

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 19, 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 by President Ron Magnuson.

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

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 Director Yeager and Seconded by Director Gene Skala to approve the absence of Director Louis 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 were: Mayra Zepeda, Shirley Marshal, Marie Spradlin, Judy Hofmann, Lauren Ostail, Kelly Secord, Don Kazarian, Alyssa Cardon, Janna Scott, Cecilia Madujano, Cassandra Ponce, and 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.

Don Kazarian:

Sub renting the speedway. He feels that the track cannot be sub rented. He wants his DPA removed from their website. He gave an update on the history of building the track and what he has paid in to it and wanting to keep a good standing and integrity for the speedway. He would like to talk to the board about this issue in a meeting. He passed out a letter of his concerns and asked for this matter to be put on the next board meeting agenda.

Director Tricia Almiron:

Has this issue gone before the Executive committee?

CEO Carl Wuersch:

No, it has not

Director Tricia Almiron:

So, this will go before the Executive Committee and then to the Board?

President Ron Magnuson:

Yes, and then it will be put on the agenda.

Judy Hofmann:

Audrey has moved, and Judy will get Audrey's information to the board.

President Ron Magnuson:

Sam's wife passed away. We need to acknowledge that.

CEO Carl Wuersch:

Yes, we will

Farmers Daughters:

(Alyssa Cardon, Janna Scott, Cecilia Madujano, Cassandra Ponce)

They each talked about their favorite parts of participating and how much fun they had and what a great opportunity this was for them.

President Ron Magnuson:

Commending the Farmers Daughters and how well they did and how great they represented the fair. He also thanked the Farmers daughters and Judy for all their efforts.

7) 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**

✓ October 24, 2018

Director Marisa Yeager: Moves to approve the minutes (please fix the typos) Director Gene Skala Seconds the motion
Motion unanimously approved. Motion carried.

- Bank Balances
 - Discussion
 - Action (if needed)

Director Marisa Yeager: Asked about the \$200 thousand-dollar gap.

CEO Carl Wuersch: We are working on it. Back in 2016 and 2017 our accounting was terrible and this year the accounting is being coded and put in the right categories.

Director Marisa Yeager: Asked to have something by the next meeting to better understand the \$200 thousand-dollar gap. Also, to have the State net position to be in the front instead of all the line items to make it easier.

Vice President Nick Bruno: Stated that this matter was talked about in the executive meeting prior to the board meeting and to his understanding that in previous years items were not put into the correct category or code and now it is being done correctly.

Director Marisa Yeager: Carl what do you think is an appropriate amount of time for you and staff to gather all that information and present it to the board?

CEO Carl Wuersch: I would like to have until February's meeting.

Director Marisa Yeager: So, it will be an agenda item in the February board meeting?

CEO Carl Wuersch: Yes

President Ron Magnuson: Can we get a motion to approve the financials

Director Marisa Yeager: Motions to approve the financials (with a friendly amendment explanation)

Director Marisa Yeager: Seconded

Director Brad Scott: Asked about the collections for the auction and wanted to know if everything has been collected.

CEO Carl Wuersch: Kelly for all her help. Then gave all the payout and what came in (that information is part of the fair wrap up)

Director Brad Scott: Wanted to simply know if the financial sheet was up to date as of today:

Kelly: Confirmed the change in the amount to reflect the most recent updated information.

President Ron Magnuson: Ok I have a motion and a second let's go ahead and vote on it.

Motion unanimously approved. Motion carried.

Director Tricia Almiron: Under information didn't we use to have the information for the CFSA report? It's not on the agenda so when do you want me to give the update?

CEO Carl Wuersch: You can give the update now.

Director Tricia Almiron: Is the alternate and called in last week for Marisa. Item of interest the board approved a contract between CDFFA and CFFA for the fairs deferred maintenance assessment. At convention Carl will be getting a packet that will outline the process and time lines for us to submit projects to be considered by the review committee to be approved in May of 2019.

