxnard as a representative of the Ventura County Fair Board. She asked Ms. Hook if one of the photos could be used on social media. She stated that she is excited about the new Security Directors and their plan for coordinated security and communication. She is also happy about the marketing plans.

XVI. Future Agenda Items

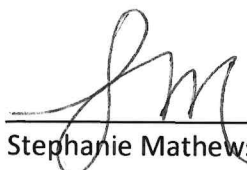
- A. 2025 Fair
- B. Service Dog Policy
- C.

XVII. Closed Session


The Directors declined to meet in Closed Session.

XVIII. Adjourn

The meeting was adjourned at 10:22 a.m.

Submitted by: _____
Stephanie Mathewson, Executive Assistant

Approved by: _____
Heidi Ortiz, CEO

Approved by: _____
Dan Long, Board President

31st DAA, Ventura County Fair
Summary of Operations
May 31, 2025

	Date	Account Number(s)	YTD Balance
TOTAL NET RESOURCES, Beginning			
Net Resources-Unrestricted	1/1/2025	29100	4,767,793
Unrestricted Net Position - Pension	1/1/2025	29400	(1,342,276)
Net Resources-Restricted	1/1/2025	29300	-
Net Resources-Capital Assets, Less Related Debt	1/1/2025	29000	4,122,186
Prior Year Adjustment	1/1/2025		-
TOTAL NET RESOURCES, Beginning			\$ 7,547,703
RESOURCES ACQUIRED:			
Operating Revenues	5/31/2025	various	2,107,485
State (Local/Base) Allocation(s) (F&E)	5/31/2025	31200	-
Training Allocation & Other Fiscal & Admin Assistance (F&E)	5/31/2025	31300	-
Capital Project Reimbursement Funds	5/31/2025	31900	-
One-time Revenue Sources (fire camp, sale of property)	5/31/2025	32500	156
Contributions from Other Gov't (non-F&E) Sources	5/31/2025	33000	-
Other (e.g. Flex Capital)	5/31/2025	34000	400
TOTAL RESOURCES ACQUIRED			2,108,041
RESOURCES APPLIED:			
Operating Expenditures	5/31/2025	various	2,003,734
Depreciation Expense	5/31/2025	90000	91,132
Pension Expense	5/31/2025	96000	-
OPEB Expense	5/31/2025	96100	-
TOTAL RESOURCES APPLIED			2,094,866
INCREASE/(DECREASE) IN NET RESOURCES DURING THE YEAR			13,174
TOTAL NET RESOURCES, Ending			
Net Resources-Unrestricted	5/31/2025	29100	4,312,633
Unrestricted Net Position - Pension/OPEB	5/31/2025	29400	(1,342,276)
Net Resources-Restricted	5/31/2025	29300	-
Net Resources-Capital Assets, Less Related Debt	5/31/2025	29000	4,590,520
TOTAL NET RESOURCES, Ending			\$ 7,560,878
Unrestricted Reserve Percentage			215.23%

31st DAA, Ventura County Fair
Statement of Net Position
May 31, 2025

ASSETS

CURRENT ASSETS

Cash - Unrestricted	5,145,845
Cash - Junior Livestock Auction	137,522
Accounts Receivable, Net of Allowance for Doubtful	1,194,139
JLA Accounts Receivables, Net of Allowance for Doubtful	12,046
Deferred Expenses	208,989
TOTAL CURRENT ASSETS	6,698,542

FIXED ASSETS

Land	282,915
Construction in Progress	902,870
Buildings & Improvements, Net of Accumulated Depreciation	3,282,498
Equipment, Net of Accumulated Depreciation	122,237
TOTAL FIXED ASSETS	4,590,520

DEFERRED OUTFLOWS OF RESOURCES

Deferred Outflows of Resources - Pension	852,633
Deferred Outflows of Resources - OPEB	42,212
TOTAL DEFERRED OUTFLOWS OF RESOURCES	894,846

TOTAL ASSETS

\$ 12,183,908

LIABILITIES & NET RESOURCES

LIABILITIES

Special Event Insurance	155
Accounts Payable	377,723
JLA Accounts Payable	337
Sales Tax Payable	-
Payroll Liabilities	74,989
Drug Fees	15
Deferred Revenue	456,494
Guaranteed Deposits	118,712
Compensated Leave Liability	82,572
Workers Comp Liability	-
Long Term Debt - SB84	545,873
JLA Consignment	-
Net Pension Liability	1,933,890
Net OPEB Liability	218,182
TOTAL LIABILITIES	3,808,943

DEFERRED INFLOWS OF RESOURCES

Deferred Inflows of Resources - Pension	30,032
Deferred Inflows of Resources - OPEB	55,018
TOTAL DEFERRED INFLOWS OF RESOURCES	85,051

NET RESOURCES

Junior Livestock Auction Reserve	734,037
Net Resources - Unrestricted	\$4,312,633
Unrestricted Net Position - Pension/OPEB	(1,342,276)
Net Resources - Restricted	-
Net Resources - Capital Assets, Less Related Debt	\$4,590,520
TOTAL NET RESOURCES	8,294,914

TOTAL LIABILITIES & NET RESOURCES

\$ 12,188,908

31st DAA, Ventura County Fair
Cash & Cash Equivalents
May 31, 2025

CURRENT CASH

Petty Cash	200.00	
Total Petty Cash		\$200.00
Changefund	0.00	
Changfund - Parking	6,000.00	
Total Changefund Cash		\$6,000.00
Cash - Operating BOFA#0920	1,285,759.43	
Cash - Operating MB#5168	2,191,132.23	
Total Operating Cash		\$3,476,891.66
Cash - Premium BOFA#2150	7,543.00	
Total Premium Cash		\$7,543.00
Cash - Payroll BOFA#4507	4,360.18	
Cash - Payroll BOFA#1043	62.59	
Cash - Payroll MB#5184	12,335.55	
Total Payroll Cash		\$16,758.32
Cash - Savings	0.00	
Cash - Savings MB#5192	1,594,940.12	
Total Savings Cash		\$1,594,940.12
Cash - LAIF #13-56-001	43,511.88	
Total LAIF Cash		\$43,511.88
Cash - JLA BOFA#3469	12,280.82	
Cash - JLA MB#1471	125,240.84	
Total JLA Cash		\$137,521.66
TOTAL CASH		\$5,283,367

CURRENT ACCOUNTS RECEIVABLES

Accounts Receivable	1,202,556.71	
Allowance for Doubtful Account	(8,646.75)	
Employee AR	229.45	
Total Net General Accounts Receivables		\$1,194,139.41
JLA Accounts Receivable	32,843.68	
JLA Allowance for Doubtful Account	(20,797.33)	
Total Net JLA Accounts Receivables		\$12,046.35
TOTAL ACCOUNTS RECEIVABLES		\$1,206,186

TOTAL CASH & CASH EQUIVALENTS	\$6,489,552
--	--------------------

31st DAA, Ventura County Fair
Income Statement
May 31, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 5/31/2024	Current YTD 5/31/25	Budget 2025	Balance of Budget	% Used 2025
OPERATING REVENUES:							
Admission Revenues	ADMIS	3,078,610	-	302,541	3,097,200	2,794,659	10%
Commercial Space	COMSP	326,306	32,051	-	353,000	353,000	0%
Carnival Revenues	CARN	4,246,248	-	65,340	4,246,250	4,180,910	2%
Concession Revenues	CSREV	1,295,885	126,478	9,721	1,103,072	1,093,351	1%
Exhibit Revenues	EXREV	78,549	2,470	4,975	67,565	62,590	7%
Horse Show Revenues	HSREV	8,148	-	-	-	-	0%
Entertainment Revenues	ETREV	1,070,505	-	-	1,055,660	1,055,660	0%
Miscellaneous Fair Revenues	MFREV	1,661,136	159,139	417,550	1,622,855	1,205,305	26%
Facility Sales - Interim Revenues	INTRE	2,569,215	965,490	1,104,452	2,206,765	1,102,313	50%
Satellite Wagering Revenues	SWREV	270,738	141,272	130,902	242,310	111,408	54%
Prior Year Revenue	PYREV	27,371	(5,450)	20,354	-	(20,354)	0%
Other Revenues	OTREV	73,111	15,569	51,649	71,225	19,576	73%
TOTAL OPERATING REVENUES		\$ 14,705,821	\$ 1,437,018	\$ 2,107,485	\$ 14,065,902	\$ 11,958,417	15%
OPERATING EXPENDITURES:							
Administration Expenses	ADEXP	1,376,160	438,626	476,736	1,358,905	882,169	35%
Maintenance Expenses	MNEXP	2,665,119	955,632	1,052,361	2,708,605	1,656,244	39%
Publicity Expenses	PBEXP	267,525	22,278	6,646	281,500	274,854	2%
Concession Expenses	CSEXP	112,905	41,294	55,686	135,986	80,300	41%
Attendance Expenses	ATEXP	3,948,327	7,639	811	3,987,685	3,986,874	0%
Premium Expenses	PREXP	119,835	3,699	2,036	106,334	104,298	2%
Exhibit Expenses	EXEXP	236,639	14,922	41,389	292,746	251,357	14%
Horse Show Expenses	HSEXP	19,211	-	-	-	-	0%
Entertainment Expenses	ETEXP	2,519,942	40,000	3,755	2,468,489	2,464,734	0%
Miscellaneous Fair Expenses	MFEXP	1,878,989	64,455	90,052	2,011,453	1,921,401	4%
Facility Sales - Interim Expenses	INTEX	714,293	262,590	217,393	587,423	370,030	37%
Satellite Wagering Expenses	SWEXP	42,892	17,457	16,858	42,905	26,047	39%
Equipment Expenses	EQUIP	49,540	31,800	10,674	48,075	37,401	22%
Prior Year Expenses	PYEXP	47,100	32,073	31,253	20,000	(11,253)	156%
Cash Over/Short	CAOS	42,025	(5,544)	(1,916)	11,685	13,601	-16%
TOTAL OPERATING EXPENSES		\$ 14,040,501	\$ 1,926,922	\$ 2,003,734	\$ 14,061,791	\$ 12,058,057	14%
NET OPER PROFIT/LOSS BEFORE DEPRE & PENSION/OPEB		\$ 665,319	\$ (489,904)	\$ 103,751	\$ 4,111	\$ (99,640)	2524%
Depreciation	90000	437,180	165,799	91,132	440,000	348,868	21%
Pension Expense	96000	397,100	-	-	-	-	0%
OPEB Expense	96100	(7,793)	-	-	-	-	0%
NET OPER PROFIT/LOSS AFTER DEPRE & PENSION/OPEB		\$ (161,167)	\$ (655,703)	\$ 12,618	\$ (435,889)	\$ (448,507)	-3%
State Allocation	31200	329,000	214,500	-	110,000	110,000	0%
Training Allocations	31300	-	-	-	-	-	0%
Capital Project Reimbursement Funds	31900	36,000	36,000	-	-	-	0%
One-Time Revenue Sources	32500	504,671	-	156	-	(156)	0%
Contributions from Other Govt Sources	33000	-	-	-	-	-	0%
Other Operating Funds Used for Operation	34000	-	-	400	-	(400)	0%
NET PROFIT/LOSS BEFORE DEPRE & PENSION/OPEB		\$ 1,534,990	\$ (239,404)	\$ 104,307	\$ 114,111	\$ 9,804	91%
NET PROFIT/LOSS AFTER DEPRE & PENSION/OPEB		\$ 708,504	\$ (405,203)	\$ 13,174	\$ (325,889)	\$ (339,063)	-4%

