

Mission Statement

“The Mission of The Southern California Fair & Event Center Is to Provide & Promote Agricultural Activities, Entertainment, Education, Recreation and Service Opportunities for All People in Riverside County”

BOARD OF DIRECTORS MINUTES

**August 15, 2018 • 4:00 P.M.
Perris CA 92571**

Americans With Disabilities Act

All Board meetings must be accessible to the physically disabled. Any person needing a disability-related accommodation or modification in order to attend or participate in any Board or Committee meetings or other Southern California Fair activities may request assistance by contacting Carl Wuersch at (951) 657-4221.

1) CALL TO ORDER

All matters noticed on this agenda, in any category, may be considered for action listed. Any item not so noticed may not be considered. Items listed on this Agenda may be considered in any order at the discretion of the chairperson.

Meeting called to order at 4:04.

2) PLEDGE OF ALLEGIANCE

Attendees of this 46th District Agricultural Association Board meeting will be asked to join the Board President in reciting the Pledge of Allegiance if they wish to do so.

3) ROLL CALL

The Board of Directors of the 46th District Agricultural Association are asked to introduce themselves to all in attendance.

Directors in attendance were Scott, Skala, Tavaglione, Yeager, Vice President Bruno, and President Magnuson

4) ABSENT DIRECTORS

A motion and second is requested to excuse the absence of any Directors under this agenda item.

A motion was made by Vice President Bruno and seconded by Director Yeager to approve the absence of Directors Almiron. Board and staff stated they hadn't heard from Director Hurtado about his absence. Motion unanimously approved. Motion carried.

NOTE: CEO Wuersch received a call from Director Hurtado explaining he was not able to attend the meeting, therefore his absence was excused.

5) INTRODUCTION OF AUDIENCE AND GUESTS

Audience and guests are requested to introduce themselves to the Board of Directors and other guests under this agenda item.

Audience in attendance were: Linda Thompson, Tracy Putnam, Judith Zavala, Meagan Pawling, Noemi Gutierrez, Maria Cano, Meliza Guox, Julia Marrquin, Judy

6) MATTERS OF PUBLIC COMMENT

Persons in attendance may request to speak on any item on agenda or request item to be placed on agenda at next meeting. Speakers presenting matters to the Board will be limited to three (3) minutes.

- 7) Marie Spradlin – Super excited we have new props for Exhibit tent, thank you Carl. Bob and I went down and picked up Judy and Shirley and went to Long Beach and got their 2 ft by 7ft wire grids for the farmers daughters photos fine arts anything that we can hang on so we won't be using those big heavy panels were excited about putting those up it will be different and there.

Judy Hofmann

Judy Hofmann – I just want to tell you first Audrey was going to come today and she fell last night and so she was unable to come. She was going to hitch a ride with Arlene or Rose but she's OK she has a black eye and everything. I also want to tell you that I worked at the Orange county fair and I think we kind of talked about this a little bit but I doubt we're going to get to the Point where we can make our Fair a no smoking and no vaping Fair but there is this is the second year no smoking and no vaping for anybody even the vendors and commercial people. What they do is they have people going around with little T-shirts and aprons on and they would tell people this is a no smoking area and then give them a lollipop. And they explain where the smoking area is which is outside of the gate.

CEO Wuersch – We can all do that, this comes along with the use of cannabis and recreational and medical people. What I found out because I asked why this was happening and was told he died Becky from CFSA And if you go to a non-smoking non-vaping facility you can't make 100% of people do it but you are stopping the Medical user from sitting at a table which I've seen at orange county and pull out their medical card and use it. If you do a no smoking no vaping policy, they will have to go out to their vehicle to do it and I was going to talk to our board about doing this.

Judy Hofmann- if we can't do that then I'm hoping that we can at least have a nice big sign that says designated smoking area because we haven't really had a sign out I can decorate it I can get the help of Donna will make it real pretty. But we need to have a spot where they know.

Director Yeager- Just for clarification, you are going to bring this as a proposal to the board meeting next month?

