

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

May 16, 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 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 was called to order at 4:03 pm.

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: Directors Almiron, Hurtado, Skala, Adkison, Vice President Bruno, 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 Director Adkison and seconded by Director Almiron to approve the absence of Directors Tavaglione, Yeager and Scott. 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: Marie Spradlin, Dale Smith, Linda Thompson, Katie Keyes, Judy Hofmann-Wade, Shirley Marshall, Kerri Olobri, Sherrie Henretta

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.

Marie Spradlin – Judy sent pictures of displays from Arizona Fair and Carl and I are going to see if we can get some for our fair. They would be a lot easier to handle and store. Carl is going to be looking into it.

CEO Wuersch – A lot of our vendors use them and they work really well and looks really good.

Judy Hofmann-Wade – I have something I'd like to say about Audrey Cilurzo, she is not doing well. She has fallen several times and her health is starting to decline. I just wanted to let some of the board members know ho may not know what she has done for the fair, all the way back when we were in Hemet back in the 60's and maybe before. She has done 4H and been a leader. She has been such a part of our fair. Now we see her as this very frail sweet little advisory person. I think one of the killers of elderly people is loneliness. She's all alone with no pets. She has a son and a daughter who live up in Santa Rosa but I believe she is very lonely. We are her fair family. By the way she was on the actual board for several terms. So, I was kind of hoping we could all try and pay more attention. We always wait until its too late. I know I do, so I don't want to do that now. I'd also like to say something about the Farmers Daughters. We have 6 Farmers Daughters. Wish we had more, but we have 6 and that's great. We have two from San Jacinto, Three from Perris and one from Moreno Valley. They came to the Barn Bash and they really worked them, but that's good. They sold tickets for the raffles, they worked very hard. Our next function will be West Coast Thunder and then Rods and Rails on June 9th. If you have anything you know of that we can do, please let us know.

Kerri Olobri – I just wanted to let you all know I have everything ordered and it should be here soon. I have ordered Chaps, crown, buckle, sash. It should all be here at the end of May. I wanted to thank you again, it's a real blessing. I am excited to get out there and represent you all summer long.

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**

✓ April 18, 2018

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

a. RENTAL AGREEMENTS 2018

CONTRACT #	NAME	DATE OF EVENT	TYPE OF EVENT	AMOUNT
18-19-HH	Leticia Gallegos	9/14/2018	St. James Catholic Church	\$2,400.00
19-01-HH	Luis Hurtado	3/02/2019	Quinceanera	\$2,900.00
19-02-HH	Gopal Naidu	6/22/2019	Wedding	\$2,900.00

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
Multi-Year-01	Ray Cammack Shows	5/01/2018	3/30/2020	18,000.00 per yr.

8) CORRESPONDENCE See **CORRESPONDENCE TAB**

a. Date Received from Subject

4/25/2018	John Quiroz	David Dillabo
4/25/2018	Dave Connors/Michael Sellens	CFSA Perris fairground electrical

b. Date Sent to Subject

NONE		
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President Magnuson – Just for information, Ray Commack Shows in addition to the \$18,000 per year they pay, they also have a crew that helps with the grounds. Carl had them cleaning the fence line and they will be working outside the gate soon.

Director Almiron – I just want clarification on the beginning date for this contract, shouldn't it be todays date, since we are adopting the contract today?

CEO Wuersch – the contract started on May 1st, this is a standard agreement we do, we don't need approval its for information only.

INFORMATION ITEMS

1.) UPDATE ON LOAN BALANCES:

Current on Loans Balances

- **COMMUNITY BUILDING** **\$232,848.47**
- **ADMIN OFFICE** **\$119,351.33**

2.) FINANCIAL INFORMATION:

(December, January, February, March Financials) See **FINANCIALS TAB**

- December, January, February, March, Financials
- AP Aged Invoice Analysis (Current)

- AR Aged Invoice Analysis (JLA Current)
- Summary of Operations
- AP Payments Check Register
- Check Register (Payroll)
- AR Aged Invoice Analysis
- Trial Balance Sheet
- Statement of Net Position
- Bank Balances

A motion was made by Vice President Bruno, seconded by Director Skala. Motion unanimously approved. Motion carried.

9) ACTION ITEAMS:

a.) New Rental for El Toro Arena: Contract approval for El Toro Arena

A motion was made by Vice President Bruno and seconded by Director Adkison to approve the New Rental for El Toro Arena. Motion unanimously approved. Motion carried.

CEO Wuersch – We are going to have a concert out there on the 27th. In the contract, we have first right to purchase the equipment if they leave. We also changed from when Beverly was here, she would only pay in the months she had shows. Now they will be paying every month regardless if there is an event or not 12 months a year.

Director Almiron – so on a weekend that he is not using the facility, do we have access?

CEO Wuersch – yes, we do. That's what is nice. He is also going to be putting in another gate, which we have been needing. He's going to do nice landscaping, nice signage.

Director Almiron – Maybe if you have time before our June board meeting for the board members who haven't seen it, it maybe to a tour of the facility?

CEO Wuersch – I'd love to. Its amazing, the stuff we've found and how they did stuff is amazing. We didn't know that the one storage room was a trailer, they dug a hole and left the wheels and everything on it and just put dirt around it.

b.) Executive Committee Report:

Vice President Bruno – new budget was approved with the new employees.