Income Statement

31st DAA, Ventura County Fair

Revenue Report

May 31, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 5/31/24	Current YTD 5/31/25	Budget 2025	Balance of Budget	% Used 2025
ADMISSIONS TO GROUNDS:							
Gate Admissions	40000-00-100	2,558,290	-	-	2,520,590	2,520,590	0%
Admission - Vendor Badge	40010-00-100	1,854	-	-	1,850	1,850	0%
Presale Admissions	40100-00-100	479,546	-	268,101	535,840	267,739	50%
Presale Admissions - Livestock	40110-00-100	38,920	-	34,440	38,920	4,480	88%
TOTAL ADMISSION TO GROUNDS		\$ 3,078,610	\$ -	\$ 302,541	\$ 3,097,200	\$ 2,794,659	10%
COMMERCIAL SPACE:							
Commercial Space	41000-00-100	326,306	32,051	-	353,000	353,000	0%
TOTAL COMMERCIAL SPACE		\$ 326,306	\$ 32,051	\$ -	\$ 353,000	\$ 353,000	0%
CARNIVAL REVENUE:							
Carnival	40500-00-100	3,853,972	-	-	3,853,970	3,853,970	0%
Carnival - Presale	40510-00-100	392,276	-	65,340	392,280	326,940	17%
Other Misc Revenue - Carnival	40520-00-100	-	-	-	-	-	0%
TOTAL CARNIVAL REVENUE		\$ 4,246,248	\$ -	\$ 65,340	\$ 4,246,250	\$ 4,180,910	2%
CONCESSION REVENUE:							
Food Concession	42100-60-100	1,154,372	121,950	2,000	1,035,000	1,033,000	0%
Vendor Parking	45000-60-100	15,577	-	-	9,072	9,072	0%
Stock Struck	45010-60-100	3,940	-	-	4,000	4,000	0%
Camping Fees	46500-60-100	77,273	-	3,996	48,000	44,004	8%
Reimbursable Revenues	48500-60-100	38,569	435	-	2,500	2,500	0%
Vendor App Fees	48700-60-100	6,155	4,093	3,725	4,500	775	83%
TOTAL CONCESSION REVENUE		\$ 1,295,885	\$ 126,478	\$ 9,721	\$ 1,103,072	\$ 1,093,351	1%
EXHIBIT REVENUE:							
Exhibit Entry Fees	EXENT	30,861	20	3,680	28,000	24,320	13%
Donated Awards	43100-80-100	16,625	2,150	-	10,500	10,500	0%
Parking Revenue - Livestock	45000-80-100	7,804	-	-	10,000	10,000	0%
Camping Fees	46500-80-100	9,115	-	-	9,565	9,565	0%
Reimbursable Revenues	48500-80-100	2,355	-	90	-	(90)	0%
Other Misc Revenue	48700-80-100	6,204	-	350	2,000	1,650	18%
Donations	48810-80-100	2,060	-	30	4,000	3,970	1%
Junior Fair Board Revenue	48700-80-160	3,525	300	825	3,500	2,675	24%
TOTAL EXHIBIT REVENUE		\$ 78,549	\$ 2,470	\$ 4,975	\$ 67,565	\$ 62,590	7%
HORSE SHOW REVENUE:							
Entry Fees - Open Draft/Carraige	43000-25-150	3,693	-	-	-	-	0%
Sponsored Awards - Open Draft/Carraige	43100-25-150	-	-	-	-	-	0%
Stall Fees - Open Draft/Carraige	43300-25-150	4,455	-	-	-	-	0%
Camping Fees - Open Draft/Carraige	46500-25-150	-	-	-	-	-	0%
Entry Fees - Youth Open	43000-25-151	-	-	-	-	-	0%
Stall Fees - Youth Open	43300-25-151	-	-	-	-	-	0%
TOTAL HORSE SHOW REVENUE		\$ 8,148	\$ -	\$ -	\$ -	\$ -	0%

Revenues

31st DAA, Ventura County Fair

Revenue Report

May 31, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 5/31/24	Current YTD 5/31/25	Budget 2025	Balance of Budget	% Used 2025
ENTERTAINMENT FAIR REVENUE							
Admission - Box Seats	40000-75-100	22,400	-	-	22,400	22,400	0%
Admission - Motorsports	40010-75-100	-	-	-	-	-	0%
Admission - Concerts	40020-75-100	459,769	-	-	459,770	459,770	0%
Admission - Rodeo	40030-75-100	37,651	-	-	37,540	37,540	0%
Presale Admission - Box Seats	40100-75-100	4,000	-	-	4,000	4,000	0%
Presale Admission - Concerts	40120-75-100	460,053	-	-	445,320	445,320	0%
Presale Admission - Rodeo	40130-75-100	67,153	-	-	67,150	67,150	0%
Commission on Sales	41500-75-100	19,480	-	-	19,480	19,480	0%
Other Misc Revenue	48700-75-100	-	-	-	-	-	0%
TOTAL ENTERTAINMENT FAIR REVENUE		\$ 1,070,505	\$ -	\$ -	\$ 1,055,660	\$ 1,055,660	0%
MISCELLANEOUS FAIR REVENUE: (without Jr Livestock Auction)							
Souvenir Booth	42200-00-100	33,193	-	-	400,000	400,000	0%
Alcohol Concession	42300-00-100	578,283	-	-	33,190	33,190	0%
Parking Revenue	45000-00-100	438,600	-	-	578,280	578,280	0%
Camping Fees	46500-00-100	-	-	-	-	-	0%
Other Misc Revenue	48700-00-100	15,973	2,339	-	11,385	11,385	0%
Donations Revenue	48810-00-100	-	300	-	-	-	0%
Sponsorship Revenue	48800-50-100	595,086	156,500	416,000	600,000	184,000	69%
TOTAL MISCELLANEOUS FAIR		\$ 1,661,136	\$ 159,139	\$ 416,000	\$ 1,622,855	\$ 1,206,855	26%
INTERIM REVENUE							
Concession Revenue (alcohol & beverages)	42300-40-400	317,747	48,151	152,508	317,750	165,242	48%
Parking Revenue	45000-40-400	472,746	167,404	251,969	400,000	148,031	63%
Parking Revenue - Beachfront	45010-40-400	137,500	49,496	21,628	140,000	118,372	15%
Building Rental	46100-40-400	551,654	271,828	202,808	400,000	197,192	51%
Building Rental - Derby Club	46110-40-400	194,559	82,556	82,500	192,000	109,500	43%
Grounds Rental	46200-40-400	341,815	103,786	126,084	250,000	123,916	50%
Equipment Rental (chairs, tables, etc.)	46300-40-400	160,064	73,873	112,561	135,000	22,439	83%
Camping Fees	46500-40-400	18,370	5,305	1,375	10,000	8,625	14%
Reimbursable Revenue - Utilities	48500-40-400	62,956	53,718	5,216	62,830	57,614	8%
Reimbursable Revenue - Outside Security	48510-40-400	2,000	2,000	-	2,000	2,000	0%
Reimbursable Revenue - In House Security	48520-40-400	-	-	-	-	-	0%
Reimbursable Revenue - Standby Labor	48530-40-400	74,029	30,891	36,200	74,000	37,800	49%
Set-Up/Clean-Up Fees	48550-40-400	122,057	57,232	52,859	110,000	57,141	48%
Reimbursable Revenue - Fire Marshall	48560-40-400	8,700	4,080	1,800	9,000	7,200	20%
Reimbursable Revenue - Trash/Dumpster	48570-40-400	18,000	3,500	17,184	18,000	816	95%
Reimbursable Revenue - Other (Police Expense)	48580-40-400	80,146	4,893	39,760	80,000	40,240	50%
Other Misc Revenue	48700-40-400	6,872	6,778	-	6,185	6,185	0%
Sponsorship Revenue	48800-50-400	-	-	-	-	-	0%
TOTAL INTERIM REVENUE		\$ 2,569,215	\$ 965,490	\$ 1,104,452	\$ 2,206,765	\$ 1,102,313	50%

