

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**

**June 19, 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.

**Vice President Bruno called the meeting to order at 4:02**

**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: Director Cindy Palumbo, Vice President Nick Bruno, Director Tricia Almiron Director Gene Skala and Director Jaime Hurtado**

**3) ABSENT DIRECTORS**

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

**President Ron Magnuson, Director Marisa Yeager, Director Brad Scott and Director Louis Tavaglione**

Motion to excuse the absent directors made by: Director Skala  
2<sup>nd</sup> by Director Almiron

Motion unanimously approved. Motion carried

**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.

**John OoStdam, Lauren OoStdam, Don Kazarian, Mary Wiegmann, Emily Wiegmann, Emily Cullins, Cassidy Long, Katherine McGinvey, Megan Sumaya, CalliAnne Van Dam, Deborah Hoop, Marie Spradlin, Dale Smith, Cie Smith, Katie Keyes, Marcie Stimmel, Sherrie Henretta and Christina Rapert.**

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.

**Mary Wiegmann:** Director of Riverside Barrel Racers. She would like the issue of renting the arena to be put on next months Agenda. I think it was tabled in March for renting availability and for how much. The reason being is because of your Mission Statement it states to promote agricultural activities and education. She would like to see more of that done by using the arena. Because a lot of the local arenas are not available so it would be a great opportunity to educate people. It is a multi Million-dollar industry. The opportunity to tap into it is there because California is a state that you can do all types of equestrian events.

**Judy Hofmann:** Giving a report on the Farmers Daughters. The Farmers Daughters have already assisted and the Barn Bash and Rods and Rails. The Farmers Daughters are looking for more things to do so if you have any recommendations please let Judy know.

**Marcie Stimmel:** She is trying to get some activities for the Fair. She has already spoken to Mary Wiegmann about Barrel Racing.

**Farmers Daughters:** Emily Cullins, Kassidy Long, Katherine McGinvey, Megan Sumaya, CalliAnne Van Dam. They all stated what school they are attending, their age and what animals they will be showing this year at the Fair.

**Katie Keyes:** Just a few suggestions for promotional ideas. Make sure the Website and Facebook are to date. Post interesting fair stores and photos about the fair. Post the entertainment early. Announce all the different events like the hay bucking, Monster trucks, etc. Get the Exhibit book out to different groups that would be interested in entering the fair. Get posters up in August to lots of locations. Contact the cities to post it on their calendars. Talk to channel 5 news or any new station to if they would cover a story about the Fair.

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**

✓ May 15, 2019

Motion to approve the Minutes for May was made by: Director Hurtado  
2<sup>nd</sup> by: Director Palumbo

Motion unanimously approved. Motion carried

a. **RENTAL AGREEMENTS 2019**

CONTRACT #	NAME	DATE Of EVENT	Type of Event	AMOUNT

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>
5/24/19	California Chief Counsel	California Horse Racing Board
6/13/19	Carl Wuersch	Board Committee

**CEO Wuersch:** We stopped charging the five-dollar admission fee to get into Satellite Wagering so a letter was written to receive re-imbursement, as it has been told that other Satellite facilities received funds. The letter from the California Horse Racing Board is their response to the request.

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

8) **FAIR TIME COMMERCIAL VENDORS:**

CONTRACT #	NAME	DATE Of EVENT	AMOUNT
19-11-COMM	USA Ice Cream	OCT.5-13 2019	\$1,500.00
19-12-COMM	Mattress Firm	OCT.5-13 2019	\$3,725.00
19-13-COMM	Life Healer Psychic Reading	OCT.5-13 2019	\$750.00
19-14-COMM	High Desert Medical Collage	OCT.5-13 2019	\$750.00
19-15-COMM	Americas Security ADT	OCT.5-13 2019	\$750.00
19-16-COMM	Arco nut & Candy	OCT.5-13 2019	\$750.00
19-17-COMM	Tenco Construction	OCT.5-13 2019	\$750.000

9) **FAIR TIME CONCESSIONAIRE VENDORS:**

CONTRACT #	NAME	DATE Of EVENT	AMOUNT
19-07-CON	Family A Fair Inc. (Pink's)	OCT.5-13 2019	\$850.00 + 22%
19-08-CON	Family A Fair Inc. (Beer)	OCT.5-13 2019	\$850.00 + 22%
19-09-CON	Family A fair Inc. (Building's 1&2)	OCT.5-13 2019	\$850.00 + 22%
19-10-CON	Backyard BBQ Village INC.(Nacho)	OCT.5-13 2019	\$850.00 + 22%

## INFORMATION ITEMS

### 1.) UPDATE ON LOAN BALANCES:

Current on Loans Balances

- **COMMUNITY BUILDING**      **\$176,816.21**
- **ADMIN OFFICE**              **\$73,212.33**

### 2.) FINANCIAL INFORMATION:

(Financials) See **FINANCIALS TAB**

- Financials
- Statement of Net Position (LIME)
- Summary of Operations (GREY)
- Trial Balance Sheet (BLUE)
- Bank Balances

**Director Skala:** The Interim events are on the gray page, but they are going to start to be broken out for the year-round renters like the Speed way, and Toro Wapo. The smaller ones will still be lumped together.