CEO Wuersch- yes next month.

Kerri Olobri- Real quick I just wanted to let you know that I brought my crown and buckle and chaps. I didn't bring my sash because it was dirty from the rodeo over the weekend, but I wanted to show you what I bought with the money. With the money I had left over I bought an ad from you guys to me in the miss rodeo California Pageant book. Where you guys wished me luck and all the best. I also got some nice headshots done up, so I'll bring those next month they have the fair dates on them and all the information for the fair on them as well. I will be at the Norco fair and a couple other ones before Miss rodeo California. So, thank you.

Marcie Stimmel- I talked to the lady that is putting on the barrel race at the first two days of the fair and she is very excited, and they hope to have barrel races throughout next year and have the finals at Fair. Evidently it is the Riverside County barrel racing Association and they had done this in the past so they are real anxious to get back into using the arena. So I was just out there to see how it was

Junior rodeo association president called me and they had set up a junior rodeo for 15 September somewhere else and it was canceled. So they need a place for the Junior rodeo. So she was calling to see if they can be held here on 15 September in McElhiney Arena. And of course, they would need Chutes that Alex Hauser has and a higher fence which he brings in for the bulls at the end of our fair so anyway she was calling to see if they can possibly schedule that for 15 September so I need to call back either today or tomorrow about that. The Junior rodeo is a good association and it would be wonderful to have them and to have one or two of the rodeos here.

CEO Wuersch- we will have to check with the other Renters especially Paris auto speedway because if they have a race going on it might be affected.

Director Yeager- so for future protocol for the audience benefit and board, when people are coming to us to seek out events for the property, we are to direct them to you so that you can respond back about availability and the process.

CEO Wuersch- yes, all staff members have the calendar on their desk and can see what is scheduled at each location of the fairgrounds. So, we can get together after the board meeting and I can let you know.

President Magnuson- Do our FFA girls Want to stand up and tell us the reason behind our visit today?

FFA Girls- we are all here because in October at the end of their we all applied for a scholarship for senior livestock exhibitors. So, we are here for that.

Linda Thompson – and well I'd like to introduce our scholarship panel first which is Marissa and Brett Scott and Penny and not here is Kelly Secord she was part of our group as well. Penny was nice enough to donate the animal that went through the auction and that funded the scholarship, so we really want to thank Kenny for that. Before we present these, I'd like to tell you that we are going to have a change for next year in this process, this year we didn't get to interview each of the applicants, so we would like to do that next year. So next year the scholarship committee of the board can put together a panel during the fair to interview the applicants next year and we will be able to award those scholarships at the end at the livestock awards. That way the kids will know before they head off to college.

Some of the applicants have already gone to college so we're not able to give them their awards tonight but I will mail them to them, but I wanted to let you know that is the change for next year. That is how it's done at some other fairs and it's really nice for the people to know right after they apply or shortly after that they have one.

So, I think that will work out really well. Now the fun part. The scholarships are awarded to Julia Marroquin, Noemi Gutierrez, Meliza Guox, Judith Zavala, Eduardo Orozco, Valeria Lopez, Kyle Dayton, and Nathalie Ortiz. The Next three are for \$1,200 scholarships Maria Cano, Megan Pawling and Warren Dayton

Penny O'Brien- I just want to say a couple words, being on the committee was an honor and all of your applicants were very well-qualified we had a hard time choosing and with the amount of money we had to work with that's why we decided that each of the applicants she get something. Just wanted to let you know that may not happen next year but this year the applicants were all great.

Director Scott- I'm glad opinions here today because as it was stated if it was not for her generous donation of the animals and also our Livestock superintendent Kelly Secord between the two of them there's been a lot of time during fair to get this to happen so they had to have an animal they had a student that did not have an animal so they gave that student the opportunity to have an animal or they would not otherwise it was sold at the auction and that's how we came up with the money for the scholarship. Without those kinds of people, this program wouldn't exist. I just wanted to make sure they are recognized for their efforts.