Revenues

31st DAA, Ventura County Fair

Revenue Report

May 31, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 5/31/24	Current YTD 5/31/25	Budget 2025	Balance of Budget	% Used 2025
SATELLITE WAGERING							
Commission	41500-20-200	246,738	140,011	128,598	242,310	113,712	53%
Parking Revenue	45000-20-200	24,000	-	-	-	-	0%
Prior Year Revenue	49000-20-200	-	-	2,304	-	(2,304)	0%
TOTAL SATELLITE WAGERING REVENUE		\$ 270,738	\$ 141,272	\$ 130,902	\$ 242,310	\$ 111,408	54%
TOTAL PRIOR YEAR REVENUE ADJ	49000-00-000	27,371	(5,450)	20,354	-	(20,354)	0%
TOTAL PRIOR YEAR REVENUE		\$ 27,371	\$ (5,450)	\$ 20,354	\$ -	\$ (20,354)	0%
OTHER OPERATING REVENUE							
Reimbursable Revenue	48500-00-000	4,923	-	-	1,500	1,500	0%
Other Misc Revenue (Convenience Fees, SE Rebates, etc.)	48700-00-000	44,462	6,595	36,400	47,885	11,485	76%
Interest Earnings	48710-00-000	23,698	8,973	15,250	21,810	6,560	70%
Donations	48810-00-000	29	-	-	30	30	0%
TOTAL OTHER OPERATING REVENUE		\$ 73,111	\$ 15,569	\$ 51,649	\$ 71,225	\$ 19,576	73%

31st DAA, Ventura County Fair
Expense Report
May 31, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 5/31/24	Current YTD 5/31/25	Budget 2025	Balance of Budget	% Used 2025
ADMINISTRATION EXPENSE							
Salaries & Wages - Perm	50000-11-000	200,239	70,656	56,020	176,596	120,576	32%
Salaries & Wages - Temp	50100-11-000	129,027	51,487	53,915	130,000	76,085	41%
Compensated Leave	50300-11-000	(41,215)	-	-	60,988	60,988	0%
Employee Benefits	51000-11-000	25,242	12,200	11,341	30,950	19,609	37%
PERS Employer Contribution	51010-11-000	65,827	34,395	25,736	70,865	45,129	36%
OPEB Employer Contribution	51020-11-000	4,030	1,915	1,642	4,281	2,639	38%
Payroll Taxes	51100-11-000	23,378	8,282	7,799	18,074	10,275	43%
Worker's Comp Insurance	51200-11-000	22,704	10,585	12,221	19,009	6,788	64%
Unemployment Insurance	51300-11-000	37,237	16,325	8,564	25,000	16,436	34%
Current year - Bad Debt Expense	53000-11-000	-	-	-	-	-	0%
Bank / CC Charges	54000-11-000	242,308	10,577	24,249	229,930	205,681	11%
Interest Expense	54010-11-000	800	710	-	800	800	0%
Director Expense	56000-11-000	5,171	3,244	103	5,170	5,067	2%
Dues & Subscription	57000-11-000	9,446	4,975	25,412	9,450	(15,962)	269%
Insurance	60000-11-000	326,213	127,741	133,521	330,000	196,479	40%
Other Misc Expense	65000-11-000	5,807	3,423	130	8,400	8,270	2%
Postage	67000-11-000	2,053	507	1,036	2,050	1,014	51%
Professional Services	69000-11-000	177,317	45,573	39,055	93,818	54,763	42%
Audit Cost	69010-11-000	91,300	-	60,150	91,300	31,150	66%
Office Supplies & Expense	74000-11-000	25,908	19,284	5,528	25,900	20,372	21%
Telephone	75000-11-000	8,290	4,159	1,888	8,300	6,412	23%
Travel / Training Expense	77000-11-000	15,077	12,588	8,427	18,024	9,597	47%
TOTAL ADMINISTRATION EXPENSE		\$ 1,376,160	\$ 438,626	\$ 476,736	\$ 1,358,905	\$ 882,169	35%
MAINTENANCE & GENERAL OPERATIONS							
Salaries & Wages - Perm	50000-12-000	219,773	75,749	113,824	274,369	160,545	41%
Salaries & Wages - Temp	50100-12-000	846,604	339,158	376,578	711,975	335,397	53%
Employee Benefits	51000-12-000	60,039	22,915	32,868	79,147	46,279	42%
PERS Employer Contribution	51010-12-000	171,872	80,241	95,134	213,124	117,990	45%
OPEB Employer Contribution	51020-12-000	6,850	2,282	3,850	9,204	5,354	42%
Payroll Taxes	51100-12-000	57,593	22,978	31,630	72,400	40,770	44%
Worker's Comp Insurance	51200-12-000	68,603	31,667	54,129	61,153	7,024	89%
Vehicle Insurance	60000-12-000	-	-	-	-	-	0%
Utilities - Electrical	63000-12-000	527,547	115,293	168,620	555,184	386,564	30%
Utilities - Gas/Propane	63010-12-000	55,831	9,780	11,105	58,623	47,518	19%
Utilities - Water/Sewer	63020-12-000	118,949	56,365	30,912	124,896	93,984	25%
Grounds Maintenance & Repairs	64000-12-000	76,722	19,532	42,253	98,840	56,587	43%
Equipment Maintenance	64010-12-000	86,807	35,828	29,979	85,995	56,016	35%
Professional Services	69000-12-000	135,260	52,368	35,986	110,195	74,209	33%
Equipment Rental	72000-12-000	59,203	24,456	3,648	65,000	61,352	6%
Supplies & Expenses	74000-12-000	78,526	41,915	(7,705)	90,000	97,705	-9%
Telephone Expenses	75000-12-000	4,636	-	2,099	4,700	2,601	45%

Expenses

31st DAA, Ventura County Fair
Expense Report
May 31, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 5/31/24	Current YTD 5/31/25	Budget 2025	Balance of Budget	% Used 2025
Travel & Training Expenses	77000-12-000	1,505	1,505	1,204	5,000	3,796	24%
Trash/Waste Removal	78000-12-000	88,797	23,601	26,248	88,800	62,552	30%
TOTAL MAINTENANCE EXPENSE		\$ 2,665,119	\$ 955,632	\$ 1,052,361	\$ 2,708,605	\$ 1,656,244	39%
PUBLICITY EXPENSE							
Advertising	52000-13-100	126,168	4,738	4,121	140,000	135,879	3%
Professional Services	69000-13-100	66,036	14,617	465	75,000	74,535	1%
Program Expense	70000-13-100	25,053	-	-	25,000	25,000	0%
Promotional Expense	71000-13-100	23,218	2,299	400	21,500	21,100	2%
Supplies & Expense	74000-13-100	27,050	623	1,660	20,000	18,340	8%
TOTAL PUBLICITY EXPENSE		\$ 267,525	\$ 22,278	\$ 6,646	\$ 281,500	\$ 274,854	2%
CONCESSION EXPENSE							
Salaries & Wages - Perm	50000-60-100	-	-	25,239	60,042	34,803	42%
Salaries & Wages - Temp	50100-60-100	67,019	27,140	10,728	26,040	15,312	41%
Employee Benefits	51000-60-100	-	-	-	1,680	1,680	0%
Payroll Taxes	51100-60-100	3,789	1,661	2,610	6,233	3,623	42%
PERS Employer Contribution	51010-60-100	10,512	6,293	8,649	6,535	(2,114)	132%
OPEB Employer Contribution	51020-60-100	-	-	657	3,666	3,009	18%
Worker's Comp Insurance	51200-60-100	3,651	2,100	3,827	5,337	1,510	72%
Professional Services	69000-60-100	17,394	3,758	3,630	11,983	8,353	30%
Tent & Booth Rent Expense	72000-60-100	1,227	-	-	-	-	0%
Supplies & Expense	74000-60-100	9,313	343	28	10,930	10,902	0%
Travel & Training	77000-60-100	-	-	318	3,540	3,222	9%
TOTAL CONCESSION EXPENSE		\$ 112,905	\$ 41,294	\$ 55,686	\$ 135,986	\$ 80,300	41%
ATTENDANCE OPERATIONS							
Salaries & Wages - Temp	50100-70-100	117,515	-	315	162,000	161,685	0%
Employee Benefits	51000-70-100	-	-	-	-	-	0%
PERS Employer Contribution	51010-70-100	1,734	-	-	1,735	1,735	0%
Payroll Taxes	51100-70-100	2,386	-	5	2,386	2,381	0%
Worker's Comp Insurance	51200-70-100	3,399	-	32	10,044	10,012	0%
Professional Services	69000-70-100	27,719	1,500	200	27,720	27,520	1%
Professional Services - Carnival	69010-70-100	2,402,048	1,500	-	2,402,050	2,402,050	0%
Security Expense	73000-70-100	967,508	-	-	967,510	967,510	0%
Supplies & Expense	74000-70-100	214,876	1,380	259	214,880	214,621	0%
Supplies & Expense - Carnival	74010-70-100	202,552	-	-	190,760	190,760	0%
Supplies & Expense - Admission	74020-70-100	8,590	3,259	-	8,600	8,600	0%
TOTAL ATTENDANCE EXPENSE		\$ 3,948,327	\$ 7,639	\$ 811	\$ 3,987,685	\$ 3,986,874	0%
Premium Expense (Excluding Horse Show)							
Premium Cash Awards	66000-85-100	105,953	-	-	95,952	95,952	0%
Professional Services	69000-85-100	9,500	-	1,625	6,000	4,375	27%
Supplies & Expenses	74000-85-100	4,382	3,699	411	4,382	3,971	9%
TOTAL PREMIUM EXPENSE		\$ 119,835	\$ 3,699	\$ 2,036	\$ 106,334	\$ 104,298	2%

