

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

September 19, 2018 • 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 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 4:00PM.

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.

Pledge of Allegiance lead by President Magnuson

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: Directors Scott, Skala, Yeager, Almiron', Vice President Bruno, President Magnuson.

Director Hurtado arrived late.

4) ABSENT DIRECTORS

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

President Magnuson explained that Louis Tavaglione was in the hospital for 9 days, he is now in a rehab center. He also stated that Director Hurtado called twice and said he was going to attend the meeting.

A motion was made by Director Yeager and seconded by Director Almiron to approve the absence of Director Tavaglione. Motion unanimously approved. Motion carried.

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: Marie Spradlin, Katie Keyes, Marcie Stimmel, Donna Wuersch, Paul Hayashi, Kerri Olobri, Judy Hofmann, Shirley Marshal, Christina Rapert

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.

Judy Hofmann – I just like to say one positive thing, I think things are going along so well. The fairgrounds look great and you are ahead of schedule on so many things. That's awesome and very exciting.

Kerri Olobri – I just wanted to let you know we had my fundraiser last Saturday and it was a success. We had a lot of kids come out, a DJ, music dancing. Judy got up there and danced and it ran very smoothly. But this will be the last time you guys are going to see me until I actually go out and run for Miss rodeo California, which starts on the 3rd. I'm really excited for this opportunity. I'm really excited to represent you guys. I have tickets, they are \$5 for a raffle for 2-night stay at the Madonna Inn. I have 100 left, I rubbed them all down on my magic cow. Let me know if you are interested.

President Magnuson – Is your finals at the Madonna Inn?

Kerri Olobri – No its in Lancaster. It runs in conjunction with California Circuit Finals which starts the 5th and 6th of October. So, I will miss Opening Ceremony for Coronation.

President Magnuson – Well you know we wish you all the luck in the world. You are a winner.

President Magnuson explained that they were going to move down to item 8b and come back.

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**

✓ August 22, 2018

A motion was made by Director Yeager and seconded by Director Hurtado to approve the August Minutes. Motion approved with one abstention from Director Almiron. Motion carried.

Director Scott – Just a comment about the minutes on a lot of the comments that were dictated. I've never seen so many misspelled words and names in a packet, so if that can be something to be aware of in the future.

a. RENTAL AGREEMENTS 2018

CONTRACT #	NAME	DATE Of EVENT	Type of Event	AMOUNT
18-29-CON	GMBE,LLC Udder D-Lite	Oct 6-14 18	Fair Time	\$850.00
18-30-CON	Brittiebitez Mini Donuts and More	Oct 6-14 18	Fair Time	\$850.00
18-31-CON	Carl's Concession's	Oct 6-14 18	Fair Time	\$850.00
18-32-CON	Olde Thyme Ice Cream	Oct 6-14 18	Fair Time	\$850.00
18-33-CON	JK Dotz	Oct 6-14 18	Fair Time	\$850.00
18-33-COMM	T-Mobile	Oct 6-14 18	Fair Time	\$750.00
18-34-COMM	Mam Imports	Oct 6-14 18	Fair Time	\$750.00
18-35-COMM	Outdoor Entertainment Designs	Oct 6-14 18	Fair Time	\$750.00
18-36-COMM	INDOCRAFT	Oct 6-14 18	Fair Time	\$750.00
18-37-COMM	Empire Satellite Inc.	Oct 6-14 18	Fair Time	\$750.00
18-38-COMM	Carpe Diem Sales	Oct 6-14 18	Fair Time	\$750.00
18-39-COMM	Classy Cartoons	Oct 6-14 18	Fair Time	\$750.00
18-40-COMM	Londons Pony Rides /Petting Zoo	Oct 6-14 18	Fair Time	\$750.00
18-41-COMM	Ramon's Sandals & Footwear (Soak City)	Oct 6-14 18	Fair Time	\$750.00
18-42-COMM	Ghanashyam Ale	Oct 6-14 18	Fair Time	\$750.00
18-43-COMM	Veracity Window & Door	Oct 6-14 18	Fair Time	\$750.00
18-44-COMM	Custom Spas Direct	Oct 6-14 18	Fair Time	\$750.00
18-45-COMM	Ocampo Children's Ministries	Oct 6-14 18	Fair Time	\$125.00
18-46-COMM	Arts of Anatolia	Oct 6-14 18	Fair Time	\$750.00
18-47-COMM	HOPE Vision Center	Oct 6-14 18	Fair Time	\$125.00
18-48-COMM	San Diego Face & Body art	Oct 6-14 18	Fair Time	\$750.00
18-49-COMM	Frontier Communications	Oct 6-14 18	Fair Time	\$750.00
18-50-COMM	West Coast Spas	Oct 6-14 18	Fair Time	\$750.00
18-51-COMM	Democrats of Greater Riverside	Oct 6-14 18	Fair Time	\$125.00