Board gathered together with Scholarship Recipients and Penny O'Brien for a photograph.

8) CONSENT CALENDAR

All matters listed are considered by the Board of Directors to be routine and will be enacted in one motion. There will be no discussion of these items prior to the vote unless members of the board, staff or public request specific items to be discussed separately and/or removed from this section.

□ Approval of Minutes **See MINUTES TAB**

✓ JUNE 20, 2018

A motion was made by Vice President Bruno and seconded by Director Skala to approve the June 20, 2018 Minutes. Motion unanimously approved. Motion carried.

a. RENTAL AGREEMENTS 2018

CONTRACT #	NAME	DATE OF EVENT	TYPE OF EVENT	AMOUNT
18-23-HH	Alicia Montoya	9/1/2018	Quinceanera	\$2,900.00
19-01-HH	Luiz Hurtado	3/2/2019	Quinceanera	\$2,900.00
19-02-HH	Gopal Naidu	6/22/2019	Wedding	\$2,900.00
19-03-HH	Raul & Maria	4/27/2019	Quinceanera	\$2,900.00
19-04-HH	Alicia Dominguez	06/29/2018	Quinceanera	\$2,900.00
19-05-HH	Grant Bennett	11/16/2019	Wedding	\$2,900.00
18-02-COMM	Pain Free Pillow corp.	Fair time	Different design pillows	\$750.00
18-03-COMM	Itoyz	Fair Time	Toys	\$4,000.00
18-04-COMM	Steve,s Blankets	Fair Time	Blanket's, Flag, Hats	\$3,500.00
18-05-COMM	Hanna Crone	Fair Time	Hanna, Jagua art	\$750.00
18-06-COMM	Ponyland Amus.	Fair Time	Ero-Bungy	\$2,000.00
18-07-COMM	Express Gadget Repair	Fair Time	Electronic Service, Video Games	\$2,250.00
18-08-COMM	Mattress Firm	Fair Time	Mattresses	\$4,800.00
18-09-COMM	Berenice's Toys	Fair Time	toys	\$1,500.00
18-10-COMM	J.S Furniture	Fair Time	Furniture	\$1,500.00
18-11-COMM	Farm Fresh To You	Fair Time	Informational Booth	\$750.00
18-12-COMM	Tenco Contruccion	Fair Time	Informational Booth	\$750.00
18-13-COMM	Life Healer Psychic Reading	Fair Time	Palm Reading	\$1,250.00
18-14-COMM	London's Pony Rides	Fair Time	Pony Rides.	\$2,000.00
18-15-COMM	Royal Wooden Rose's	Fair Time	Wooden toys	\$750.00
18-16-COMM	Animal Rides	Fair Time	Electric Rides	\$2,250.00
18-17-COMM	J.S Jaclean Inc.	Fair Time	Massage Chairs	\$1,125.00
18-18-COMM	USA Ice Cream	Fair Time	Snacks, Fresh Fruit,	\$1,500.00
18-19-COMM	Cutco Cutlery	Fair Time	Cutlery Tools	\$750.00
18-20-COMM	LuLaRoe	Fair Time	Clothing	\$1,125.00
18-21-COMM	Whimsical Charm	Fair Time	Baby Clothes	\$750.00
18-22-COMM	Light It UP	Fair Time	Light up Hats, T-Shirts, Glasses	\$750.00
18-23-COMM	Scentsy Inc.	Fair Time	Candles, Wax, Oils	\$1,125.00
18-24-COMM	Nana's Candied Pecan's	Fair time	Pre-Packaged Pecan's	\$750.00