Expenses

31st DAA, Ventura County Fair
Expense Report
May 31, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 5/31/24	Current YTD 5/31/25	Budget 2025	Balance of Budget	% Used 2025
EXHIBIT EXPENSE							
Salaries & Wages - Perm	50000-80-100	10,358	-	20,822	50,067	29,245	42%
Salaries & Wages - Temp	EXWAT	30,218	8,036	-	-	-	0%
Employee Benefits	51000-80-100	2,908	-	5,051	12,122	7,071	42%
PERS Employer Contribution	51010-80-100	9,840	2,508	5,340	12,815	7,475	42%
OPEB Employer Contribution	51020-80-100	304	-	609	1,461	852	42%
Payroll Taxes	EXPRT	3,041	615	1,566	1,077	(489)	145%
Worker's Comp Insurance	EXWC	2,281	567	2,319	3,104	785	75%
Other Misc Expense	65000-80-100	-	-	-	-	-	0%
Trophies & Ribbons	66010-80-100	10,171	-	-	20,000	20,000	0%
Sponsored Cash	66020-80-100	-	-	-	500	500	0%
Supplies & Expenses	EXSE	32,183	1,342	1,262	48,500	47,238	3%
Professional Services	EXPRO	131,225	321	377	132,600	132,223	0%
Volunteer Event	74010-80-100	711	-	-	5,500	5,500	0%
Travel & Training	77000-80-100	1,324	1,324	3,610	3,000	(610)	120%
Junior Fair Board Expense	65000-80-160	2,074	209	434	2,000	1,566	22%
TOTAL EXHIBIT EXPENSE		\$ 236,639	\$ 14,922	\$ 41,389	\$ 292,746	\$ 251,357	14%
HORSE SHOW EXPENSE (Excluding Premiums)							
Professional Services - Open Draft/Carraige	69000-25-150	14,975	-	-	-	-	0%
Supplies & Expenses - Open Draft/Carraige	74000-25-150	4,236	-	-	-	-	0%
Professionsl Services - Youth Open	69000-25-151	-	-	-	-	-	0%
Supplies & Expenses - Youth Open	74000-25-151	-	-	-	-	-	0%
TOTAL HORSE SHOW EXPENSE		\$ 19,211	\$ -	\$ -	\$ -	\$ -	0%
FAIR ENTERTAINMENT EXPENSE							
Salaries & Wages - Temp	50100-75-100	1,787	-	-	1,787	1,787	0%
Employee Benefits	51000-75-100	-	-	-	-	-	0%
Payroll Taxes	51100-75-100	26	-	-	26	26	0%
Worker's Comp Insurance	51200-75-100	48	-	-	111	111	0%
Entertainment - Rodeo	58000-75-100	143,000	-	-	143,000	143,000	0%
Entertainment - Grounds Acts	58010-75-100	405,400	-	-	355,400	355,400	0%
Entertainment - Motrosports	58020-75-100	-	-	-	-	-	0%
Entertainment - Concerts	58030-75-100	1,312,098	-	-	1,312,100	1,312,100	0%
Entertainment - Community Event	58040-75-100	-	-	-	-	-	0%
Professional Services	69000-75-100	447,289	-	2,670	447,290	444,620	1%
Professional Services - Rodeo	69020-75-100	-	-	-	-	-	0%
Supplies & Expense - Grandstands	74000-75-100	177,373	25,000	1,085	175,850	174,765	1%
Supplies & Expense - Grounds Acts	74010-75-100	29,903	15,000	-	29,905	29,905	0%
Supplies & Expense - Rodeo	74020-75-100	3,019	-	-	3,020	3,020	0%
TOTAL FAIR ENTERTAINMENT EXPENSE		\$ 2,519,942	\$ 40,000	\$ 3,755	\$ 2,468,489	\$ 2,464,734	0%

Expenses

31st DAA, Ventura County Fair
Expense Report
May 31, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 5/31/24	Current YTD 5/31/25	Budget 2025	Balance of Budget	% Used 2025
MISCELLANEOUS FAIR EXPENSE							
<i>ADMINISTRATION</i>							
Salaries & Wages - Perm	50000-11-100	6,101	-	-	21,567	21,567	0%
Salaries & Wages - Temp	50100-11-100	23,713	-	-	22,600	22,600	0%
Employee Benefits	51000-11-100	2,118	-	-	2,118	2,118	0%
PERS Employer Contribution	51010-11-100	2,868	-	-	2,868	2,868	0%
OPEB Employer Contribution	51020-11-100	175	-	-	175	175	0%
Payroll Taxes	51100-11-100	1,509	-	-	1,509	1,509	0%
Worker's Comp Insurance	51200-11-100	906	-	-	2,738	2,738	0%
Director's Expense	56000-11-100	353	-	-	353	353	0%
Supplies & Expenses	74000-11-100	24,078	-	-	24,184	24,184	0%
<i>MAINTENANCE</i>							
Salaries & Wages - Perm	50000-12-100	33,239	-	-	27,697	27,697	0%
Salaries & Wages - Temp	50100-12-100	169,477	-	-	226,050	226,050	0%
Employee Benefits	51000-12-100	6,104	-	-	6,104	6,104	0%
PERS Employer Contribution	51010-12-100	17,214	-	-	17,214	17,214	0%
OPEB Employer Contribution	51020-12-100	750	-	-	750	750	0%
Payroll Taxes	51100-12-100	11,398	-	-	11,398	11,398	0%
Worker's Comp Insurance	51200-12-100	6,343	-	-	15,732	15,732	0%
Utilities (electric, gas, water, sewer, etc.)	63000-12-100	24,538	-	-	24,540	24,540	0%
Professional Services	69000-12-100	271,359	-	-	271,358	271,358	0%
Equipment Rental	72000-12-100	248,008	2,790	3,735	248,008	244,273	2%
Supplies & Maintenance	74000-12-100	121,225	28,621	4,076	95,380	91,304	4%
Trash/Waste Removal	78000-12-100	19,671	-	-	19,675	19,675	0%
<i>FACILITY SALES</i>							
Salaries & Wages - Perm	50000-40-100	4,384	-	-	-	-	0%
Salaries & Wages - Temp	50100-40-100	-	-	-	-	-	479%
Employee Benefits	51000-40-100	814	-	-	-	-	0%
PERS Employer Contribution	51010-40-100	627	-	-	-	-	0%
OPEB Employer Contribution	51020-40-100	87	-	-	-	-	0%
Payroll Taxes	51100-40-100	318	-	-	-	-	0%
Worker's Comp Insurance	51200-40-100	177	-	-	-	-	0%
Professional Services	69000-40-100	-	-	-	-	-	0%
Outside Security Expense	73000-40-100	-	-	-	-	-	0%
Supplies & Expenses	74000-40-100	-	-	-	-	-	0%
<i>SPONSORSHIP</i>							
Professional Services	69000-50-100	197,262	25,000	20,000	182,000	162,000	11%
Equipment Rental	72000-50-100	-	-	62,241	400	(61,841)	15560%
Supplies & Expenses	74000-50-100	1,757	-	-	1,625	1,625	0%
<i>PARKING</i>							
Salaries & Wages - Temp	50000-65-100	3,763	-	-	5,834	5,834	0%
Salaries & Wages - Temp	50100-65-100	28,783	126	-	60,000	60,000	0%
Employee Benefits	51000-65-100	815	-	-	815	815	0%