- **COMMUNITY BUILDING** \$212,811.09

- **ADMIN OFFICE** \$104,209.73

2.) FINANCIAL INFORMATION:

(July, Financials) See **FINANCIALS TAB**

- July 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

Director Skala – on our pension liabilities, that has gone down since last year, did you pay someone off?

CEO Wuersch – I don't have an answer on that because I don't know. We have less people. I have three employees left, including myself. Valarie is retiring from Satellite. October 1st is her last day. SO, I have Dan Jonathan and myself will be the only people getting PERS and stuff until we finish the process for the girls. I can't keep up with that and get an answer for that for the pension. It goes up and down and we try and get answers from people and it's hard to get. We pay that every payroll and they put it back on my books and say we owe it.

Director Yeager – So am I hearing that there will be a job opportunity for a job in Satellite Wagering?

CEO Wuersch – yes, I already have a person being trained.

Director Yeager – I have a question about page one of the pink financials. It says that we received \$7,000 from the County of Riverside. Do you know why they would give us money?

CEO Wuersch – It's called Para mutual. What it is, is we take 1/4th of .01 to pay for our services for fair. That's what our BBVA account is and we pay it quarterly.

Director Hurtado – so this is strictly for fair?

CEO Wuersch – Yes,

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

8) ACTION ITEAMS:

a.) No Smoking or Vapor: On Ground during fair time.

CEO Wuersch – This for only for fair time. We have other dates and other events coming to the fairgrounds, interim events that we need to keep an open policy for. This is only for fair time. I would just like to follow the lead for the rest of the fairs, for fair

dates. That is what I am asking for. This is the first time we are doing this, and it doesn't stop it, but the polite person will stop. I will have some areas set up.

Director Almiron – I'm just wondering if there will be a benefit of having a designated area set up, because when people go out to the parking lot and come back, that's when we risk other things happening in their vehicles.

CEO Wuersch – Yes, I will have a few spots set up.

President Magnuson – I think you all understand the need for it. We need a motion for the minutes.

A motion was made by Director Almiron and seconded by Director Yeager to approve making the grounds during fair time No Smoking or Vapor. Motion unanimously approved. Motion carried.

b.) **Board Packets:** Board Ticket for Fair Time.

Addressed this item earlier in meeting after Public Comments:

CEO Wuersch explained it is the same as last year. Everyone has a sheet of paper, each board member has a \$300 value they can get, you fill out this paper to tell us how you want to spend that monopoly.

President Magnuson – Each board member needs to fill that out, so staff can get it filled before we leave today.

c.) **Special Fair Days:** CEO will provide information.

CEO Wuersch – You have a flyer here that says Southern California Fair would like to have a half off admission for adults Monday through Thursday and children 12 and under free admission. This would be the four days during the week. On our pre-sale we already did this year, we have a ticket stub that says half off. So, when someone comes in and buys 4 tickets, he already has 4 coupons to give to friends. Parking is all the same, this is only for admission. Marisa sent me some stuff and we looked at other fairs and they all have something special, and its weekly stuff. If we make it affordable and something of value, then they will come out.

Director Yeager – So that would be Monday October 8th through Thursday, October 11th correct?

CEO Wuersch – Yes.

A motion was made by Director Yeager and seconded by Vice President Bruno to approve half price admission coupon for Monday October 8th through Thursday October 11th and kids 12 and under free. Motion unanimously approved. Motion carried.

d.) **M-D Motor Sports:** LOI New track

Tabled until next month's Board Meeting.

11.) IMPORTANT DATES:

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

October 24th Set an October meeting for this date.

November 21, 2018

December TBD

Vice President Bruno – We also have the Fair Board sponsored buckles.

CEO Wuersch – Yes, Ed Adkison sent us a check for that. He is no longer on our board but a few weeks ago he sent a check for that buckle.