Director Marisa Yeager: We will need an agenda item for the board in January or in February so that we know what is being submitted. So, this can be a discussion item in January on what staff went on these projects?

CEO Carl Wuersch: I've already gotten a list together and I would like to meet with executive committee and hear their thoughts and opinions.

Director Tricia Almiron: The list will need to be on the February agenda for the board approval. Because they are looking for submittal from you in March.

9) **ACTION ITEAMS:**

- a.) **Approval to close the office:** From December 24th to January 2, 2019
 Motion to approve by: Director Jaime Hurtado 2nd by Director Gene Skala
 Motion unanimously approved. Motion carried.

- Discussion
- Action

b.) **Fair Wrap-Up:** October 6, 2018 – October 14, 2018

- Discussion
- Action

CEO Carl Wuersch: Will go over the Fair wrap up booklet that was passed out to all the board members. Extra copies were passed out to members of the audience as well as put on tv for all the audience to see and follow along as well.

CEO Carl Wuersch: Executive Summary

CEO Carl Wuersch: Admissions Income

Director Cindy Palumbo: How are the advanced tickets sold?

CEO Carl Wuersch: They are sold on line.

Director Marisa Yeager: So, the paid admission is for the main gate?

CEO Carl Wuersch: No, it is for all the gates.

Director Marisa Yeager: Do we have numbers for all the non-pay? Like the ones with the badges.

CEO Carl Wuersch: Those were all pre-sale

Director Marisa Yeager: She wanted a number for any and all people that came on to the fair grounds including staff, people with badges and vendors.

CEO Carl Wuersch: No, we do not have an occupancy count.

Discussion: on changing things for the next year to have someone doing a count daily for anyone that comes in to the grounds. Also, a discussion regarding what the fire code for the fairground's occupancy capacity is.

Director Marisa Yeager: Wants the occupancy information to be looked into.

Director Gene Skala: Asked questions about the columns for pre-sales in 2016 and 2017.

CEO Carl Wuersch: Those were probably miss labeled. Now in 2018 things are getting put in the correct areas.

Director Marisa Yeager: Are you going to fill in those blanks with an audit?

CEO Carl Wuersch: Yes, I am working on that.

Director Jaime Hurtado: What was budgeted for the fair this year?

CEO Carl Wuersch: I don't have the budget in front of me it was between 800 and 900 thousand maybe. It was a loss this year of about 170 thousand.

Director Marisa Yeager: You applied for the insurance?

CEO Carl Wuersch: Revenue protection is not in our insurance. It is something that we use to purchase separately. We can look in to getting it again. It is something the board must approve every January. Its an extra 5,000.00.

CEO Carl Wuersch: Back onto the booklet for the fair wrap up. Talking about what's new to the fair and all the dedications. VIP concert seating. Carnival profit over the years and what the loss was for this year because of the weather. Reviewed the commercial Vendors for the fair and what we made.

Director Cindy Palumbo: How do you think it will affect 2019 because of all the vendors that did not like to be inside?

CEO Carl Wuersch: We only had two vendors that left. All the rest said they would be back. They all understood what we were trying to do. They were all told from the beginning this was a new building and they were given a choice to be inside or outside and they chose to be inside. I believe it was only two vendors that left. Is that correct Mayra.

Mayra: Yes, that is correct. I think it just depends on the type of vendor that is put in there. Our Scentsy vendor loved being in the building because if she was outside all her

wax would have melted. The two vendors that left came last minute and that was the last spots available.

Director Marisa Yeager: When a vendor comes and signs the contract and pays their deposit when they are on site what do we give them?

CEO Carl Wuersch: They get their vendor packet. With all the fair information and rules. What they will be the space, power what is expected of them as a vendor.

CEO Carl Wuersch: Competitive exhibits from the fair wrap up packet. 410 people that signed up to come did not show up. Do you have any information about that Marie?

Marie: I didn't realize it was that many. We always have a few people that have the excuses of they forgot to make their cookies or get the frames, but I really didn't think it was that many.