18-26-COMM	Chepyha LLC (Bellevera)	Fair Time	Cream's	\$750.00
18-27-COMM	TCL Sale's LLC	Fair Time	Travel Size Steamer	\$750.00
18-28-COMM	Satellite Service for All	Fair Time	AT&T, Direct TV	\$750.00
18-29-COMM	The Hangout	Fair Time	Pull up 100 Sec. & WIN	\$750.00
18-30-COMM	Primera Enterprises	Fair Time	Sand Painting	\$850.00
18-31-COMM	Arco Nuts & Candy	Fair Time	Pre-Package Nuts, Candy's	\$750.00
18-32-COMM	Ink Dudes	Fair Time	On-Site Tattoos	\$1,500.00
18-02-CON	Frozen Fun Ent. LLC	Fair Time	Slush Puppy	\$850.00
18-03-CON	Willamette Valley Pie	Fair Time	Fresh Homemade Pie's	\$850.00
18-04-CON	Wild Bill Olde Fashioned Soda Pop	Fair Time	Old Fashioned Soda Pop	\$850.00
18-05-CON	Maya Catering	Fair Time	Mac Cheese Shrimp, Lobster	\$850.00
18-06-CON	Drink a Fruit, from the fruit	Fair Time	Drink inside of fruit on to fruit shell	\$850.00
18-07-CON	Funnel Cake Express	Fair Time	Funnel Cakes	\$850.00
18-08-CON	Dippin Dots	Fair Time	Ice Cream	\$850.00
18-09-CON	C&C Concessions	Fair Time	Turkey Legs, BBQ	\$850.00
18-11-CON	Duffner Kettle Corn	Fair Time	Kettle Corn	\$850.00
18-12-CON	JLT Concessions	Fair Time	Ice Cream	\$850.00
18-13-CON	JLT Concessions	Fair Time	Corn Dogs	\$850.00
18-14-CON	The Elemonader	Fair Time	Fresh Lemonade	\$850.00
18-15-CON	Hot Dog on a Stick	Fair Time	Corn Dogs, Fresh Lemonade	\$850.00
18-16-CON	Gol-Rollz Ice Cream	Fair Time	Frozen Rolled Ice Cream	\$850.00
18-17-CON	L&L Concessions	Fair Time	Soft Served Ice Cream	\$850.00
18-18-CON	L&L Concessions	Fair Time	Pizza	\$850.00
18-19-CON	L&L Concessions	Fair Time	Funnel Cake	\$850.00
18-20-CON	L&L Concessions	Fair Time	Philly-Corn	\$850.00
18-21-CON	Family a Fair	Fair Time	Pink's	\$850.00
18-22-CON	Family a Fair	Fair Time	Building Food	\$850.00
18-23-CON	Family a Fair	Fair Time	All Beer	\$850.00
18-24-CON	Family a Fair	Fair Time	Chili Aguas	\$850.00
18-25-CON	3 Kings Karbo	Fair Time	Mediterranean Food	\$850.00
18-26-CON	Mi Taqueria #1	Fair Time	Mexican Food	\$850.00
18-27-CON	Mi Taqueria #2	Fair Time	Mexican Food	\$850.00
18-28-CON	Mi Taqueria #3	Fair Time	Mexican Food	\$850.00
ENT-18-01	Frank Thurston	Fair Time	3x Magic Shows per Day	\$5,400.00
ENT-18-02	1880's Pioneer Experience	Fair Time	2x30min. Shows per Day	\$5,400.00
ENT-18-03	TEI Metalachi	Fir Time	2x 60min. Sets	\$5,500.00
ENT-18-04	Steve Rohmer	Fair Time	Stills 5x30min. Shows Per Day	\$5,400.00
ENT-18-05	Fables of The West/Ken Mc. Means	Fair Time	3x45mins shows per day	\$7,200.00
ENT-18-06	Tumbleweed Crossing	Fair Time	3 Performances a Day	\$16,200.00
ENT-18-07	Duck Enterprises, LLC	Fair Time	4xshows Weekdays-5xShows Weekend's	\$10,800.00
ENT-18-08	Race Track Promotions	Fair Time	3 Monster Truck Shows	\$26,850.00
ENT-18-09	Suzy Haner/Guitar Guy	Fair Time	Hypnotist Shows	\$9,000.00
ENT-18-11	Southbound/Darrel Reed	Fair Time	Band Opening Day	\$2,500.00
ENT-18-12	Doo Wah Riders	Fair Time	Performers	\$8,500.00
ENT-18-13	Hauser Rodeo	Fair Time	Rodeo-Bull Riding	\$12,875.00

