

MOTION: To approve July 22nd, 2025 Board Meeting minutes with Director Mack's corrections.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Cornejo	X		
Director Lacayo (Second)	X		
Director Chess	X		
Director Mack (Motion)	X		
Director Martinez			X
President Long	X		

VII. Financial Report

A. Financials ending June 30th, 2025.

CEO Ortiz reviewed the financials and announced a positive figure increase.

MOTION: To approve the financials ending June 30th, 2025.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Cornejo	X		
Director Lacayo (Motion)	X		
Director Chess (Second)	X		
Director Mack	X		
Director Martinez	X		
President Long	X		

VIII. New Business- None

IX. Old Business

A. 2025 Fair Recap

Heidi Ortiz, CEO

- She commented that the focus is on guest experience and stated she has received a lot of positive feedback. She reviewed a report that was put together by the Admissions supervisor, Dustin Stafford. A few key points included total revenue, average spending based on attendance number, revenue comparison from 2024-2025, ticket comparisons by type, bus ridership, and concerts. There are plans to bring back both EDM and classic rock acts for next year's Fair. Director Cornejo thanked CEO Ortiz for her proactive plans to bring back a classic rock act for next year and thanked the staff and admissions team for their comprehensive reports. CEO Ortiz affirmed the Fair would continue to build upon their successes and work on improvements to make a bigger and better Fair every year while keeping traditions.

Emilee Inez, Exhibits Supervisor

- She announced there were 8,000 exhibit entries this year. This was an expected decrease from the previous year due to there not being any poultry or horse shows.
- She thanked the superintendents, clerks, and volunteers highlighting Lisa McGowen for her valuable guidance.
- The "Piggy Pursuit" scavenger hunt was a great success amongst guests of all ages.
- The next step for the department is to analyze the data for any shifts that can be made for next year.
- Large livestock sponsorships showed an increase. This support allows the Ventura Fairgrounds to maintain one of the lowest commission rates in the State. There is a 4% commission on steers and 6% on all other animals. Commission rates from other Fairs tend to be in the 8-10% range.
- The auction showed a 21% increase from the previous year.
- Applications for the Junior Fair Board will open in two weeks.

Rick Barrios, Director of Security

- He said this year allowed him to get an idea of where Fair security stands and to come up with key changes for the future.
- The security team put a large focus on communication, availability, a sense of urgency and maintaining a healthy and productive relationship with the Ventura Police Department. There was a zero tolerance for criminal activity.
- A couple of surprises arose with the arrival of the former Prime Minister of the UK and Dionne Warwick, but security was able to rise to the occasions successfully.
- He believes that everything was knocked out of the park and thanked CEO Ortiz for her excellent leadership.
- Director Chess appreciated the presence of the Mounted Sheriffs and was pleased that the Prime Minister had visited.
- Director Mack inquired into the separate roles of the three security companies. Mr. Barrios let her know that one company covers the front gates and exterior, one covers the arena and events, and the third covers the interior. He highlighted how well all three companies worked together this year.
- Director Cornejo appreciates the focus on strengthening the current relationship with Ventura Police Department.

Madalyn Johnson, Concessions Coordinator

- She shared that there was a focus in per capita income which was great this year.
- There was a bigger variety and less repetition amongst vendors.
- There were over 400 concessionaires across the county who stayed a varying number of days, which is more than ever before. This varied from crafters to non-profits to vendors.
- There were adjustments made daily to ensure each day was special and enjoyable.
- A revenue map is being made to analyze what works best and how to adjust plans for the next Fair.

- Director Mack had a booth that was set up for one day and she appreciated Ms. Johnson's help and hard work with the non-profit organizations.
- President Long believes it was a benefit to be able to have a booth set up for a varying number of days.

Jason Amelio, Sales Manager

- He oversaw the arena and events for the duration of the Fair.
- There was a major focus on the look and experience of the arena and VIP area.
- The general admission area was increased in an effort to decrease concert capacity closures.
- General admission wristbands were also utilized to give notice when capacity was being reached.
- He expressed his gratitude for the security in the arena and their hard work and diligence.
- The layout will likely remain the same next year with a focus on adding some additional seating in VIP and updating décor.
- He informed the Board that Netflix also filmed on location during the Fair and there are talks with them about taking part in a feature film at the end of the year.

