

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, April 22nd, 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 9:03 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:

Staff present: Heidi Ortiz, CEO, Jenny Martin, Accounting Supervisor, Emilee Inez, Exhibits Supervisor, Megan Hook, Marketing & PR

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

II. Pledge of Allegiance

Director Lacayo led all present in the Pledge of Allegiance.

III. Welcome and Introduction of Guests

1. Alex Mangone, Ventura City Council Liaison

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

V. Presentations – None

VI. Approval of Minutes

A. February 28th, 2025 Board Meeting Minutes

MOTION: To approve February 28th, 2025 Board Meeting Minutes.

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

Vice President Ceja	X		
President Long	X		

B. March 25th, 2025 Board Meeting Minutes

MOTION: To approve March 25th, 2025 Board Meeting Minutes.

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

C. April 7th, 2025 Board Meeting Minutes

MOTION: To approve April 7th, 2025, 2025 Board Meeting Minutes.

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

VII. Financial Report

A. Financials ending February 28th, 2025.

CEO Ortiz began by going over the summary of resources, reminding the Board that we have switched to an accrual basis rather than a cash basis with our accounting. The results in the majority of concessions income being deferred. There were heavy expenses in February, but event revenue is increasing. There will be more balance soon within the accounts. Additionally, there has been significant money being spent on the mold remediation project. A brief update to that project, the drywall is installed, and mudding and taping are currently underway. They are almost complete with the doors, jams and access panels. Finally, CEO Ortiz shared that money has been moved into both the savings and LAIF accounts.

Director Cornejo asked for clarification on the interest accrual rates for each account, to which CEO Ortiz said she would find out and let her know.

MOTION: To approve the Financials ending February 28th, 2025.

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

VIII. New Business - None

IX. Old Business

A. 2025 Fair

Ms. Hook gave a marketing report detailing the multiple projects currently underway. She spoke about presale tickets which are available now, season pass sales, and staff collaborations on new ways for purchase tickets at a discount. She is well into the marketing plan for Fair. Collaborations with influencers will be returning this year. She released a call for local breweries that wished to be involved in the Fair and received an amazing return. She mentioned that the website has been flipped to Fairtime.

B. Building Naming Policy

CEO Ortiz shared that CDFA is working on a MOU for naming rights. President Long thanked Director Cornejo for all her help, and that they are anxiously awaiting more information.

X. Committee Meetings

A. Historical Committee

President Long shared that they are hopeful to get information out soon and look forward to sharing heartwarming stories.

XI. Board Correspondence - None

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. Concessions Agreements

Director Morgan-Carter asked for clarification regarding concessions agreements and if there was any policy regarding their placements, specifically referring to the Republican Party Booth. CEO Ortiz stated that there is policy, and she asked Director Lacayo to provide further information. Director Lacayo stated that the location of each booth is left up to the staff for placing. She said she was open to the Policy Committee to explore the policy more but reassured the Directors that staff do an excellent job at fair and equitable placement.

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	X		
Director Lacayo	X		
Director Mack (Second)	X		
Director Morgan-Carter	X		
Vice President Ceja (Motion)	X		
President Long	X		

XII. CEO Report

CEO Ortiz began with the carnival application have been received and she will be making ride selections soon. There was a facility assessment made by Lesly Wade, and the recommendations are being implemented. Ms. Wade also certified 12 more people in Forklift Safety, which is a furthered the goal for human capitol investment. Finally, CEO Ortiz shared that past maintenance supervisor, Jim Jennings' wife passed away recently and the services will be this Thursday.

XIV. President's Report

President Long mentioned that he liked the CEO reports. He is working and pushing for the MOU from the state on the naming policy. He included that the CEO of Kern County Fair, Mike Olcott, requested the MOU in September and has still not received word back.

XIV. Directors Comments

Vice President Ceja

He was happy to see how everything was coming along going into Fair. He spoke about his enjoyment of the individual CEO meetings. He is looking forward to the Fair.

Director Mack

She saw about the Player Club's impending move to a new location in the paper. She brought up the Taste of Japan event and its online feedback, and said she hoped that they would return next year with additional help from the staff. She enjoys the short financial reports.

Director Cornejo

She said that staff have a lot on their plates and appreciates them. She echoed President Long in his requests for the naming rights MOU, the waiting has slowed their progress and that they have taken it as far as they could.

Director Chess

She began by thanking Director Lacayo and President Long on their work. She shared her frustration with the State, in regard to the update to Badgley Keen updates preventing two members of the Board and Staff from meeting without notice.

Director Morgan-Carter

She thanked the staff for all their hard work. As well as the Board for their support of the PhD process, and that she will let everyone know upon its completion.

Director Lacayo

She congratulated Vice President Ceja for his vow renewal and gave her appreciation to Director Cornejo and all the Board. She knows that they have been waiting a long time for the MOU with the foundation. She then thanked CEO Ortiz and the staff for doing a great job.

XVI. Future Agenda Items - None

XVII. Closed Session

The Board declined to have closed session, no reportable action.

XV. Adjourn

The meeting was adjourned at 9:39 a.m.

Submitted by: Emilee Inez
Emilee Inez, Exhibits Supervisor

Approved by: Heidi Ortiz
Heidi Ortiz, CEO

Approved by: Dan Long
Dan Long, Board President CEO