

46th District Agricultural Association  
SOUTHERN CALIFORNIA FAIR  
[www.socalfair.com](http://www.socalfair.com)

**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**

**December 18, 2019 • 4:00 P.M**

**18700 Lake Perris Dr.**

**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.

**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.

**President Magnuson called the meeting to order at 4:09 pm**

**1) 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.

**2) ROLL CALL**

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

**Present Directors: President Ron Magnuson, Vice President Nick Bruno, Director Gene Skala, Director Brad Scott, Director Marisa Yeager, Director Tricia Almiron, Director Jaime Hurtado and Director Cindy Palumbo.**

**3) ABSENT DIRECTORS**

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

**All directors present**

4) **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.

**Dale Smith, Cie Smith, Joshua Naggar, Xavier Ortiz, Katie Keys, Linda Thompson, John OoStdam, Lauren OoStdam, Christina Rapert, Carl Wuersch**

5) **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.

**Katie Keys:** - Katie passed out to all the directors and Carl a write up of suggestions for improvements to the Fair. She wanted to give her gratitude to Josh and all of his hard work for the foundation.

6) **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**

✓ November 20, 2019

Motion to approve the minutes was made by: Vice President Bruno

Motion seconded by: Director Palumbo

Voting Directors: President Ron Magnuson, Vice President Nick Bruno, Director Gene Skala, Director Brad Scott, Director Marisa Yeager, Director Tricia Almiron, Director Jaime Hurtado and Director Cindy Palumbo.

a. **RENTAL AGREEMENTS 2019**

CONTRACT #	NAME	DATE Of EVENT	Type of Event	AMOUNT
20-08-HH	Sonia Ramirez	9/6/2020	Quinceanera	\$2,400.00
20-09-HH	Librada Murillo	6/20/2020	Quinceanera	\$2,900.00
20-10-HH	LTC (R) John D Kirkland	2/15/2020	Military Ball	\$1,900.00

**INT RENTAL AGREEMENTS**

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

7) CORRESPONDENCE See **CORRESPONDENCE TAB+**

<u>Date</u>	<u>Received from</u>	<u>Subject</u>
11/18/2019	Fairgrounds	Exhibits Meeting Minutes
11/21/2019	cdfa	SB 84 Obligation
12/9/2019	AGFAIR	From Farm Road

<u>Date</u>	<u>Sent to</u>	<u>Subject</u>
NONE		

**INFORMATION ITEMS**

1.) **UPDATE ON LOAN BALANCES:**

Current on Loans Balances

- **COMMUNITY BUILDING**      **\$155,727.45**
- **ADMIN OFFICE**              **\$55,312.88**

2.) **FINANCIAL INFORMATION:**

(Financials) See **FINANCIALS TAB**

- Financials
- Statement of Net Position
- Summary of Operations
- Trial Balance Sheet
- Bank Balances

Motion to approve the financials was made by: Director Palumbo

Motion seconded by: Director Skala

Voting Directors: President Ron Magnuson, Vice President Nick Bruno, Director Gene Skala, Director Brad Scott, Director Marisa Yeager, Director Tricia Almiron, Director Jaime Hurtado and Director Cindy Palumbo.

**Director Scott:** Now that the fair is wrapped up where do we stand on the Junior Livestock are, they all taken care of?

**CEO Wuersch:** We had a total of 262 (two hundred and sixty-two) payouts. Our bank record shows that 171 (one hundred and seventy-one) of those checks have been cashed and 91 (ninety-one) of those checks has not been cashed yet.

3.) **CCA REPORT:**

**Director Yeager:** CCA had a special meeting two Fridays ago they are currently in the process of negotiating for a new executive director. We had the final interviews for the final candidates and a recommendation was made. The decision has not been made yet it is currently in process but once it is official, I will make sure to share that information with the Board. We did have a Board meeting to approve additional policies that needed to be done for the final transfer of separate authority from the previous structure. The interim right now is Brian Hubanks.

4.) **MARKETING COMMITTEE:**

**Director Palumbo:** Carl and I met, and we went over the new proposal from the Adorn Group. We are going to go back to them with some changes and requests. We still feel this is the direction we need to go with this group. The proposal with the group will not just be for fair time it will be for everything that is going on, on the fairgrounds, all the merchandise, Media, and sponsors

5.) **ACTION ITEMS:**

- a.) **CDFA Contract:** A Copy of the Board of Directors' resolution, order or motion authorizing execution of this Agreement must be included.

Motion made by Director Scott

Motion Seconded by: Director Skala

**Voting Directors:** President Ron Magnuson, Vice President Nick Bruno, Director Gene Skala, Director Brad Scott, Director Marisa Yeager, Director Tricia Almiron, Director Jaime Hurtado and Director Cindy Palumbo.

- b.) **TORO WAPO:** Amendment to contract.

**President Magnuson:** Xavier would like to talk about the changes he would like to make to his rental area. Everything has already been submitted to the rental committee, but he would like to address the Board.

**Xavier Ortiz:** When I first took on this project, I had a lot to fix and a better reputation to build. I am having to compete with big guys like AEG (Anschutz Entertainment Group) and Live Nation Entertainment Company. So instead of competing head to head with those guys I want to hit them where they are weak. The arenas they have folks can't dance at but here they can. We have the space for them to dance and roam around we also have the rodeo that they don't have. I am working with some of the best bull farmers. So, with that kind of partnership a new opportunity can arise. So far, I have only been having bull riding events. In Spanish they are called Jaripeos the definition of a Mexican rodeo. Its not as formal as what you guys might know like in Huston or Dallas because it's not a point-based event. Then there is a different rodeo you would know it as roping it's called Coleaderos. I was looking into that for about six months, but we don't have the venue, the parameters or the structure to meet the parameters of the national

Charreada Mexican rodeo association. The only venue in all of California that does meet the parameters is Pico Rivera sports arena. I started to talk to people in the industry and they asked me if I could build the arena to meet the parameters and that if I could they could get all those people that are in the Inland Empire to come to this location instead of going all the way out to Pico Rivera. Its going to be very expensive. So, what I am asking for is I must pay rent of \$48,000.00 (forty-eight thousand) dollars for this coming year. I am asking that I don't pay that rent and I will pay for all the improvements that are needed to meet the national Charreada Mexican rodeo associations parameters. With having more shows, a month that will bring in more revenue to the fair. I will put in writing that if I don't make you the \$48,000.00 (forty-eight) thousand dollars that I will pay you whatever the difference is.