Kelly: In this department of Exhibits its everything from a drawing to the market lamb that died at home or a kid that accidentally did 6 entries but only had 5. So, it was not just in the still exhibits that the numbers dropped. But the good thing and maybe its not the right thing to say but they paid for all those entries so if they didn't show up, they didn't get their money back.

Vice President Nick Bruno: Since you brought up the financials. I wanted to get some clarity on the professional services from last year to this year there is 106-thousand-dollar difference. Can you let the board know where that money went?

CEO Carl Wuersch: That again is part of the accounting that was done wrong in previous years, it was put in the wrong category or just put in to miscellaneous. Like you can see last year there was a lot more in miscellaneous than there is for this year.

Director Marisa Yeager: What is the difference between Professional services and Entertainment Services?

CEO Carl Wuersch: Entertainment is people we put on stage or the ground acts. Professional service is the security, cleaning crew, ticket takers anything like that.

CEO Carl Wuersch: Concessions from the fair wrap up packet.

Director Marisa Yeager: What are Food concessions versus nonfood concessions?

CEO Carl Wuersch: Food Concessions is all the food and the nonfood concessions is all the alcohol.

Director Marisa Yeager: Of the alcohol sales what is the percentage that we got?

CEO Carl Wuersch: We get 22% of what came in.

President Ron Magnuson: We are not going to get to the bottom of this right now so let's move on to the Concerts Carl. Put answer to this on the agenda for next board meeting.

CEO Carl Wuersch: Concerts from the fair wrap up packet.

Director Marisa Yeager: Are there any lessons learned form the concerts?

CEO Carl Wuersch: Every year there are lessons learned. We are going to move the stage. We are going to enclose the back of the stage and still do the VIP stuff. I have talked with Don Harbor and we are going to expand that area and the VIP area.

Director Brad Scott: I noticed that the Christian night was light is that because of the performer?

CEO Carl Wuersch: I've been looking back at why in previous years back in 08, 09 and 10 that we had so many more attending. It was brought to my attention that on Christian night teens where free. So, anyone under 18 would get in free.

CEO Carl Wuersch: Decorations and props from the fair wrap up packet.

Director Marisa Yeager: I just wanted to thank you guys for using more of the hay bales I think that provided a lot more seating. I think that if we can get the hay out earlier in the concert area it would be better. I know this year if was done when it was dark and for liability reasons it would be better to have it done prior.

CEO Carl Wuersch: Dedications from the fair wrap up packet. It was brought to my attention that we need to keep up on the updates from our past, present and future dedications. So, we had a few new dedications this year and just some reminders of past ones that have been done. Just to remind us of the people that were a big part of this fair and the people that are still here that are a big part of the fair and we hope that they are hear for years to come.

CEO Carl Wuersch: Borrowed Equipment from the fair wrap up packet. The OC Fair once again came through to help us tremendously. Del Mar is helpful too.

CEO Carl Wuersch: Companies and equipment rentals from the fair wrap up packet. The last couple years I'm always un-certain if I'm going to get the light towers and the water truck. Because every rental company is renting them out to the construction companies. We might want to look in to buying some light towers.

CEO Carl Wuersch: Harrison Hall from the fair wrap up packet. It was supposed to grow but I don't know what happened with the auto thing.

Director Brad Scott: Was it just one school that did not show up?

CEO Carl Wuersch: I didn't get to really ask someone all I know is that it was not as full as it was in the past, kids are more into playing on computers then getting out and building things.

CEO Carl Wuersch: Harry Hofmann Stage from the fair wrap up packet. Judy did a fantastic job.

CEO Carl Wuersch: Free Entertainment from the fair wrap up packet. I must commend Helms and Sons I basically told Cory this is your area and I need it filled and he did an excellent job. He wanted to bring the train out this year and it was a big hit it got used a lot. We have a lot in the works for next year to improve Heritage Village.

