

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 – Derby Club

I. Call to Order

Roll Call

Declaration of Recusal or Conflict of Interest

The meeting convened at 9:11 a.m. and called to order by President Long.

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

Directors absent:

Staff present: Heidi Ortiz, CEO, 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

President Long led all present in the Pledge of Allegiance.

III. Welcome and Introduction of Guests - None

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

V. Presentations - None

VI. Approval of Minutes

A. June 24th, 2025, Board Meeting Minutes

CEO Ortiz issued a correction that the word “differed” be corrected to “deferred” on section VII of the Minutes brought to attention by Director Mack.

MOTION: To approve June 24th, 2025, Board Meeting minutes with change.

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

VII. Financial Report

A. Financials ending May 31st, 2025.

CEO Ortiz reviewed the financials and stated revenue is up thanks to Fair presale.

MOTION: To approve the financials ending May 31st, 2025.

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

VIII. New Business

A. 2025 Fair

CEO Ortiz stated Fair set up is underway.

Megan Hook, PR and Marketing

Ms. Hook is currently working on advertising and deliverables. She is also in progress with creating and printing all Fair signage. Ms. Hook discussed the various mediums of advertising currently running in both English and Spanish. There is a strong focus in working with local businesses and content creators. Jack Daniels will be sponsoring the Pre-Party that is held prior to all grandstand events. This event was implemented to alleviate wait time prior to shows. Both Taste of the Fair and Oktoberfest have received a great response. Ms. Hook also mentioned that there is a reality show that is interested in filming on grounds during this year's Fair. Director Morgan-Carter inquired about more details. Ms. Hook said it is a docu- style reality show based on kids in Calabasas and will be in association with Netflix.

Emilee Inez, Exhibits Supervisor

Ms. Inez disclosed that there have been many wonderful entries for exhibits. Gardens and Craft beer are currently being set up and rubber mats have been installed in the Auction House. She is currently finalizing all the Auction and Livestock set up. Director Mack inquired about the entry number report and Ms. Inez let her know one would be generated to recap at next month's meeting. Director Chess thanked Ms. Inez for the Auction BBQ she had organized.

Sales, Parking and Security did not have any updates to give.

CEO Ortiz announced she will be hosting the Southern Area Fair tour on August 6th for executive staff members. Details are still being finalized, but she invited the Board to attend if they would like to. CEO Ortiz also let the Board know that their Fair bags were

ready and would be handed out after the meeting. Director Chess asked if there would be a WFA breakfast and CEO Ortiz let her know that it was not yet determined.

Director Cornejo arrived.

B. Discussion and possible action regarding Service Animal Policy

Joe Evans and Rick Barrios, Heads of Security, took the podium to announce the policy. Mr. Evans stated he based the policy on Lake Casitas's policy and tailored it to the Fair. President Long thanked them for their work and liked that the proposed policy was clear and concise. Director Mack asked if there would be training for the Security personnel on conduct and which questions to ask. Mr. Barrios let her know that all questions and conduct would be covered in briefings with their team. Director Morgan-Carter asked if other Fair boards were also reviewed when creating the policy. Mr. Evans said they were and that he also used Lexipole which is used in various law enforcement agencies. Director Cornejo stated that given their history, she wants to make sure the Fair is safe and accessible and likes that tested methods and training will be implemented. CEO Ortiz brought up that signage will be placed at Main and Garden Gates, and that all processes will go through CDFA legal. President Long asked for clarification on where guests will be asked to enter. Mr. Evans let him know that service animals can enter through any entrance after answering the proper questions.