Expenses

31st DAA, Ventura County Fair
Expense Report
May 31, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 5/31/24	Current YTD 5/31/25	Budget 2025	Balance of Budget	% Used 2025
PERS Employer Contribution	51010-65-100	745	-	-	745	745	0%
OPEB Employer Contribution	51020-65-100	85	-	-	85	85	0%
Payroll Taxes	51100-65-100	956	2	-	956	956	0%
Worker's Comp Insurance	51200-65-100	903	7	-	4,082	4,082	0%
Professional Services	69000-65-100	322,974	-	-	342,000	342,000	0%
Overflow Parking Rental	72000-65-100	12,500	-	-	13,200	13,200	0%
Equipment Rental	72001-65-100	2,804	-	-	3,000	3,000	0%
Supplies & Expense	74000-65-100	7,448	-	-	1,200	1,200	0%
<i>OTHER FAIR</i>							
Chargebacks	54020-00-100	217,082	-	-	285,686	285,686	0%
Professional Services	69000-00-100	83,558	7,910	-	67,807	67,807	0%
Souvenir Booth Expense	74000-00-100	-	-	-	-	-	0%
TOTAL MISCELLANEOUS FAIR EXPENSE		\$ 1,878,989	\$ 64,455	\$ 90,052	\$ 2,011,453	\$ 1,921,401	4%
INTERIM EXPENSE							
<i>PUBLICITY</i>							
Advertising	52000-13-400	8,265	3,217	-	10,000	10,000	0%
Professional Services	69000-13-400	50,832	12,664	28,135	35,000	6,865	80%
Promotional Expense	71000-13-400	-	-	-	-	-	0%
Supplies & Expenses	74000-13-400	2,611	1,923	556	5,000	4,444	11%
<i>FACILITY SALES</i>							
Salaries & Wages - Perm	50000-40-400	90,388	32,212	29,926	63,154	33,228	47%
Salaries & Wages - Temp	50100-40-400	18,748	11,592	8,963	30,000	21,037	30%
Employee Benefits	51000-40-400	18,048	8,141	8,781	22,810	14,029	38%
PERS Employer Contribution	51010-40-400	25,180	12,649	7,451	33,252	25,801	22%
OPEB Employer Contribution	51020-40-400	2,553	1,176	850	3,792	2,942	22%
Payroll Taxes	51100-40-400	7,499	3,162	2,228	9,694	7,466	23%
Worker's Comp Insurance	51200-40-400	7,406	3,472	4,402	5,776	1,374	76%
Professional Services	69000-40-400	129,975	12,674	1,800	65,820	64,020	3%
Promotional Expense	71000-40-400	-	-	-	-	-	0%
Rental Expense	72000-40-400	7,014	600	-	7,000	7,000	0%
Outside Security Expense	73000-40-400	188,539	77,999	72,912	189,000	116,088	39%
Supplies & Expenses	74000-40-400	6,458	805	573	1,200	627	48%
Telephone	75000-40-400	709	296	297	720	423	41%
Travel & Training	77000-40-400	674	674	1,131	675	(456)	168%
Trash/Waste Removal	78000-40-400	12,494	12,494	-	12,500	12,500	0%
<i>PARKING</i>							
Salaries & Wages - Perm	50000-65-400	-	-	-	-	-	0%
Salaries & Wages - Temp	50100-65-400	90,779	33,131	37,403	50,800	13,397	74%
Employee Benefits	51000-65-400	-	-	-	-	-	0%
PERS Employer Contribution	51010-65-400	4,304	1,714	1,652	6,400	4,748	26%
Payroll Taxes	51100-65-400	2,624	883	1,039	3,400	2,361	31%
Worker's Comp Insurance	51200-65-400	5,906	2,571	4,147	-	(4,147)	0%

Expenses

31st DAA, Ventura County Fair
Expense Report
May 31, 2025

Description	Acct. No.	Actuals 2024	Prior YTD 5/31/24	Current YTD 5/31/25	Budget 2025	Balance of Budget	% Used 2025
Equipment Maintenance	64010-65-400	-	-	-	-	-	0%
Professional Services - PK	69000-65-400	28,430	28,430	5,126	28,430	23,304	18%
Supplies & Expense - Main Lot	74000-65-400	3,416	112	-	1,500	1,500	0%
Supplies & Expense - Beach Lot	74010-65-400	1,443	-	22	1,500	1,478	1%
TOTAL INTERIM EXPENSE		\$ 714,293	\$ 262,590	\$ 217,393	\$ 587,423	\$ 370,030	37%
SATELLITE WAGERING EXPENSE							
CARF Dues	57000-20-200	17,992	8,996	-	17,995	17,995	0%
Grounds Maintenance & Repairs	64000-20-200	11,851	66	16,408	11,855	(4,553)	138%
Equipment Maintenance	64010-20-200	-	-	-	-	-	0%
Professional Services	69000-20-200	3,810	88	450	3,810	3,360	12%
Supplies & Expenses	74000-20-200	993	61	-	995	995	0%
Trash Removal	78000-20-200	8,246	8,246	-	8,250	8,250	0%
Prior Year Expenses	80000-20-200	-	-	-	-	-	0%
TOTAL SATELLITE WAGERING EXPENSE		\$ 42,892	\$ 17,457	\$ 16,858	\$ 42,905	\$ 26,047	39%
EQUIPMENT EXPENSE							
Non Capitalized(cost less than \$5000 and life less than one year							
Equipment Funded by Fair	87500-00-000	49,540	31,800	10,674	48,075	37,401	22%
TOTAL EQUIPMENT EXPENSE		\$ 49,540	\$ 31,800	\$ 10,674	\$ 48,075	\$ 37,401	22%
PRIOR YEAR OPERATING EXPENSE ADJUSTMENT							
Prior Year Adjustments	80000-00-000	47,100	32,073	31,253	20,000	(11,253)	156%
PRIOR YEAR OPERATING EXPENSE		\$ 47,100	\$ 32,073	\$ 31,253	\$ 20,000	\$ (11,253)	156%
CASH SHORTAGES & OVERAGES							
Cash +/- Interim	85000-00-000	42,025	(5,544)	(1,916)	11,685	13,601	-16%
CASH (OVER)/UNDER		\$ 42,025	\$ (5,544)	\$ (1,916)	\$ 11,685	\$ 13,601	-16%
DEPRECIATION EXPENSE							
Depreciation	90000-00-000	437,180	165,799	90,793	440,000	349,207	21%
Prior Year Depreciation Expense	80010-00-000	-	-	339	-	(339)	0%
TOTAL DEPRECIATION EXPENSE		\$ 437,180	\$ 165,799	\$ 91,132	\$ 440,000	\$ 348,868	21%
PENSION EXPENSE							
Pension Expense	96000-00-000	397,100	-	-	-	-	0%
TOTAL PENSION EXPENSE		\$ 397,100	\$ -	\$ -	\$ -	\$ -	0%
OPEB EXPENSE							
OPEB Expense	96100-00-000	(7,793)	-	-	-	-	0%
TOTAL OPEB EXPENSE		\$ (7,793)	\$ -	\$ -	\$ -	\$ -	0%

Expenses

31st DAA, Ventura County Fair
Junior Livestock Auction
May 31, 2025

DETAIL	Account Number	Actual 2024	Current YTD 5/31/25	Budget 2025	Balance of Budget
BEGINNING RESOURCES: 1/1/2025	25100-30-300	\$ 589,003	\$ 706,108		
AUCTION REVENUES:					
Commission Revenue	41500-30-300	77,999	0	75,000	75,000
Buyers Receipts	47600-30-300	0	0	0	0
Other Misc Revenue	48700-30-300	44,356	0	0	0
Interest Revenue	48710-30-300	0	0	0	0
Slaughter Fees	48720-30-300	0	0	0	0
Sponsorships	48800-30-300	83,925	29,500	100,000	70,500
Donations	48810-30-300	290	0	0	0
Prior Year Revenue	49000-30-300	3,291	0	0	0
TOTAL REVENUES		209,861	29,500	175,000	145,500
AUCTION EXPENDITURES:					
Bad Debt Expense	53000-30-300	55	0	0	0
Bank/CC Charges	54000-30-300	20,913	348	20,340	19,992
Payments to Sellers	57600-30-300	0	0	0	0
Hauling and Slaughter	65000-30-300	5,287	0	29,920	29,920
Professional Services	69000-30-300	30,229	850	30,230	29,380
Publicity & Marketing	71000-30-300	964	0	964	964
Supplies & Expense	74000-30-300	18,549	36	18,550	18,514
Lunch Expense	74010-30-300	16,759	337	16,760	16,423
Prior Year Expense	80000-30-300	0	0	0	0
Cash Shortage/Overage	85100-30-300	0	0	0	0
Equipment Expense	87500-30-300	0	0	0	0
TOTAL EXPENDITURES		92,755	1,572	116,764	115,192
NET JLA INCOME		117,105	27,928	58,236	30,308
ENDING RESOURCES: 5/31/2025	25100-30-300	\$ 706,109	\$ 734,037		