ENT-18-14	Judy Hoffmann Wade	Fair Time	Farmer Daughters, Special Contests	\$900.00
ENT-18-15	Shirley Marshal	Fair Time	Assist Judy	\$450.00
ENT-18-16	Edna Beck	Fair Time	Assist Judy	\$900.00
ENT-18-17	Deborah Hoop	Fair Time	Assist Judy	\$900.00
ENT-18-18	Ana Barbara & Mariachi Los Camperos	Fair Time	Concert	\$35,00.00
ENT-18-19	Dan Harbour	Fair Time	Jefferson Starship, Phil Vassar, Lincoln Brewster	\$71,000.00
PS-18-12	Paul Hayashi	Fair Time	Fairs Photographer	\$2,200.00
PS-18-14	EL Informador	Fair Time	Fairs Guide Book	\$9,950.00

b. AMENDMENT TO CONTRACTS

CONTRACT #	NAME	DATE OF EVENT	Type of Event	AMOUNT
NONE				

c. STANDARD AGREEMENTS 2018

CONTRACT #	NAME	BEG DATE	END DATE	AMOUNT NOT TO EXCEED
NONE				

A motion was made by Director Yeager and seconded by Director Skala to approve the Rental Agreements listed. Motion unanimously Approved. Motion carried.

9) CORRESPONDENCE See CORRESPONDENCE TAB

a. Date Received from Subject

2018	Barn Bash	Thank You!
7/11/2018	CFSA	Letter
7/31/2018	Brian Bustamante/Southern California Edison	External: Fairgrounds
8/6/2018	emwd	Water Budget Changes

b. Date Sent to Subject

NONE		

INFORMATION ITEMS

1.) UPDATE ON LOAN BALANCES:
Current on Loans Balances

- **COMMUNITY BUILDING** **\$217,850.03**

2.) FINANCIAL INFORMATION:(May, June, Financials) See **FINANCIALS TAB**

- May, June Financials
- AP Aged Invoice Analysis (Current) (PURPLE)
- AR Aged Invoice Analysis (JLA Current) (White)
- Summary of Operations (GREY)
- AP Payments Check Register (PINK)
- Check Register (Payroll) (GREEN)
- AR Aged Invoice Analysis (YELLOW)
- Trial Balance Sheet (BLUE)
- Statement of Net Position (LIME)
- Bank Balances

A motion was made by Director Skala and seconded by Vice President Bruno to approve May and June Financials. Motion unanimously approved. Motion carried.

10) ACTION ITEMS:a.) **Scholarship Winners:** Presentation of Scholarships

- Discussion
- Action (if needed)

b.) **Resolution For 2017/2018 State Allocation approval and resolution needed:**
Carl Wuersch will be passing out the letter for the board to sign

CEO Wuersch – Everyone should have a copy of the letter. This is something else that CDFA has added to our ORG Chart, our STOP, our Budget that we sent in to get our Allocation, now they have this letter that they sent out that we have to do. I gave you all a copy of the same one, but me and Ron have to sign in and turn it in. Its just another paper that goes along with our \$33,000 allocation.

Director Yeager – You need an action for a letter?

CEO Wuersch – Yes, to show that me and him didn't just sign it and send it without you guys knowing about it.

President Magnuson – This is to receive our State Allocation.

A motion was made by Vice President Bruno and seconded by Director Skala to approve the Resolution for 2017/2018 State Allocation approval. Motion unanimously approved. Motion carried.

