

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, May 26th, 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, Betsy Chess, Leah Lacayo, Miriam Mack, and Shanté Morgan Carter

Directors absent: Leslie Cornejo

Staff present: Heidi Ortiz, CEO, Jenny Martin, Accounting Supervisor, Emilee Inez, Exhibits Supervisor, Madalyn Johnson, Concessions Manager, Jason Amelio, Sales Manager, Megan Hook, Marketing & PR

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

II. Pledge of Allegiance

Vice President Ceja led all present in the Pledge of Allegiance.

III. Welcome and Introduction of Guests

1. Alex Mangone, Ventura City Council Liaison
2. Charles Southwick, Fairs & Expositions

IV. Public Comment on Items Not on the Agenda

1. Robert Seaton, a volunteer in the Amateur Arts Department shared his discontent with the restructuring of the Premiums Schedule.

V. Presentations

1. City of Ventura, Surfer's Point Project

A representative from the city gave an update on the progress of the construction project. They have completed the grading and will begin placing the electrical and water lines. The project is hoping to proceed with paving on June 23rd. The plans were adjusted to increase the size of the pipes and reduce some medians to allow for increased semi-truck access. Mr. Amelio commented that the project team has been receptive to feedback and adjusted in collaboration with the Fairgrounds.

2. Vincenzo Giammanco, Surfer's Pint Project Proposal

Mr. Giammanco of California Beer Festival Productions, an organization that rents the Fairgrounds multiple times a year to host events, came to speak on the project proposal of the Surfer's Pint venue. The proposal is for a pop up, fast casual, venue made of modular units. The proposal does have an approved contract from the Board, but has not moved forward. There was discussion amongst the Board on the details of the proposal and what it entails. It was asked if there was a cancellation clause in the contract, and CEO Ortiz said that there is a 30 day out for the contract. President Long decided to table the discussion and to give the Board further time to review the contract.

VI. Approval of Minutes

A. April 22nd, 2025 Board Meeting Minutes

MOTION: To approve April 22nd, 2025 Board Meeting Minutes.

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

VII. Financial Report

A. Financials ending March 31st, 2025.

CEO Ortiz discussed the revenue and expenses of the past month, reminding the Board that now that we are on an accrual accounting basis, that most of the concessions and admissions revenue has been deferred. She continued by saying that there had been unforeseen maintenance costs for sewer renovation and that the mold remediation costs would begin to show in the upcoming financial reports.

MOTION: To approve the Financials ending March 31st, 2025.

| Board Member Name | Approved (Yes Vote) | Not Approved (No Vote) | Abstain |
|--------------------------|--------------------------------|---------------------------------------|----------------|
| Director Chess (Second) | 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. Johnson began with an update on the Concessions, Commercial, and Community Department. She is currently working on advancing contracts and placing over 300 vendors. The contracts include over \$340,000 in rent. Art Walk and Shop has new vendors, the tent between the Quonset huts will return this year, and she is working on local artisans having the opportunity to vend at the Fair for a reduced time. Some new food items this year will be lobster mac and cheese, chilaquiles, and a caramel apple cinnamon roll. She has also been in close communication with the Health Department to get a better understanding

Ms. Hook said that she is currently working on branding and graphics for different campaigns: Junior Livestock Auction, Read & Ride, Entries, and Admissions. She shared that she is creating a very specific marketing plan for the concert series and is in the process of acquiring assets from the talent. Partnerships with influencers, community partners, local breweries are all underway. The goal is to engage the community in many ways.

Ms. Inez gave an update on the Exhibits Department. She shared that the poultry show for 2025 has officially been cancelled, and the alternative activities have garnered excitement. She spoke to the premium schedule restructuring with the intention to award more of the money available for prizes. The new badging system has been completed. Finally, the Junior Fair Board is going great, and they will be doing a public speaking lesson at the May meeting.

Mr. Amelio spoke about the arena and VIP area planning that has been going on. He said that the team was able to allocate additional space for general admission, without losing space in the VIP area. He mentioned that Rick Barrios will be taking over as the head of security for the Fair.

Mr. Duran gave a brief update on the maintenance occurring on grounds. He said that new lighting in Santa Cruz and San Miguel had been installed; tree trimming and asphalt patching happening on Main St.

B. Building Naming Policy

President Long said that a draft of the policy has been completed and received from the State. They are awaiting further clarifications. He spoke with the Foundation and there is someone ready as soon as the policy is finalized. CEO Ortiz mentioned that she asked CDFA legal team member, Ms. Bragg, if we were able to carve out the equestrian center and she is waiting for a response.

C. Mold Remediation and Repair

CEO Ortiz said that Santa Rosa is almost complete, they are just finishing the corner guards and weather stripping. The floriculture construction is underway, they will be leaving the office wall down and the bathroom is potentially moving. She is asking for an additional

\$100,000 NTE, to cover additional costs. Director Mack asked if it would be more economical to demolish and rebuild the Mogan Bathrooms, CEO Ortiz said no it would not.

MOTION: To approve an additional NTE \$100,000 for the Mold Remediation and Repair Project.

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

X. Committee Meetings

A. Executive Committee May 14th, 2025

President Long said that they spoke about the Surfer's Pint Project Proposal.

XI. Board Correspondence

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
4. Judges Agreements

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

XII. CEO Report

CEO Ortiz began by thanking Mr. Southwick for attending and reminding the Board that there is a Bagley Keen training today from 1-3 pm. She said that the one sheet will be emailed to everyone

once it is available. Rick Barrios will be attending the June board meeting to introduce himself. There will be a hiring day on June 21st. Finally, she congratulated Vice President Ceja for his vow renewal.

XIV. President's Report

President Long thanked the team for the well laid out report and said that he was proud to be a part of the organization.

XIV. Director 's Comments

Director Morgan Carter

She congratulated and said how wonderful the ceremony was for Vice President Ceja. She complimented the staff and shared that she has officially completed her PhD.

Director Chess

She said that the staff is amazing, and it was a pleasure to listen to their enthusiasm.

Director Lacayo

She congratulated Director Morgan-Carter and Vice President Ceja on their accomplishments. She thanked the staff and Mr. Southwick for attending and is excited for the Fair.

Director Mack

She is looking forward to learning more about the Surfer's Pint Proposal. She commented on the enthusiasm and professionalism of the staff.

Vice President Ceja

He thanked the team for their patience. He is looking forward to the Fair.

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 11:02 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