31st DAA, Ventura County Fair
Capital Assets
May 31, 2025

DESCRIPTION	Date	Reference	Balance
PROPERTY, PLANT & EQUIPMENT AS OF:	1/1/2025		\$ 19,552,853
ACQUISITIONS OF FIXED ASSETS:			
Land		19100-00-000	-
Buildings & Improvements:		19200-00-000	22,059
Construction in Progress:		19000-00-000	502,192
PSPS Project	19000-00-000	-	
Grounds Bathroom Remodels	19000-00-903	-	
Anacapa Awning Project	19000-00-905	(3,271)	
San Miguel Awning Project	19000-00-906	1,811	
Ag Building Improvement	19000-00-907	4,309	
Gas Line Upgrades	19000-00-908	-	
Strawberry Festival Project (grounds/Bldg improvement)	19000-00-910	-	
Sewer Upgrade	19000-00-911	177,640	
Small Livestock Project	19000-00-912	-	
Grounds Lighting Project	19000-00-913	621	
Area 1 Concrete Project	19000-00-914	-	
Fairgrounds Landscape Project	19000-00-915	2,768	
Wrought Iron Fencing	19000-00-916	625	
Announcer Booth Project	19000-00-917	-	
Raceway Expansion Project	19000-00-918	2,590	
Mold Remediation FL	19000-00-919	150,215	
Mold Remediation SR	19000-00-920	151,797	
Electrical Panel Project	19000-00-921	-	
Morgan Bathrooms Mold Remediation Project	19000-00-922	-	
Raceway Lighting	19000-00-923	13,085	
Equipment		19300-00-000	35,216
Other Fixed Assets			
Other (provide description):			
TOTAL ACQUISITIONS OF FIXED ASSETS			559,466
DISPOSITIONS OF FIXED ASSETS (Salvaged, Sold, etc.):			
Land			
Buildings & Improvements			
Equipment			
Other Fixed Assets			
Other (provide description):			
TOTAL DISPOSITIONS OF FIXED ASSETS			-
PROPERTY, PLANT & EQUIPMENT AS OF:	5/31/2025		\$ 20,112,320
DEPRECIATION:			
Accumulated Depreciation as of:	1/1/2025		\$ 15,430,667
Less: A/D on Dispositions of Fixed Assets above			
Add: Monthly Depreciation Expense	DEPRE	90000-00-000	91,132
ACCUMULATED DEPRECIATION as of:	5/31/2025		\$ 15,521,799
PROPERTY, PLANT & EQUIPMENT, NET OF DEPRECIATION:	5/31/2025		\$ 4,590,520
DEBT (ASSOCIATED WITH FIXED ASSETS)	5/31/2025	25000-00-000	-
NET RESOURCES-CAPITAL ASSETS (less related debt):	5/31/2025		\$ 4,590,520

31st DAA, Ventura County Fair
Satellite Wagering
May 31, 2025

DETAIL	Account Number	Actual 2024	Current YTD 5/31/25	Budget 2025	Balance of Budget
REVENUES:					
Admission Revenue	40000-20-200	0	0	0	0
Commission Revenue	41500-20-200	246,738	128,598	242,310	113,712
Parking Revenue	45000-20-200	24,000	0	0	0
Prior Year Revenue	49000-20-200	0	2,304	0	(2,304)
TOTAL REVENUES		270,738	130,902	242,310	111,408
EXPENDITURES:					
CARF Dues	57000-20-200	17,992	0	17,995	17,995
Grounds & Maintenance Repairs	64000-20-200	11,851	16,408	11,855	(4,553)
Equipment Maintenance	64010-20-200	0	0	0	0
Professional Services	69000-20-200	3,810	450	3,810	3,360
Supplies & Expense	74000-20-200	993	0	995	995
Trash Removal	78000-20-200	8,246	0	8,250	8,250
Prior Year Expense	80000-20-200	0	0	0	0
TOTAL EXPENDITURES		42,892	16,858	42,905	26,047
NET SATELLITE WAGERING PROFIT/LOSS		227,846	114,044	199,405	85,361

Ventura County Fair Service Animals

PURPOSE AND SCOPE

The purpose of this policy is to provide the guidelines necessary to ensure the rights of individuals who use service animals to assist with disabilities are protected in accordance with Title II of the Americans with Disabilities Act of 1990 (ADA).

DEFINITIONS: Definitions related to this policy include:

Service animal - A dog that is trained to do work or perform tasks for the benefit of an individual with a disability, including a physical, sensory, psychiatric, intellectual or other mental disability. The work or tasks performed by a service animal must be directly related to the individual's disability (28 CFR 35.104; Health and Safety Code § 113903).

POLICY

It is the policy of the Ventura County Fair Grounds to provide services and access to persons with service animals in the same manner as those without service animals. Staff shall protect the rights of persons assisted by service animals in accordance with state and federal law.

IDENTIFICATION AND USE OF SERVICE ANIMALS

Some service animals may be readily identifiable. However, many do not have a distinctive symbol, harness or collar.

Service animals may be used in a number of ways to provide assistance, including:

- Guiding people who are blind or have low vision.
- Alerting people who are deaf or hard of hearing.
- Retrieving or picking up items, opening doors or flipping switches for people who have limited use of their hands, arms or legs.
- Pulling wheelchairs.
- Providing physical support and assisting with stability and balance.
- Doing work or performing tasks for persons with traumatic brain injury, intellectual disabilities or psychiatric disabilities, such as reminding a person with depression to take medication.

- Alerting a person with anxiety to the onset of panic attacks, providing tactile stimulation to calm a person with post-traumatic stress disorder, assisting people with schizophrenia to distinguish between hallucinations and reality, and helping people with traumatic brain injury to locate misplaced items or follow daily routine.

Service Animal control

Service animals will be controlled by their handler at all times and restricted to a maximum 6 ft. leash or restraining device.

Staff members

Service animals that are assisting individuals with disabilities are permitted in all public facilities and areas where the general public is allowed. Staff are expected to treat individuals with service animals with the same courtesy and respect that the Fair Grounds affords to all members of the public (28 CFR 35.136).

Staff INQUIRY

If it is apparent or if a staff member is aware that an animal is a service animal, the individual generally should not be asked any questions as to the status of the animal. If it is unclear whether an animal meets the definition of a service animal, the Staff member should ask the individual only the following questions (28 CFR 35.136(f)):

- **Is the animal required because of a disability?**
- **What task or service has the service animal been trained to perform?**

If the individual explains that the animal is required because of a disability and has been trained to work or perform at least one task, the animal meets the definition of a service animal and no further questions as to the animal's status should be asked. The individual should not be questioned about his/her disability nor should the person be asked to provide any license, certification or identification card for the service animal.

CONTACT with Service Animals

Service animals are not pets. Staff members should not interfere with the important work performed by a service animal by talking to, petting or otherwise initiating contact with a service animal.

REMOVAL of Service Animal

If a service animal is not housebroken or exhibits vicious behavior, poses a direct threat to the health of others, or unreasonably disrupts or interferes with normal business operations, a staff member may direct the handler to remove the animal from the

premises. Barking alone is not a threat nor does a direct threat exist if the person takes prompt, effective action to control the service animal (28 CFR 35.136(b)). No Removal of a Service Animal will be done without the guidance and authorization of Fair Grounds management.

Each incident must be considered individually and past incidents alone are not cause for excluding a service animal. Removal of a service animal may not be used as a reason to refuse service to an individual with disabilities. Staff members are expected to provide all services as are reasonably available to an individual with a disability, with or without a service animal.

COMPLAINTS

When handling a complaint regarding a service animal, staff members should remain neutral and ask for a supervisor to respond. Responding supervisors should be prepared to explain the ADA requirements concerning service animals to the concerned parties. Businesses are required to allow service animals to accompany their handlers into the same areas that other customers or members of the public are allowed (28 CFR 36.302).

NAMING RIGHTS POLICY
VENTURA COUNTY FAIRGROUNDS
31ST DISTRICT AGRICULTURAL ASSOCIATION (DAA)
FAIRGROUND PROPERTIES AND FACILITIES

Article I – Purpose

The purpose of this policy is to establish a formal and consistent process for naming fairground properties and facilities in recognition of sponsorships that provide meaningful financial support to the 31st DAA. This policy aims to ensure transparency, fairness, and alignment with the Fairground's mission and values.

Article II – Proposal and Approval Process

Section 1. Submission of Proposals

No commitment regarding naming rights shall be made to any sponsor prior to the approval of a formal written proposal. All proposals must be submitted in writing and maintained in the permanent records of the 31ST DAA.

Section 2. Evaluation Criteria

Each naming proposal shall be considered individually based on its businesses and individuals in good standing in the community and alignment with long- and short-term Fairground goals. Proposals shall not be approved solely based on financial targets.

A consultation process may also be used such as collaborating with other DAA's throughout the State to get a broader perspective.

Section 3. Proposal Requirements

Each proposal must include:

- a. A comprehensive analysis in relation to this policy and associated guidelines
- b. A financial review of the proposed sponsorship

Section 4. Review Committee

A standing committee appointed by the Ventura County Fair Board President shall be responsible for reviewing naming proposals. This committee shall include the two Ventura County Fair Board members from the Standing Naming Committee, 31st DAA CEO, and the Foundation Chairman, whom will be a non-voting member. Relevant Fair staff shall attend meetings as necessary for input and recordkeeping. All meetings must be noticed at least 10 days in advance pursuant to Bagley Keene Open Meeting rules.

When a proposal is submitted by the Foundation or other sources, the Standing Committee will discuss and review it and then forward it to the Fair Board of Directors for discussion and possible action.

Section 5. CDFA / Legal Review

Before entering into a sponsorship agreement, the proposal shall be reviewed by CDFA and/or Legal counsel. The DAA shall prepare a memorandum outlining the value, duration, physical impact, and benefit of the sponsorship proposal to the DAA and the State. Draft agreements and the memorandum shall be submitted to the assigned Fairs & Expositions Resource Coordinator, who may escalate the review to the Legal office. Final CDFA approval must be obtained and kept on file before executing the agreement.

Article III – Naming Terms and Conditions

Section 1. Duration and Payment

Naming rights shall be granted for a term of three (3) to five (5) years, with possible extensions upon approval by CDFA and the Board of Directors. Full payment for the term must be received prior to the installation of signage.