Director Yeager – Speaking of past board members, are we going to offer them, for Ed Adkison and Audrey, are we going to offer them to come and bring family and friends? Can our chair just reach out to them and tell them to work it out with Carl. CEO Wuersch and President Magnuson both said yes.

12.) DIRECTORS COMMENTS:

Director Hurtado – Good afternoon everyone. It's good to be here, I am so happy to see we have our consistent volunteer base present and ready to go. I am excited about a new fair this year and glad to be part of it.

Director Almiron – None

Director Yeager – I wanted to share, right before this meeting, we had the CFFA meeting, the goal is to be back to its own entity by January. The role of the authority board is to approve all of the government stockings that are needed so they can be repaired come January 1st. So that is all the little details of pensions all the policies that are needed. So, that was the majority of the meeting today as well as the resolutions on the audit and the construction report and managers' report and directors report. The next meeting is currently scheduled for December 12th and our alternate Director Almiron will be on there unless they change the date. That's really all they were doing today.

Director Skala – None

Vice President Bruno – As always, I am looking forward to the fair in 2018. The fairgrounds are looking a lot better in my eyes, fixing the fences, the bushes are clean, and the grass is green, let's see if we can put some green in our pocket.

Director Scott – Yes, I like seeing some activity taking place, at the same time, what I'd like to see revisited or addressed is the exit here at Lake Perris onto Ramona Expressway, that fence as I have stated in past comments, is a very I feel dangerous situation looking left for those people who do not abide by the stop sign laws. We now have banners going back up which obstructs the vision. Ever since that fence went up it makes a bad barrier. People just blow that sign coming from San Jacinto. If we are going to leave that fence there, I think we should set it back or do something so that we don't have a blind spot right there.

CEO Wuersch – I have a call in to my fence guy, he does fairgrounds. We are going to fix it where only the people going into the Lake can see it. So, it will be fixed hopefully next week.

Director Scott – Also, hopefully we can get a wrap up for the rolling thunder as well. At the same time, we talk about promoting people and this and that and if we don't have them here and engaged it's hard to promote people, but this is our last board meeting before fair. So, I would think this would be the hype time, this would be the time to showcase those that have been promoting the fair. Hopefully we get the fair promoted in

more areas. Around town, I handed more signs out in my area, but we are really lacking in stores and whatnot. But I had an opportunity to pick up a Farmer's Daughter and bring her tonight, but I was informed that they were not allowed to come tonight. I don't know where the policy came to be on that but it's kind of was disturbing to me that we have a program here and they were told they weren't to be here. If we are going to have a program, we should have them involved in as much capacity and a board meeting should be an official event, they should be able to attend at any time.

Judy Hofmann – Can I speak on that? Sherrie had texted me today and wanted to know if the kids should come because some could, and some couldn't and both the kids that could come were ones that had come before so we told them they didn't have to come but never said they were not allowed to come. We would never have told them they weren't allowed to come. I'm not sure where the "not allowed to come" part came because we never said that.

Director Scott – Well like I said that was the message that got to one Farmer's Daughter that I was going to bring and was told she was not allowed to come. So, I hope we get more engagement because why have a program if we aren't going to go to board meetings?

President Magnuson – Well I agree with Brad, especially before the Board Meeting I'm sure they would take posters and we could use them.

Judy Hofmann – The kids have been handing out a lot of them.

President Magnuson – I know they have, they are working hard for us. All of you are, last month we had a full house. I am glad we are all here.

13.) CEO COMMENTS:

- Fair Updates

CEO Wuersch – For the concert series, we just booked our last band for Sunday the 14th. We got one through Lazer Radio at 2oclock on Fiesta Village Stage, then we go to 4:30 is our Rodeo, then we go to Ana Barbara and an opening act on that. We start them at one end and they finish up on that end. I was at the show on Sunday and I saw what they had, and everybody there knew we were going to have Ana Barbara, that's over 4,000 people. You guys notice, we are doing some stuff out front, I'm working with a vendor for some trees. We have 16 new trees, we need more mature trees. My girls contacted this guy and we bought 16 trees, half of the money was sponsored. They are in boxes, after fair, we will see where they work and then plant them. I want to try and get some more after fair. We are doing away with the grass in the entranceway, we got the rock delivered today, we got a good price on that. We are going to take some of our older equipment for the yard art by the entrance. We got 4 large shade structures, they are 13 feet tall with shade mesh on top and a 40x40 down by livestock. It's going to be like a food court now, we have a vendor for food and some ice cream, soda and fresh pies. We are going to have lights, I want to show you, we had our first outdoor wedding which was a huge success. I talked them into selling me some of their props that they made. I think that's going to be a great area outside.