CEO Carl Wuersch: Junior Livestock Auction from the fair wrap up packet. I think we did good this year. It looks like we did good on the hogs this year I'm sure Brad you know more about that.

Director Brad Scott: Yea the hogs did extremely well this year compared to the goats going for so cheap this year.

CEO Carl Wuersch: Media from the fair wrap up packet.

Director Marisa Yeager: Was there a main person that dealt with all this?

CEO Carl Wuersch: Myself, Linda and Sarah dealt with this.

Director Brad Scott: Where were we at for our budget for media?

CEO Carl Wuersch: We are about the same as last year.

Director Cindy Palumbo: Are these live spots on the radio?

CEO Carl Wuersch: Yes, live spots on the radio.

Director Tricia Almiron: The media numbers are off if you compare the two documents like the concessions was. Can we have that address too when you address the concessions.

Director Jaime Hurtado: On the social media aspect like Facebook did we do any advertising there?

CEO Carl Wuersch: We have a Facebook account and someone that maintains it constantly.

Director Jaime Hurtado: Yes, but for an additional x amount of dollars we get more hits. That's something we should look at paying for that extra boost on our social media exposure.

CEO Carl Wuersch: McElhinney Arena from the fair wrap up packet.

Director Marisa Yeager: Who did these pictures?

CEO Carl Wuersch: Paul he does our pictures every year. He sends me a disk everyday of the fair. My only concern is that he did not get pictures of the stands at the rodeo that was full.

CEO Carl Wuersch: Parked Cars from the fair wrap up packet.

Director Cindy Palumbo: What did we charge on parking this year?

CEO Carl Wuersch: We charge 8 dollars.

Director Cindy Palumbo: What do we get from that?

CEO Carl Wuersch: We get 6 dollars.

Director Cindy Palumbo: So, the income is from our 6 or the total 8?

CEO Carl Wuersch: That's our 6

CEO Carl Wuersch: School Tours from the fair wrap up packet.

Director Marisa Yeager: Great job on getting the children's participation up.

Director Brad Scott: Are we getting more schools or is it strictly home schoolers.

CEO Carl Wuersch: We are getting more schools.

Director Marisa Yeager: Who pays for the buses to bring them.

Christina: The schools do.

CEO Carl Wuersch: Could RTA help with that Marisa?

Director Marisa Yeager: They would still charge the student rate. Metro link you would have to go through a power point presentation and class. Then they could get a comp. RTA we could double back with them and do something in kind. With RTA they can not do charter school bus they would need to be picked up and dropped off at the pick up and drop off location and then have another transportation back to their school. It would also be helpful to know what schools and school districts are participating.

CEO Carl Wuersch: Sponsorship from the fair wrap up packet.

Vice President Nick Bruno: What did they donate?

CEO Carl Wuersch: Pepsi was money they paid us. They pay us for the year. Ford was a sponsor for the fair. Ayres gives us discounted rooms. Budweiser was for the year. City of Perris was for the Fair. IEHP was for the fair not only they donated money they also did free stuff for the kids' day.

Director Marisa Yeager: For the City of Perris Day for the next 2 years they will have that opening day on Saturday?

CEO Carl Wuersch: Yes, they have a contract for the next 3 years at 10 thousand dollars a year.

Director Marisa Yeager: We need to re-evaluate that to see if it was worth giving up a weekend day for that 10 thousand dollars.

CEO Carl Wuersch: Sings and Banners from the fair wrap up packet. The fair purchased sings that where not put up and have now been stored for next year. It was a terrible job and we need to do 100 times better.

President Ron Magnuson: Are we going to be a non-smoking fair grounds?

CEO Carl Wuersch: Yes, we need to get the signs and have them at our information booth that we are a non-smoking, non-vaping fair. But we must have designated areas. So, we need to get the signs done so that no one can say that they didn't know. We just need to get the sings done and out there.

CEO Carl Wuersch: Security from the fair wrap up packet. We didn't have any problems this year at the fair. No incidents, no fights no one got arrested.