11.) IMPORTANT DATES:

Board Meetings are held on the third Wednesday of the month at 4:00 pm unless otherwise specified:

September 19, 2018 (Director Yeager may not be present at this meeting)

October TBD

12.) DIRECTORS COMMENTS:

CEO Wuersch – I wanted to let you all know that my staff ahs worked so hard this year. They are all working 24/7. We have the enthusiasm and that has really helped, and I think you will see that at fair. I wanted to say thanks to my staff and volunteers and getting stuff for us. Marie, we got our racks, we hunted them down and they will probably outlast all of us. They are very strong. Most of our vendors use them to hang up their stuff. They are going to look much nicer. We have some other projects we are working on. For Interim, you all got a copy, I am trying to get all caught up and up to date for all the events. I wanted to talk about the event on Sunday. We had a very good event. I was here from start to finish and the fair netted \$32,384 for a one-day show.

Director Yeager – So the presentation you are showing us is all for the nets for all events. Each of these forms is a different event.

CEO Wuersch – Yes, this is for the 19th and then there is another one on the 27th and then I had another one in there for the first boxing event we had, and all we had there was food and beverage. Once the series of fights are over this deal we made with them then we will start being partners with them and the fights will be bigger. One little quick thing on that, we had a 4-hour meeting with SF1, boxing is really starting to come back up. They want to put us in the rotation to be on TV on Saturdays, to have fights filmed in our facility on Saturdays. That is through Romel, but it's through Brian Watson which is one of the Watson Brothers of Mandalay Bay who do all of the prime-time tickets for pay per view. They are from this area and looked at that building and said they aren't going back to the casinos. I want to go over some of the Sponsorships we've gotten. We have a 3-year deal with Pepsi for \$10,000 per year. Anheuser Busch I just finished up for a one-year deal for \$12,000. They are going to put a "sweepstakes" at all the stores they participate with, they will have a pad there, you peel it off, it will have a scan there they can scan, they will have a chance to win 8 tickets to go to the fair and a change to win 4 passes for the week passes. I had to spend \$2,000 of my sponsorship money to get them to do that. So, we will get \$10,000 cash because \$2,000 went to do this. But they are doing it all in house to print all of this. We have not been on our game with sponsorships, all sponsorships are supposed to go through our fair; not our renters not our renters not our concessions. Starting next year, we will work with our renters, but the sponsors can give more money to the fair. City of Perris, we have changed from \$5,000 to \$10,000 for the next 3 years for their Perris Day. It will be on opening day. We have 300,000 magazines going from Rancho Cucamonga, Redlands, all the way to Temecula and Riverside and Hemet. It's a magazine with 8 pages, we are on the 3rd page we have the whole page and I paid a penny for each of them, so we are paying \$3,300 to reach 300,000 people. Perris also wants to buy tickets and put together a packet for all of their employees. They are kind of trying to put back together something like the "Passport to Perris' We had a meeting last week at Satellite. We got tickets from San Bernardino Airshow, for our presale, they gave us 500 free admissions to give away to advertise to sell our tickets. Those meetings have been good. Finally, we got a sponsorship from Ford for \$10,000. They are going to be here with a full display. They are going to set up but only be here to man it the last Friday Saturday and Sunday of Fair. Brad and Ron have worked so hard so, we asked for \$20,000 and we got \$10,000. Now I am working with Dodge, the KIA dealer with a brand-new owner and he is really hot to do something. We have a sponsor to pay for our fireworks, we are going to have a firework show on Opening Saturday night. We are going to have a bigger firework show on closing of Sunday. Years ago, they used to have them all the time, but we are trying to get the things people remember and enjoyed. Josh Naggar with his attorney's office is sponsoring it. I think our first show is something like 850 shots. Back in April or May, Fire called me and said they have some new guys and they need to train them. They said

out here. When I was at Orange County and they shot fireworks up over my head in the grandstands I wanted to see how they did that, so we can have up to 3-inch shells and we are going to have 850 shots, about 8-9 minutes, Sunday night will be bigger. We are going to shoot them on the infield and only one grandstand will have to be empty. We made a deal with the Pres Enterprise and you will see more stickies. There's one for the Senior Day with the ice cream, everyone is always concerned with that but everyone who does ice cream on the fairgrounds tells me the like doing that because it's a great thing for them. We have two full apogee ads and a bunch of the stickers.