**President Magnuson:** I did turn everything over to our rental committee because we do everything by committee. Marisa (Director Yeager) did you and Brad (Director Scott) get a chance to go over it?

**Director Yeager:** Yes, we were able to have a summary conversation of what had occurred when Ron (President Magnuson) had stepped in for Brad (Director Scott). My recommendation was to bring this before the Board because it is a two-part conversation. It's the business side and then also I wanted to talk about the nature of the rodeos there has been a history of concern. So, I wanted to make sure that it was all talked about and that we all understand the actual activity of a Mexican rodeo. We need a little more description who is the oversight of the activity, what is the history at the Pico Rivera center. I just want to make sure we have a full understanding because we are changing the culture here on the fairgrounds to have this activity. The purpose of this conversation today is that we all understand this type of activity.

**Xavier Ortiz:** When the question about the treatment of the animals was brought up in our meeting I spoke to my guy and he said its Roping its no different than normal rodeo that the general public is used to. He said in the four years he has had it at his location there was only one incident. There is always a vet (Veterinarian) on site and unfortunately in this incident the animal was put down.

**Director Palumbo:** At this type of rodeo do they do the Horse Tripping?

**Xavier Ortiz:** I am not sure (makes a phone call to his contact) his contact told him that Horse Tripping has not been allowed in the United States since 1994 and they don't do it.

**Director Almiron:** What is being asked of the Board?

**Director Scott:** I want to know that everything is sanctioned and that there is an authorized third party that does the inspection to make sure that everything meets the requirements for safety and certifications.

**Xavier Ortiz:** The National Association of Charreadas would be the organization that would come out and inspect everything. Can I bring in my business partner to come in and answer all your questions?

**Director Almiron:** So, at this time the rental committee does not have a recommendation for the Board?

**Director Scott:** No not at this time I wanted to bring the discussion before the board so that everyone's concerns could be addressed, and we can all fully understand the changes.

**Director Yeager:** What we need is something stating that in lieu of rent these are the capital improvements that you are proposing to bring in a new activity and all the details of the new activity that you want to bring on to the fairgrounds. So, what would be helpful for the next discussion meeting would be to have the history of this event at the Pico Rivera arena. What kind of oversight is there for the safety of the animals? We need more information to help everyone better understand.

**President Magnuson:** Lets table this conversation and have it go back to the renters committee and have it on the agenda for next month.

c.) **SATELITE WAGERING:** Moving Satellite Wagering to Harrison Hall.

**President Magnuson:** This is just getting started so what you all have is a copy of the letter of intent.

Motion to approve to move forward with negotiations and a contract was made by: Director Hurtado

Motion seconded by: Director Yeager

**Voting Directors:** President Ron Magnuson, Vice President Nick Bruno, Director Gene Skala, Director Brad Scott, Director Marisa Yeager, Director Tricia Almiron, Director Jaime Hurtado and Director Cindy Palumbo.

#### **9.) IMPORTANT DATES:**

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

- January 15, 2020
- February 19, 2020
- March 18, 2020
- April 15, 2020
- May 20, 2020
- June 17, 2020
- July 15, 2020
- August 19, 2020
- September 16, 2020
- October TBD
- November TBD
- December TBD

**10.) DIRECTORS COMMENTS:**

**Director Yeager:** Thanking the staff and partners and wishing everyone a Happy Holiday. I will be leaving a list of the upcoming league of Cities meetings so we can work on getting more cities involved in our fair. What are the dates of the fair this year?

**CEO Wuersch:** The dates are October 3<sup>rd</sup> through October 11<sup>th</sup>

**Director Hurtado:** Merry Christmas

**Director Skala:** Thanking everyone for coming today. Thanking everyone for coming out to Louie's celebration of life. Merry Christmas and Happy New Year

**Vice President Bruno:** So, the dates are already set for next year's fair?

**CEO Wuersch:** Yes, we had a conflict with Pomona and the carnival, so we made a five-year deal.

**Vice President Bruno:** So, our first day is a Saturday instead of a Friday like we had talked about being open two full weekends instead of just one

**CEO Wuersch:** That is something we can talk to the carnival about when we are in Reno.

**Vice President Bruno:** Well we have had an interesting evening and some decisions will be made. I want to wish everyone a Merry Christmas and hope for a prosperous new year.

**Director Palumbo:** Merry Christmas to everyone and Happy New Year.

**Director Scott:** I am sorry I missed last months meeting. Normally we always had a good fair debriefing looking at all the things that were good and bad the numbers so that we could start planning for next year. We got a survey a week or two after the fair and I think we need to have it during the fair so be able to do the survey properly.

**President Magnuson:** Katie thank you for your recommendations. To all our help and staff thank you for all that you do. Merry Christmas and Happy New Year.

**11.) CEO COMMENTS:** Thank you to everyone that has helped and come out to support us and our partners in business.

**12.) ADJOURNMENT**

President Magnuson adjourned the meeting at 5:45 pm

  
Carl L. Wuersch, CEO/Sec-Mgr.

  
Date