MOTION: To approve Service Animal Policy

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

C. Discussion and possible action regarding clarifications to Naming Rights Policy

CEO Ortiz stated that questions on the policy had been sent to CDFA legal and the only remaining clarification needed is who will hold the account. The Board will be moving forward with the policy pending clarification on who holds the capital account. Director Cornejo mentioned that they are focusing on drawing a clear line between the Fair and Foundation and making sure all transactions are legally appropriate. President Long had asked CDFA how the check would get transferred from the Foundation to the Fair and let them know the Board would be moving forward and voting on the policy at the scheduled meeting. Director Morgan-Carter asked about the MOU with the Foundation. President Long said the MOUs will have to be something to be worked on as they go due to slow response time from the State. Director Cornejo brought up that the previous policy had been too long so they had separated the policy and MOU which will follow to allow the

policy to apply to the Foundation as well as other entities. Director Morgan- Carter wanted it known she thought this was out of order. CEO Ortiz let her know she was in the process of gathering MOUs from other Fairgrounds and will be working on putting something together after the Fair. Director Mack brought forth some suggestions, the first being to add the verbiage *"Proposals for naming rights shall first be submitted to the Ventura County Fair Foundation."* in Article 2 Section 1. Director Cornejo let her know that they had wanted to leave that portion open to other sponsors and not just the Foundation. It was decided to not add the suggested sentence to Article 2 Section 1. Director Mack agreed. Director Chess questioned whether any donations not made through the Foundation would be tax deductible. CEO Ortiz confirmed it would not be tax deductible and that donors would be advised to contact their CPAs for any advice. Director Mack continued with Article 2 Section 2 and asked for "A consultation process may also be used such as collaborating with other DAA's (sic) throughout the State to get a broader perspective." be changed to *"The Standing Committee referred to in Article II, Section 4, may consult with others, including other DAAs, to seek advice and recommendations about the proposal."* This change was agreed upon. Next, Director Mack suggested that "whom" be replaced with "who" and that "relevant Fair staff my attend meetings as necessary in Article 2 Section 4. This was also agreed upon. She also requested a statement of a time frame be added for when funds are transferred to the capital account. Director Chess brought up the possibility of an irrevocable pledge being implemented. After a discussion, it was clarified that all costs for Sign installation and removal will be covered before installation begins. Director Mack continued on to suggested changing "paid in full" verbiage in Article 2 Section 4. President Long agreed to the change it to "payment as agreed upon". Director Cornejo thanked Director Mack for her thoughtful questions and reminded the Board that the policy may be modified after a response from CDFA.

MOTION: To approve Naming Rights Policy pending additions and amendments to Article 2 Section 2 and Article 2 Section 4.

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

IX. Committee Meetings

A. Naming Rights Committee Report

President Long said the Committee meeting was regarding the policy that was voted on. He also stated the Foundation will be voting on the policy now that it has been passed by the Board. Ms. Hook said that signage is ready to be put up at Taste of the Fair and the Fair. Director Chess suggested announcing it at the Taste of the Fair as well. Director Cornejo stressed promotional concerns and clarification of the Fair having a fundraising arm.

X. Board Correspondences - None

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

XII. CEO Report

CEO Ortiz thanked everyone for their work on and discussion of the Naming Rights Policy and stated her excitement for the Fair.

XIII. President's Report

President Long says he is ready for the Fair and wants to make sure it is safe for everyone. He thanks all staff for their hard work.

XIV. Director's Comments

Director Chess voiced how productive the meeting was.

Director Cornejo thanked the staff and said she can't wait for opening day. She is pleased with the staff hirings.

Vice President Ceja said he is looking forward to the Taste of the Fair and the Fair. He mentioned his Local will have a booth at the Fair for two days and invited the public to visit it.

Director Lacayo thanked Director Cornejo and President Long for their work on the Naming Rights Policy, Mr. Barrios and Joe for their work on the Service Animal Policy, and CEO Ortiz for putting the Fair together.

Director Morgan-Carter stated she enjoyed presenting the Fair poster with the Junior Fair Board at the Moorpark City Council Meeting.

Director Mack wanted to echo thanks to everyone and wishes all guests a safe and fun Fair.

XV. Future Agenda Items

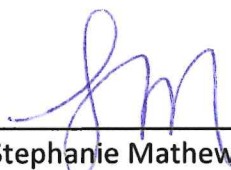
Director Morgan- Carter asked when the next Board meeting will be. CEO Ortiz said it would be scheduled for August 26th.

XVI. Closed Session

There was no closed session that took place.

XVII. Adjourn

The meeting was adjourned at 10:11 a.m.

Submitted by: 
Stephanie Mathewson, Executive Assistant

Approved by: 
Heidi Ortiz, CEO

Approved by: 
Dan Long, Board President