Director Yeager – Can you share with us about our government partners? Any discussion about having State Rangers, Highway Patrol, RTO, RCTC to have show and tells – for a lack of a better word.

CEO Wuersch – We have a lot of contracts, the last one we were trying to get was Smokey the Bear, we have Cal Fire, we have the Lake, we have the Sheriffs, I think Highway Patrol, RTA is coming out, thanks Marisa for getting that for us. I think there's 5-7 of them.

Director Yeager – We should make sure from the past, Metrolink does their little newsletter for all for the riders.

Director Scott – Are we still going to get a follow up as for as West Coast Thunder?

CEO Wuersch – Yes, I have one bill left.

Vice President Bruno – How are we doing on Commercial Venders?

CEO Wuersch – I'm very happy, we have a girl who was helping last year, Mayra and she has stepped up. We have sold out our Sports Pavilion that's 40 spaces. We are ahead from last year. Thanks to Brad we are getting a huge John Deere display. We will have to have set up areas to keep them safe. Something else we are going to do is having 4 stations selling water and sodas. We are going to have the Farmers Daughters and other staff members. They will sign them out and Dale and Cei agreed to this, part of the money sold will go to the scholarship. And if the girls are there selling it and she's a Farmers Daughter is standing there selling it and the water is \$3, we are all going to give her \$5 I know it. Because they see what it is for.

Director Scott – I think its great that we have some great partnerships with the vendors as far as the food concessionaires, anything they can do additionally and are always willing to help, at the same time, hopefully we don't ask too much for the scholarships and it takes away from the Junior Livestock Auction. Just make sure we don't ask too much on one side where they're not willing to give on the other side.

Director Yeager – Where are we as far as the Farm Bureau?

Director Scott – They always come and buy animals every year.

Sarah Schoof – In Past years they haven't wanted to participate with a booth because they had other things going on, so they send us product. I have actually had a hard time this year getting ahold of them.

Director Yeager – Has there been any outreach to the Temecula Valley Wine Growers or anything done for the Caruso Family display?

CEO Wuersch – Linda is working on that with Galliano. We are going to put out 4 plants and there will be reference to Audrey being the first one to plant out there.

Vice President Bruno – No one has mentioned the 3rd annual Hay Bucking Contest, That Director Scott is kind of in charge of that. We've got T-shirts designed. It's on opening Saturday and you can participate if you'd like. My question is; where can we strategically put these t-shirts to sell them this year?

CEO Wuersch – We are going to do a 100% better job with our product and selling it for the fair this year.

Director Yeager – California Fair Financing Authority was not agenized, for the July 5th

economy crashed, and the State didn't have money, the employees of the CFFA was put under and supported by the Department of Fairs and Expositions. Now the support will be separated from CDFA. The majority of the meeting dealt with that and benefits and employees and status updates on projects completed and ongoing projects. After that meeting, I was in Sacramento for an event and met with Becky Bailey Finley and another Board of Director from Kern County Fair and went to the County Fair in Grass Valley. It's a beautiful small fair set in a Redwood setting. Unfortunately, they had just as much smoke as we did here, and it was hard to breathe. The air quality was bad. As I shared with Carl and staff, I did appreciate a different perspective, it is a smaller fair, but they had a huge community presence. Every food vender from hotdogs, corn dogs, salads, girl scouts, all of those organizations maintained their own building, went through health inspection and all of their own labor and a percentage went to the fair and a percentage went to their organization. A lot of kids there because they were still on break. They do Butler carnival and they were very spread out and strategic because they had to set up around the redwood trees. Their exhibits were great. A lot of local vendors. It would be neat to see if we can do a small business outreach part of the fair. It would be great to see locally advertised products at the fair. So, there were some really creative things. The biggest thing for me was how can we bring the community into our fair? It was definitely a feel-good community. They had a lot of different clubs. Finally, the third item is, I wanted to make sure that our fairgrounds, that the President and CEO can do a letter to all of the City Managers and City Council Members in Riverside Counties inviting them to the fair. A nice little classy letter with the flyer. I would like to suggest that we adjourn this meeting in honor of Donny Tavaglione and Ronda Magnuson.