Section 2. Facility Changes and Renaming

If a named facility is replaced, substantially renovated, or repurposed, the naming rights may be reassigned per the terms of the prior agreements. In cases of gross misconduct by a sponsor or the end of the naming contract, the structure may be renamed. Historical recognition of prior sponsorship may be maintained in or near the facility as appropriate.

Section 3. Sponsor Identification

If a facility is named after a sponsor, the legal or preferred name may be used. Informal references and signage may include the sponsor's last name only.

Article IV – Financial Provisions

Section 1. Capital Improvement Account

All sponsorship funds received from the Foundation or other sources, once transferred to the 31st DAA, shall be directed to a Capital Improvement Account. Account must be tracked in sufficient detail to know how much has been contributed, to what it was designated (if anything), and how much is available for upcoming projects.

Section 2. Sponsorship Categories

A minimum of \$25,000 shall define a "Large Sponsorship," corresponding to the value of the property or facility. Smaller or combined sponsorships may be accepted if they fully cover administrative and installation costs.

Section 3. Recognition and Signage

Recognition may include modest, logo-free plaques in public spaces. Naming based on pledges is conditional on receipt of full payment.

Article V – Changed Circumstances

Section 1. Review of Use Changes

If the Fairground proposes to change the use of a named facility, the original sponsorship agreement must be reviewed for consistency. CDFA and/or Legal counsel must be consulted if inconsistencies arise.

Section 2. Public Trust

If circumstances change such that continued use of a name compromises public trust, the Board may consult with CDFA and/or Legal counsel to determine appropriate action, including potential renaming.

Article VI – Accounting and Fund Administration

Section 1. Dedicated Account

A written agreement must define the share of administrative costs to be withheld before fund disbursement.

Section 2. Disbursement Policy

No naming rights or signage shall be granted without receipt of a substantial deposit which would include the first year plus all expenses like signage and administrative costs, to be negotiated over the length of the contract.

Section 3. Sponsor Influence

Sponsors shall have no authority over the allocation of use of sponsorship funds.

Naming Rights Committee Meeting Minutes

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

July 10th, 2025

I. Call to Order

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

Directors present: Dan Long, President and Leslie Cornejo, Member

Staff present: Heidi Ortiz, CEO, and Stephanie Mathewson, Executive Assistant.

Guests present: Edgar Terry, Foundation Chairman

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. Discussion and Possible Action Regarding the Naming Rights Policy Clarifications

President Long brought forth the Naming Rights Policy that has been in discussion with the Ventura County Fairgrounds and CDFA Legal. The Naming Rights Policy has been contingently approved by the Board and the changes discussed at the previous Board Meeting have been made to the policy. It is intended the proposed changes from today's meeting will be made and the final policy be brought to the Board Meeting scheduled for July 22nd for voting and approval. President Long suggested this be a working draft for Mr. Terry to submit to the Foundation during their scheduled meeting on July 15th pending pre-approval by the Fairground Board.

Article VI is still pending clarification from CDFA legal. CEO Ortiz began the discussion over whether to strike the line on Section 1 of Article VI. Director Cornejo inquired about funds being sent to the Foundation for tax exemption status. The funds would then be transferred into a Capital Improvement Account held by the Fairgrounds. Ms. Cornejo also stressed the importance of the separation of the Foundation and the Fairgrounds. The group has decided to clarify that funds received from the Foundation or other sources will be transferred to the Capital Improvement Account. Clarification from CDFA on Capital Improvement Account being held by the Fairgrounds needed.

President Long brought up the delegation of sponsorship funds and the sponsors not having the authority over the allocation of use of sponsorship funds. Director Cornejo said it is up to Fairgrounds to earn the trust of sponsors, and it is the intent to make sponsors happy. Mr. Terry asked about the contracts that would be held between sponsors and Fairgrounds.

Mr. Terry questioned Section 2 of Article VI regarding signage and payment from sponsors. CEO Ortiz, President Long, and Director Cornejo agreed to modify the wording of that section and having payment percentages be dependent on individual contract. Mr. Terry also questioned whether a sponsor could be removed after an instance of a crime or the like. CEO Ortiz wanted a clearer definition of "merits" in the policy and all present

agreed on the proposed change. Mr. Terry will wait to present the policy to the Foundation until the clarifications discussed in this meeting have been confirmed and the Board has voted to approve.

IV. Future Agenda Items

V. Adjourn

The meeting was adjourned at 10:16 a.m.

STANDARD AGREEMENTS

CONTRACT NO.	CONTRACTOR NAME	PURPOSE	AMOUNT
25-162	Pacific Animal Productions	Grounds Entertainment	\$ 23,400.00
25-163	Humphrey Giacomuzzi & Associates Equine Hospital	Fair Veterinarian	NTE \$10,000
25-164	Cheat Codes Touring, Inc. f/s/o Cheat Codes	Grandstand Entertainment	\$ 30,000.00
25-165	Stephen Moore	Grounds Entertainment	\$ 500.00
25-166	Valdivia Marketing Group	Grandstand Entertainment	\$ 112,500.00
25-167	Jim Brace-Thompson	Gems & Hobbies Clerk	\$ 150.00
25-168	Angela Vanoni	Agriculture Assistant Superintendent	\$ 2,500.00
25-169	Doug Sept	Senior Clerk	\$ 1,000.00
25-170	James Callahan	Head Clerk	\$ 1,000.00
25-171	Miles Weinhart	Exhibits Assistant	\$ 3,500.00
25-172	Romeo Entertainment	Grandstand Entertainment Buyer	\$ 75,000.00
25-173	Brandon Peay	Small Livestock	\$ 1,000.00
25-174	Ava Elizabeth Whitsitt	Small Livestock	\$ 1,400.00
25-175	Cheryl Peay	Small Livestock	\$ 1,300.00
25-176	Kurt Beckner	Agriculture	\$ 1,500.00
25-177	Vern Morseman	Gems & Hobbies	\$ 150.00
25-178	Erica Garcia	Content Creator	\$ 700.00
25-179	Buffett Beach Band	Grounds Entertainment	\$ 900.00
25-180	Urban Dread	Grounds Entertainment	\$ 600.00
25-181	Twain Band	Grounds Entertainment	\$ 700.00

STANDARD AGREEMENTS

CONTRACT NO.	CONTRACTOR NAME	PURPOSE	AMOUNT
25-182	Bennet Mebane	Auction Ringman	\$ 1,000.00
25-183	Justin Mebane	Auction Ringman	\$ 1,500.00
25-184	Steve Godert	Auctioneer	\$ 2,000.00
25-185	Monica Higdon	Auction Ringman	\$ 2,000.00
25-186	Shawn Hagler	Auction Ringman	\$ 2,000.00
25-187	Jim Settle	Auctioneer	\$ 1,750.00
25-188	Donald Dusapin	Home Arts Clerk	\$ 500.00
25-189	Robert Seaton	Home Arts Chair	\$ 600.00

Rental Agreements Non-Fair

CONTRACT NO.	CONTRACTOR NAME	PURPOSE	AMOUNT	DATE/EVENT	LOCATION
25-059	Estridge Brithday 2025	Birthday Party	\$3,024.00	6/22/25	Santa Rosa
25-060	Construction Industry Education Foundation	Trades Day	\$1,974.00	10/9/25	Partial Lot A
25-061	Seaside Events LLC	Seaside Oddities	\$15,303.00	10/27/25 - 10/28/25	San Miguel, McBride
25-062	Exotic Bird Mart & Expo	Brid Expo	\$1,702.00	10/18/25	San Nicolas
25-063	Grimorie Academy LLC	Vending Event	\$5,195.40	11/8/25 - 11/9/25	San Miguel
25-064	Gold Coast Gem Show	Gem Show	\$9,284.00	11/15/25-11/16/25	San Miguel

JUDGING AGREEMENTS

[illegible]

Concessions Agreements

Contract #	Company	Fee
25-050	Nothing Bundt Cakes	\$2,785.00
25-146	GP Snacks	\$5,650.00
25-148	Dandy Souvenirs	\$8,995.00
25-151	Cold Star Ice	Flat Rate \$2000
25-163	Pure Oasis Water	\$1,950.00
25-171	Rhinos Glazed Almonds	\$1,200.00
25-211	MK Food & Beverage LLC	\$2000.00/25% Gross Sales
25-225	Arteaga Family Concessions LLC Surf & Turf	\$2000.00/25% Gross Sales
25-226	Majesta Essentials	\$255.00
25-227	Run of the Mill Vintage	\$765.00
25-228	Disters Custom Creations	\$1,050.00
25-229	The Good Shepard FFA - Mark and Jacob Foundation	\$330.00
25-230	J&B Family Affair	\$900.00
25-231	E.R. Correa	\$2,450.00
25-232	LayLak Boutique	\$1,500.00
25-233	Ventura County Area Agency on Aging	\$95.00
25-234	Eyephoria Iris Photography	\$1,500.00
25-235	Disabled Veterans	\$395.00
25-236	Sensation Enterprises	\$1,500.00
25-237	Lily Gilder Earrings	\$425.00
25-239	Trenz for Chicks	\$2,400.00