Director Tricia Almiron: On all your other sheets you have an expense attached to it. Here I don't see how much we spent on security.

CEO Carl Wuersch: That is in the Personnel expense report.

Director Tricia Almiron: It would be helpful to have it broken down so that we can see what we are spending on this department.

Director Brad Scott: There was some concerns in Livestock about the overall protocol of the security.

CEO Carl Wuersch: I received that report today with all those incidents.

Director Marisa Yeager: Thank you for the presentation and wrap up but I think there needed to be more. It would be nice to see what you are planning to do to improve for the next year like you stated on the Security page in the fair wrap up packet. Also, if there were certain items that have been asked to be looked in to it would be nice to see a summary of information for those items.

CEO Carl Wuersch: I have a report I am working on that has my own evaluation for improvements along with addressing the boards concerns that I will do a report on for the board once I get all the evaluations in.

Director Brad Scott: What would also be helpful is if we had those evaluations prior to fair so that we can make notes and write down our observations as we see them.

Director Marisa Yeager: What would also be nice is to have a list of Programing events that you would like board members to attend.

Director Marisa Yeager: Just to clarify we will have an agenda item with all the evaluations from all the departments and recommendations for 2019?

CEO Carl Wuersch: Yes, that will all be in there.

11.) **IMPORTANT DATES:**

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

- January 16, 2019
- February 20 ,2019
- March 20,2019
- April 17,2019
- May 15, 2019
- June 19, 2019
- July 17, 2019
- August 21, 2019
- September 18,2019
- October TBD
- November TBD
- December TBD

President Ron Magnuson: Ok let's move on to Important Dates

Director Tricia Almiron: Usually in January we have Board elections so will that be on the agenda?

CEO Carl Wuersch: Yes

Director Marisa Yeager: Don't we need to have elections?

CEO Carl Wuersch: That is typically something the committee does and then you guys tell me.

Director Brad Scott: Traditionally with the learning curve the chair serves for 2 years unless something happens.

Director Tricia Almiron: Since we are looking at 2019 when do we want to do the CEO evaluations?

President Ron Magnuson: Carl let's put it on the Agenda for March

Director Brad Scott: Just to go back to the schedule for February 20th I will not be here that is the week of the Indio fair.

12.) DIRECTORS COMMENTS:

President Ron Magnuson: We are now on Directors comments

Director Cindy Palumbo: We need to follow up on the CFA time frame, so we don't miss out on that. You have my evaluation form for next year and hopefully we can make those changes for next year.

Director Brad Scott: We need to do what we can to make these changes and not keep making the same mistakes over and over and just step up and raise the bar.

Vice President Nick Bruno: Let see if we can change things for the better

Director Tricia Almiron: No comment

Director Marisa Yeager: Make sure the copies of the correspondence we received during the meeting are noted in the minuets. I wanted to thank the staff and the free volunteers, and this is a team effort and I look forward to the team growing and making things better. Thank you to the board members. I look forward to bringing in more of the community.

Note: Correspondence that came in late in the mail where passed out during the meeting. These correspondence where the evaluations of Judy Hoffman and Marie Spradlin.

Director Jaime Hurtado: I just wanted to thank my colleagues for another great year. I do take this responsibility serious and I want to make improvements and I enjoy good communication with our CEO and with the community and with our volunteers. I look forward to a better fair in 2019 not just the fair but the improvements with the grounds.

Director Gene Skala: The Barn Bash this year the date has changed it will now be the 18th of May. Thank you everyone.

President Ron Magnuson: I appreciate everyone opinions. Thank you all for being here. Can I get a motion to close the meeting?

13.) CEO COMMENTS:

14.) ADJOURNMENT

Motion to close the meeting by: Director Nick Bruno
Director Gene Skala 2nd the motion

Motion unanimously approved. Motion carried.

Carl L. Wuersch, CEO/Sec-Mgr.

Date