CEO Wuersch – Electrical, we got approval, we got the contract, Anderson is going to change that pole that is leaning. I sent them the \$30,000. That will be done before fair. Me and Trish have been working with her connection with Edison because my connection got transferred and everything went sideways. I am waiting for a gentleman to come out and look at a program to replace all of our lights inside and outside to try and keep the electric bill down

Judy Hofmann – I want to thank Carl and the staff, we are so far ahead of the game this year. The entry handbooks have been out a long time this year and the vendors so thank you.

Director Scott – Just to add to Marisa's comments on the campgrounds, just a little bit of history, we were trying to do that same thing about 11 years ago. We had plans drawn up with F&E, unfortunately that's when the economy fell, and the stock market crashed so that was something we looked at. Carl you mentioned about electrical, if there's anything we can do as far as the campground for the Junior Livestock, there are some electrical issues, let's see if it's something Anderson can incorporate with that. Also, this year if there's any issues with the bathrooms and showers, let's see if there's anything we can do to jump ahead of there are any issues there. One of the things we keep hearing tonight is about agriculture and ag education and it's really ironic the root of this fair starts at the junior livestock. We have a great group of kids here. I was on the committee as well as Marisa and Ms. O'Brien as far as getting to see what kind of kids are coming out of our fair. We need to never forget our roots of why we are here, it all started with agriculture and the kids. We really have a unique opportunity tonight, we have a lady in out presents, and I don't think she ever gets acknowledged. Penny O'Brien is here tonight and besides being on the committee, she also donated the animal to auction off. Besides this one event, Penny, every since I've been out here, Penny has been here behind the scenes, before fair, during fair, if you want to see someone here at midnight when her daughter calls her for help, she's here. Not only at our fair, if you go to Victorville Fair, San Bernardino Fair, Indio, guess who's there showing up bringing awards? So, this is an individual here, like a lot of the rest of our volunteers, she's

far as volunteering at all the fairs. So, thank you Penny for all that you do for not only our fair and all of the kids at all of the fairs.

Penny O'Brien – I was born on a farm and raised with pigs and I believe in Agriculture and I follow Kelly's lead, she is 100% for the kids and will do anything for them and so I will do anything for her because I believe in her and I believe in agriculture and the future of the children. Thank you for the recognition, I know I am blushing because that never happens.

CEO Wuersch – The last three years, I spent a lot of time going to fairs, orange county has changed their fair, you'd think they were in the middle of the country. You walk in the fair and you don't think you are by the beach. They are helping us and have been great partners.

Director Skala – Barn Bash; Penny is involved in Barn Bash also. They are getting started on next year's event. I think there will be a lot of improvements they have made to the grounds. Penny comes to every meeting, she's great. Thank you, Penny.

Director Tavaglione – I haven't been able to hear much of this meeting unless you're talking in the mic. It looks like everything is going well as far as I've read.

President Magnuson – We thank you all for taking the time to come to these meetings. Thank you to the staff and Carl we are proud of you all. Reading what's here, on how many vendors we have coming, it looks like its going to be good.

Kerri Olobri – (For her to compete in Miss Rodeo California representing the Southern California Fair) We will be having a fundraising event here in the Barns on September 15th at 6:30. There will be food and dancing and a DeeJay. I am looking for sponsorships for awards and silent auctions.

CEO Wuersch –Email was sent from Jaime Hurtado requesting to excuse his absence.

13.) ADJOURNMENT

Meeting adjourned in honor of Ronda Magnuson and Donny Tavaglione at 5:29pm



Carl L. Wuersch, CEO/Sec-Mgr.



Date

Ron Magnuson, Board President

Date