- Fair Vendor updates

Our vendors, we have gone up and up and up. We are reaching 60 commercial vendors. We have increased our food. We are so excited; Hotdog on a Stick wants to come out to our fair. We have a full-on deep-fried trailer with twinkies and stuff. We have a new Mexican food booth. Rose's left. She's out of Norco, it's very good. Last but not least, I've been wanting this for years because I used to have one of these trailers, we have the blue and white Monterey Fish and Vegetable trailer, he sent in an application. We've had a lot of luck this year.

Director Yeager – So no Alligator?

CEO Wuersch – No, he wanted to be in a certain spot, but we want to build our fairgrounds differently.

Director Hurtado – Any animals here for the adoption stuff?

CEO Wuersch – no, we had that for two years, I can't get anybody, the staffing is the problem. It's all run by volunteers.

Director Almiron – Animal Services budget was cut.

CEO Wuersch – They have like one or two supervisors; the volunteers say they will come but they have to have supervisors and just can't afford to come. But we are done, we just don't have any more room. And that's a good thing.

Director Yeager – What about the government partners?

CEO Wuersch – We have Fire, we have the lake which is going to be part of the Citrus part. We have all the emergency service. We have the museum, we are bringing in some equipment from March Air Museum. There are going to be two pieces of equipment from them, they are going to have a booth. And then I am getting a third piece from a friend of mine and it's going to be a great prop. We will have it set up, so the kids can go in the back and get a picture. Brads friend had the best John Deere tractors. We are going to get probably 10-15 pieces from them. We got the Sheriff's department. We will have a unit from them at each gate. We have the same staff just a different Sergeant. The railway car is coming next Thursday. A lot of tents up. I think we have two things, our Hofmann stage done, the wedding outdoors was great, and we have the lighting. We did it the way it's supposed to be done. We got some capital improvements from Nitro Circus and Cory from Carnival.

- **NON-Fair Events**

President Magnuson – How about West Coast Thunder?

CEO Wuersch – West Coast Thunder, our concessions is what we went by. We did \$16,786, we had \$19,148 in expenses and we had \$2,362 negative after that show.

Marie Spradlin – Did they book for next year?

CEO Wuersch – No, they did not have any dates for next year at any location next year. Their presiding President left. We are taking a page out of Orange Counties book with the 5k during fair and they will be the major sponsor for next year 2019. These two guys are great, they have been in it and Raceway Ford has been in it and we will see them at the fair.

Director Scott – For those of you who weren't there I was here for ¾ of it with the Farmers Daughters. It was one of those events, there were a lot of people, there was a lot of potential but at the same time from the minute the motorcycles hit the parking lot, you could tell there was a management problem because when you have that many motorcycles and that many people, this isn't their first show. I was really upset, I thought I was going to see some effective parking when the bikes started backing up all the way out the drive, out the expressway. If I ran a dairy and moved my cows like they moved the motorcycles, I wouldn't be in business. Starting at that point and many things throughout the day, that's why I keep bringing it up. Does it have potential to be something? I believe it does but the management that was taking place at the time, there were a lot of things that concerned me for public safety, crowd flow. Seeing a lot of big events, I was shocked that somebody that's been around that long putting on this kind of event, it's not the lack of knowing how many bikes.

President Magnuson – Harley Davidson took that over, between them and the radio station, they flopped on it. It was overwhelming.

Director Scott – When you know you have X amount of people coming in, you go anywhere they have traffic control. Their traffic control was more concerned with taking

pictures than directing traffic. We had people parking wherever they wanted to, they knew how many people were coming so they should have had a better plan. CEO Wuersch - that's where me and their staff had some animosity because I've done this, and I had them coming all the way in, they wanted to have their own parking people. I said ok but here's how you need to do it, but when you see them standing there taking pictures while they are all still trying to all make it in, it all was a cluster and it snowballed.

14.) ADJOURNMENT

Meeting adjourned at 4:50PM.



Carl L. Wuersch, CEO/Sec-Mgr.

10-18-18
Date

Ron Magnuson Board President

Date