Megan Hook, PR and Marketing

- She stated that online presale was up from 2024.
- Content creators, social media and media coverage were extensive and extended to LA County.
- Spotify was a new advertising platform that was used that will likely be used again in the future.
- Ads were run on cable, streaming, online, email, radio and print.
- She also coordinated filming a commercial shot the day before the Fair opening that was turned around in 36 hours to run throughout the Fair.
- There were 53 email advertisements sent out with a 50% opening rate and there was an increase in subscribers.
- A survey will be sent to subscribers for feedback and suggestions.
- She highlighted the community sponsorships such as the local craft breweries, Pacific Surfliner and radio stations like Cumulus Media.
- Many graphics and prints were created and branded from signage to posters.
- Director Cornejo thanked her for all her hard work on the signage and rebranding and encouraged everyone to repost and share Fair content for a wider reach. She had heard about the success of Beerfest and thanked Ms. Hook and Ms. Johnson for their hard work and noted the effectiveness of having it on the last day of the Fair.
- CEO Ortiz wanted to make sure to give credit to Ms. Hook for the amount of work it took to complete the signage.
- President Long believes Beerfest was a great success and showcases what is to come with Oktoberfest.

- B. Update on Foundation Naming Right Policy
President Long stated that an MOU is still needed between the Foundation and the Fairgrounds and will be worked on now that the Fair has concluded.

X. Committee Meetings - None

XI. Board Correspondence

- A. Letter from Elynor Whitaker regarding changes to the premium money distribution at the Fair.
B. Email from Diane Wood regarding foul language used at the 7/30 Beach Party concert.
C. Email from Eileen Shaw regarding noise from events held on Fairgrounds.

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 the consent agenda with items A, 1-4.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Cornejo (Second)	X		
Director Lacayo (Motion)	X		
Director Chess	X		
Director Mack	X		
Director Martinez	X		
President Long	X		

XIII. CEO Report

- CEO Ortiz commented that there was an interest with the Board to have a strategic planning check-in meeting, so she will contact Ms. Bailey-Findley to see what her availability is.
- CEO Ortiz also welcomed the newest Board Member, Director Martinez.

XIV. President's Report

President Long voiced that it is an honor it is to be a part of such a hard working Fair family.

XV. Director's Comments

Director Mack

- She stated that it was a wonderful fair.
- She wanted to ensure all provided materials would be posted online for the public to access. She believes this information would be beneficial to inform those who believe the cost of Fair is too high that the Fairgrounds is a self sustaining agency.
- She referenced a letter that was received regarding noise from events held at the Fairgrounds, and agreed that facing stages toward the ocean would be beneficial.

Director Chess

- She suggested reaching out to regional music groups that could cater to an older demographic.
- She agrees that the staff hit it out of the park this year.

Director Cornejo

- She is grateful to the staff for a wonderful Fair and appreciative to CEO Ortiz.
- She loves the focus Ms. Johnson is going to be putting on numbers for revenue by area.
- She also highlighted the local vendor, E&D Hats, for their great content and getting the word out about the Fair.

Director Lacayo

- She thought the Fair was great and thanked CEO Ortiz and staff.
- She built upon Director Mack's comment regarding those who believe the cost of the Fair is too high stating there are many discount days and promotions to encourage everyone to be able to visit.
- She also welcomed Director Martinez to the Board.

Director Martinez

- She thanked the staff and CEO Ortiz for their hard work.
- She expressed her gratitude for everyone making her feel welcomed.
- She comes from a perspective of how the Fair impacts the community.

XV. Future Agenda Items

A. Surfer's Point Progress

B. Naming Rights Policy

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.

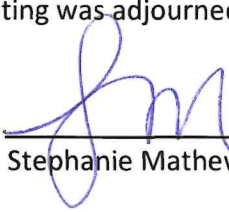
President Long convened into closed session at 10:36 am.

President Long reconvened at 11:17 am. There was nothing to report.

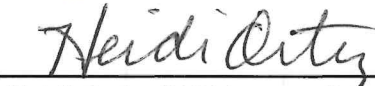
XVII. Adjourn

The meeting was adjourned at 11:17 am.

Submitted by: _____


Stephanie Mathewson, Executive Assistant

Approved by: _____


Heidi Ortiz, CEO Ventura County Fairgrounds

Approved by: _____


Dan Long, Board President