Motion to approve the financials was made by Director Skala  
2<sup>nd</sup> made by Director Almiron

Motion unanimously approved. Motion carried

### 3.) 2019 FAIR UPDATES:

- **CEO Carl Wuersch:** Commercial Vendors last year we had some that were complaining about the Shopping Pavilion and the one that complained the most turned in his application and requested to be in the Pavilion again. Spoke to Jason Dall yesterday about doing a horseshoe competition at the fair and they will be coming out. We will put them under the poultry tent because we cannot have the poultry this year. Menifee Day has been approved by their City Council. Menifee Day will be on Friday with senior day. We got verification from Sandals from Jeff White that they will be doing the opening act for the Christian night. We received 16 new tables from RCS that normally cost five to eight hundred dollars apiece. I traded them the statue of liberty that was just sitting back there. I bought the power coating for \$2,100.00 (twenty-one hundred dollars) and RCS painted them as well.

**Director Almiron:** Because we can not have the poultry this year are the 4H students that only show poultry being offered something else like an opportunity to still participate or bring literature for educational campaign?

**CEO Wuersch:** Kelly is handling that, but I know they are working around it. They will just show a different animal like rabbits.

4.) **INT EVENT'S FINANCIALS:**

- CEO Carl Wuersch:

5.) **CFSA Report: Vice President Bruno: As far as I understand there has not been a meeting yet.**

- Monthly Update

6.) **Marketing Committee:**

**Director Almiron:** We are trying to lockdown all our social media to just one source.

**CEO Wuersch:** Everyone that works in the office has not been able to get the other social media sites shut down but all the marketing companies that I have talked to said that they can get them down.

**Director Almiron:** Lynday or Cindy don't have that information for those other sites?

**CEO Wuersch:** No, they don't because they didn't set them up.

**Director Almiron:** I believe someone can get on with customer service and get the page shutdown just by proving who they are and tell them that the other page is a fake.

**CEO Wuersch:** What they have told us is that they know we are Southern California Fair, and the employees opened it but we still need to provide them with the password and information on that site.

**Director Palumbo:** Can't we show them that they are not employees anymore?

**CEO Wuersch:** Myself and Scott have tried to talk to them but its just not something we can do.

**Director Almiron:** I just don't think we should have to pay someone to contact Facebook for us.

**CEO Wuersch:** All of the Media companies and iHeart media that I have talked to that's what these companies do. They get all of our social media together along with our website and work on the media and they know how to get the fake sites down very easily because that is what they do.

**Director Almiron:** So why are we paying this guy fifty dollars a day and he can't get it down?

**CEO Wuersch:** We have tried for the past 2 years to get it down and he runs the real Facebook page with all of our events and keeps it up to date.

**Director Almiron:** Ok we can talk about this more later. So, you said that you have only gotten one bid?

**CEO Wuersch:** I have only heard back from one person and I am waiting to hear back from two others they say they are working on it but I don't think they are. Cindy said that she has someone, and Marisa said that she has someone too so I will get with her when she gets back. So, what I want to do is get with Robby and one of you and set up a meeting to talk to him next week. Just to see what he has to say and what he can do for us.

**Director Almiron:** We had a couple other ideas that we need to do some sort of press release. I think the board needs to have access to Letter head. So, we can be our own advocates and not represent the whole board. I would like to see some literature like post cards or fliers. We are all suppose to be advocates so we can start to pass those out. I would like to have something by next board meeting so that we can start passing those out.

**CEO Wuersch:** I think we can get that to you. I forgot to mention that we are going to start pre-sales on August 1<sup>st</sup>. We always started September 1<sup>st</sup> but this year we are

going to start on August 1<sup>st</sup>. We have a lot of companies like Sandals that will have them too. If you guys know someone that would want to sell them let me know.

#### **10) ACTION ITEMS:**

- a.) **Increasing Admission Ticket and Parking Price:** Price Increase of \$2.00 for both Admission and Parking

**Vice President Bruno:** I think if we increase the price on both admission and parking, we are going to chase people away. I think if we just increase the parking right now, they will just load the cars up. But increasing the admission I am against it myself.