Concessions Agreements

25-240	Kate Mesta Now	\$1,020.00
25-241	B+J Concessions International Bread	\$2000.00/25% Gross Sales
25-242	H&M Funnel Cake	\$2000.00/25% Gross Sales
25-243	Happy Souls	\$1,050.00
25-244	Old Fashioned Kettle Korn Co. ARENA	\$1000/25% Gross Sales
25-245	Pinhead Monsters	\$1,300.00
25-246	Cali Charmz	\$2,900.00
25-247	WEMech	\$600.00
25-248	Daffodil Gems	\$1,200.00
25-249	Albery Hats	\$1,050.00
25-251	US Homeless Vets	\$1,450.00
25-254	Wilkins Media on Behalf of California Department of Pesticides	\$1,200.00
25-255	Ethereal Face & Body Art	\$1,050.00
25-256	Global Livestock & Exotics LLC	\$2,000.00
25-257	The Church of Jesus Christ of Latter Day Saints Genealogy	\$775.00
25-258	ProHealth California	\$1,200.00
25-259	Shutter Bus ARENA	\$975.00
25-260	Trendy Me	\$2,400.00
25-261	Inka Gold Music & Arts	\$1,200.00
25-262	Arteaga Family Concessions LLC Sweet Tea	\$2000.00/25% Gross Sales
25-263	System Pavers	\$1,300.00
25-264	The Chain Vault	\$1,200.00

Concessions Agreements

25-268	ARH Treats	\$2000.00/25% Gross Sales
25-269	Event Food Services USA	\$2000.00/25% Gross Sales
25-270	Santa Barbara Sky FC	\$1,000.00
25-271	California Highway Patrol - Ventura Area	\$225.00
25-273	Christy Family Trees	\$3,850.00

July CEO Report

Audit Update

The CPA is working on the additional administrative type things for the audits and will be sending final questions for us to answer. We are working on scheduling an exit interview for the end of August, pending everything gets wrapped up by then.

Hiring

We had our hiring day Saturday, June 21st for maintenance, admissions and parking which was a success. There was one security company that participated as well. The departments are working on their scheduling and applications continue to trickle in, which are used to fill any outstanding positions.

I have been working with CalHR on the hiring process for the Deputy Manager II position and that is ongoing and will hopefully be done by the end of August if not sooner. I continue to work with CalHR in getting permanent staff re-classified to the correct position.

Grandstand Entertainment

All headliner acts have been booked and we are continuing to sell VIP tickets. We will have a new production manager this year that will be supplied by Romeo. I continue to work with them on the advancing and the logistics.

Grounds Entertainment

All grounds acts have been booked and contracts are still being returned. We will have tribute bands performing again this year every night from 9pm to 10:30pm on the Station Stage.

Admissions and Carnival

I am continuing to work with staff and our Admissions Supervisor, Dustin Stafford, on the details for admissions and the carnival. I have continued the weekly zoom calls for Blast Pass, which is the carnival side, and have continued zoom calls for admissions. There are a number of logistical items I am working out to gear up for the Fair to make sure things are executed correctly.

Carnival contracts and insurances are still being collected and processed. The carnival layout has been done and the buildout will start next week.

Parking Lot

I have secured and finalized the agreement for the parking lot across the street, which will be used as overflow and will cost \$20 to park as well.

Surfers Point Managed Retreat Project

All work has been put on hold and the project is about 60% completed. CA Rassmusen will resume work after September 1st and they are estimating about 4-6 more weeks of work. Once the project continues the weekly meetings will resume as well.

Staff has been working hard to install the power, water and sewer for the RV's and have also chalked out the spaces to see what we officially have since we are having to redesign the layout this year.

Mold Remediation and Repair Update

The Floriculture and Santa Rosa Buildings are complete as far as the mold remediation and repairs. There are some change orders that need to be completed, but those are more cosmetic and can be done after the fair. The contractor is finishing up the tiling and will then need to install the fixtures such as the toilets, sinks, partitions, etc. They confirmed it will be tight, but they will be done before the Fair.

Turn 1

The work on Turn 1 is still in progress and is looking good. Jim Naylor has gone above and beyond to ensure this project is completed before the Fair. It will be a dirt platform where the portable toilets will be for the use by general admission and VIP concert goers.

Equestrian Center

The work started and should be done next week on the stall improvements. The contracted company, paid for by the Foundation, has been busy removing all the nails, fixing the boards, putting in more decomposed granite, installing D-rings, putting in new mats, etc. Jim Naylor has graded in between the barns, around the Morgan Arena and around the pits which has been followed by fairgrounds staff to rake and dispose of any rocks or debris.

Southern Area Fair Tour

This will take place Wednesday, August 6th where all the CEO's and staff they choose will basically come and tour our grounds. Save the dates have been sent out to them and I am working on the details for the tour.

Golf Cart Training

We do have golf cart training Monday, July 28th at 2pm which will be ran by Lesly Wade with CFSA, so if you have not done it or plan on driving a golf cart please attend.

Board Meeting Reminder

Just a friendly reminder the Board Meeting will take place in the Derby Club on the 1st floor.

Maintenance

Current Projects:

All Maintenance Staff in full Fair Prep & Set Mode-Setting buildings, weeding/cleaning grounds, installing fencing, placing vendors, placing RV Campers, and all things Fair! Completion Date 8/20/25

Upcoming Projects:

Fair Cleanup Completion Date 8/11-9/1/25

Concessions

- Advancing, placing and handling all concessions, commercial and outreach community vendors and partners on grounds so that all our partners are set up for success
- Interfacing with the County of Ventura Health Department on all matters and vendor for our Fair 2025
- Coordinating Install of all the rentals and tents on grounds with our 3 rental companies

Exhibits

- Entries are completed and we are excited for Entry Weekend. We have created a system for exhibitors who missed the deadline to still display their items.
- Maintenance completed work on new displays for the Agriculture building. They are adorable 3D tree shelves that will be used to display produce, specifically highlighting the citrus and avocado entries.
- Foundation donation of the stall mats for the Auction Pavillion have arrive and we are excited to get going on. The mats will replace the sand that was previously under the shavings, increasing safety for exhibitors and their animals.

Sales

This report covers events from 6/16 through 7/15.

Events/Sales Office Report

- CBF Productions ran the 2-day Boots and Roots event on June 28th and 29th. Saturday featured Ziggy Marley and Sunday featured Kane Brown. Sunday was the much more widely attended of the two days.
- We recently added a new event for November with Construction Industry Educational Foundation called "Trades Day" that is geared towards helping youth find careers in the construction industry.
- We unfortunately have parted way with Trendi Eats LLC who put the 805 Night Market after issues during their last rental as well as delinquent payments with other fairs. Their next event was scheduled for September 5th-7th.

- We are currently working with several new and potentially returning events for 2026. But it is too early to confirm which will move forward.

VIP/Arena

- Work continues for the VIP and arena set up at this very moment.
- Fencing, vendors, tents and rentals will be moving in over the next few days.
- Final decorations and furniture will be set early next week prior to opening.

Upcoming Events:

The Throwdown Cornhole Tournament - 8/22/25 – 8/24/25

Ventura Nationals – 8/30/25

Harvest Festival – 9/12/25 -9/14/25

Super Custom Car Show – 9/21/25

Seaside Oddities – 9/27/25 – 9/28/25

Marketing

Fair Advertising- In progress

Currently wrapping up several deliverables including the Daily Schedule of Events program, entertainment poster.

I'm finishing up the creating and printing all of the signage for the Fair - from hanging banners across Main Street to a-frames and trusses.

Print advertising has begun and will continue into the second week of Fair - English and Spanish.

Radio campaigns are underway, including ticket giveaways and ads in both English and Spanish.

TV/ Streaming spots start this week in both English and Spanish.

Billboard is up and running at the Ventura Auto Center - it will run through Fair.

Additional digital and social advertising campaigns are underway to promote the Concert Series, rodeo, and more.

We are or have run Spotify ads, bandsintown ads, and dark ads through the artists' social media accounts.

Newsletters have been used to advertise tickets sales, concerts, rodeo, and more. They've

also been a tool in communicating opportunities for the public to participate in various programs like Entries and our Read & Ride program.

Fair Partnerships- In Progress

Content creators are doing giveaways on their social media and sharing our content to further our reach and awareness. They're on-site coverage will begin the night before Fair, at A Taste of the Fair.

Several activations with our community partners on new projects like Beerfest and the reimagined craft beer garden, are coming together as things get set-up and placed. In addition to local community partners, we're working some big brands like Coca-Cola, Monster Energy Drinks, Shake Shack and more for some fun surprises and giveaways. Jack Daniel's is sponsoring our FREE Pre-party before each concert and rodeo. It's the party before the party. We open the arena at 5pm and have food, beverages, vendors, and fun activities behind the grandstands. This helps alleviate lines outside of the arena.

Whenever and wherever possible, we're working with local businesses - from printing all of the Fair signage to drone work and rentals.

We're also working with a production company who will be filming on-site during the Fair for a reality show. One of the cast members specifically asked producers to film here.

Taste of the Fair- In progress

We've had a great response to our Taste of the Fair event which grew exponentially last year from the previous year, and is on-track to do the same this year.

Oktoberfest- In progress

Oktoberfest was announced to the public on July 9th and was really well received. We are collaborating with local Ventura County based breweries and distilleries, all of which have their logo featured on the graphics. Oktoberfest tickets went on sale July 16.

Planning continues for Oktoberfest, in tandem with the Fair. We will do some cross-promotion during the Fair to advertise Oktoberfest.