**Director Skala:** So, parking and admission would be at \$10 dollars.

**Vice President Bruno:** Ok let's take it to the vote.

Director Skala made a motion to increase parking to \$10.00 with Admission to remain the same.

Motion unanimously approved. Motion carried

- a.) **Motor Cross Contract:** Non-fair committee report on proposed contract.

**CEO Wuersch:** I sent out the contract to the renters committee. It's a \$4,000.00 (four thousand dollars) a month in rent plus utilities. Aron is going to be a big asset for us.

**Director Hurtado:** What are the projected annual revenues?

**CEO Wuersch:** Just in rent it would be \$48,000.00 (forty-eight thousand dollars)

Motion to approve the Motor Cross Contract made by Director Palumbo

Motion 2<sup>nd</sup> by Director Skala

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:**

- July 17, 2019
- August 21, 2019
- September 18, 2019
- October TBD
- November TBD
- December TBD

#### **12.) DIRECTORS COMMENTS:**

**Director Palumbo:** I spoke to the Temecula Valley winegrower's association about doing a wine garden. I also spoke to Dale and Cie as well. I have also spoken to a few other wineries and they all seem very interested in coming out and doing a wine garden.

**CEO Wuersch:** I think this will be the third year with that tent just keep trying to get it going in there I already have entertainment booked on that stage.

**Director Palumbo:** when I was talking to Dale and Cie we said that Friday – Sunday from 2 to 9 would be a good time to do that. That would also be another good reason to have the electronic letter head so that I can send out letters to the wineries and get them information because a lot of them are already booking things through October.

**Director Skala:** Thank you Judy for bringing in the Farmers Daughters. I would like Lauren to give some information on the Barn bash

**Lauren OoStdam:** We made about \$46,000.00 (Forty-six thousand dollars) we agreed to spend about \$42,000.00 (forty-two thousand) we are going to buy new bleachers because the other bleachers are always by the concert. We will buy new sheep pens we are going to try to figure out about the horse arena panel. We are looking into buying a livestock loading ramp. We agreed to by the extra 24-inch panel from Cactus because we can probably use that for the arena. We are going to buy new clamps. We might hire some guys to set up the pens. We agree to rent a tractor during fair time for the arena drag.

**Director Hurtado:** I just wanted to thank the community for being here especially those that are wanting to promote the fair. We really want to help put with promoting the fair. We need to utilize the people that want to help out the fair with their help and the suggestion they make to help make this fair better.

**Director Almiron:** I have a question for Judy in regard to the Farmers Daughters. I know in the past we have had them come to the county board to do a presentation. Is the Summertime best for them and would you like to go to a meeting in July?

**Judy Hoffman:** Yes, that would be great.

**Vice President Bruno:** Myself, Director Scott got together with Dale and Cie the other day to talk about the Sports Pavilion. They are talking about putting a permanent Pinks in the Sports Pavilion.

**Cie Smith:** We want to make it kind of like a destination place. With all the traffic going into the lake we have the large parking for them to stop in with their RV's and boats for a quick bite. I e-mailed Mr. Pink this morning to get his approval.

**13.) CEO COMMENTS:** We are still working with the Superintendent for the High School Days for opening day at the Fair. The Hay Bucking will be in the evening. I'm still looking for an opening night act for the main stage. We are looking to do the big concerts on Saturday, Sunday and then Friday, Saturday, and Sunday. On Sunday the 6<sup>th</sup> I have Los Lobos contract all signed. I should hear back in the next week or two of when I can start advertising them. We have Kutless ready to go for Friday the 11<sup>th</sup>. Saturday the 12<sup>th</sup> we have Tyler Rich. We are working on getting a whole group for Sunday the 13<sup>th</sup> for Fiesta Day. The arena is open for any shows except during the auction day.

**Director Palumbo:** Last time you had said that Kelly was going to work on maybe getting a photographer for the action to take pictures.

**Lauren OoStdam:** It was brought up in Barn Bash and we are just not going to be able to do it. So, it will be back on the Fair to figure out how to do that.

**CEO Wuersch:** The fair will take care of it. I will get Val Verde High School to come out. I just wanted to let you all know that Dan our maintenance guy had a stroke. I talked to Merci his daughter said that he was still in ICU and he has a very long road to recovery. They are hoping that he will be moved to a recovery center very soon. We have already started the paperwork for him so that he keeps all of his benefits because he is a permanent- intermittent employee. I will keep you guys informed on how he is doing.

## 15.) ADJOURNMENT

**Adjourned at 4:56**



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**Carl L. Wuersch, CEO/Sec-Mgr.**

**Date**