President Magnuson – One thing we will have on the Agenda for next month is Brad Scott has always been our appointee on the CFFA Board and Ed Adkison has been our alternate, both of them have been so busy anymore. They have had to step down from that position. I will be appointing Marisa Yeager and Tricia Almiron to that position at the next board meeting. Its quite an honor to be on that board. There are only five members on that board. We want to be on that board.

c.) Budget Committee:

CEO Wuersch – This should have been Finance Committee. They didn't get to meet today, we will meet and have it for you next month.

11.) IMPORTANT DATES:

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

June 20, 2018

July 18, 2018 – Director Almiron will be absent
August 15, 2018
September 19, 2018
October TBD
November 21, 2018
December TBD

12.) DIRECTORS COMMENTS:

Director Skala – Barn Bash went really well. Representatives at the Barn Bash did a terrific job. Debbie Smith, Penny O'brien, Linda Kershner, Lauren Oostdam, Jessica Long, Jana Muth, the Farmers Daughters: Cassandra Ponce, Alyssa Cardon, Amy Sanchez, Janna Scott, Cecilia Madujano, and Cindy Sagahon. They really worked. The best thing you can do with them is turn them loose, because they get the job done. Brad bought the special table again for next year. The tables were full. We still have some growth, there was room for maybe another table or two. It was a great crowd and a fun group to be with this year.

Director Adkison – I noticed the Victorville fair had a big article in the paper. Are we going to have the same coverage?

CEO Wuersch – Oh yes, we will.

Director Hurtado – We are 4 and a half months out from this year's fair. I'd like to see a marketing plan and expenditures because I'd like to provide feedback as well as I'm sure my colleagues. There might be some areas we can help with. With promotions, timelines etc... I'd love to help.

CEO Wuersch – I can get you a timeline and what we are doing at the June meeting.

Director Adkison – I also noticed on the back of the Del Mar Fairs ticket they had a coupon on the back. But there should be some venues around that we can piggy back on.

Director Hurtado – Yes there is, lots actually. One in particular is My Villa Your Villa.

Director Almiron – I think we missed it for this year but for the March Air Show, we could have advertised there.

CEO Wuersch – We advertised us in their paper on March Airbase. We started that last year.

Director Hurtado – You've heard of My Villa Your Villa?

CEO Wuersch – Yes, and you know what, they won't let us because we are not in Moreno Valley. You have to be doing business in Moreno Valley to advertise with them.

Director Hurtado – We are the Southern California Fair, we aren't a County Fair we are a State Fair.

Director Hurtado – Is this theme a recommendation or a final?

CEO Wuersch – This is what we went with. The staff and fair committee.

Director Hurtado – I would appreciate it if we could have had some samples ahead of time. It seems like I am just rubber stamping this. It's constructive criticism. I would have loved to be a part of this process.

CEO Wuersch – Up until two years ago its always just been the staff who does it.

Director Almiron – I'm fine with the way it is this year, but maybe we set a policy that its up to the discretion of the Chair. If the Chair wants to defer it to staff, or if the board wants to be involved, they should have that opportunity.

CEO Wuersch – the reason we want it done quickly is because this needs to be done for the WFA book. We should have the theme for next year done so we can get it into the WFA book that comes out every year. We want to be able to advertise in it with our dates and theme. This year we have 90% of everything done with grounds events and talking

with KFRG about that act. I'm trying to get it so by end of June, we have our stuff out and sending into papers and flyers.

Vice President Bruno – I am enthused with all of the improvements on the fairgrounds with the trees and bushes being trimmed. This boxing in Harrison Hall, we will see what it brings us.

Director Almiron – None

President Magnuson – I'd like to say I'm glad you all came out for attendance. Thank you all for coming.

CEO Wuersch – Boxing guys called, they want to do an event in September. This first event is going to be amazing. I'm going to feel bad because there isn't going to be enough room for all of them. We talked with the Fire Marshal we are going to get approval this week. Our capacity is going to go up.

CEO Wuersch – I want to thank you guys, I am feeling better, the color is back in my face. I have had my roller coaster for the last couple years and I think you guys have gotten the brunt of it. But, I am feeling a lot better, I have staff in here, and like I told them yesterday its nice to feel 100 times lighter on my back. I want to go over what we have done for contracts that will be shown on the next board meeting. We have Frank Thurston back for our magic show, Duck races instead of pig races, cowboy shooters, stilt guy, he walking normal then he will all of a sudden raise up. We have the Dooh Wah Riders coming back. Monster Trucks I have changed, we are doing them on opening Sunday, two shows, then on Monday night will be the main arena show for that. Metalachi will be back for opening Sunday. We have these two cowboy street acts, they look like they are on horses but they are walking. We have a traveling gameshow. He used to be here many years ago. He came to us and said he had some stuff of the fairs he wants to give to us but he would like to come back to the fair as well. We have 1880's pioneers here, as long as we are open, they will be open. Suzie Haner will be back. We are going to have barrel racing two days, and they are paying us to rent the arena. Second weekend will be the Extreme Rodeo. We will have the wine pavilion, Weekends will be Oktoberfest, and the weekdays will be wine. We will have entertainments for that too. We are waiting to book our Hispanic closeout for Sunday. We are looking at Dillan Scott on Tuesday night for KFRG. We put in an offer for War for one night either Wednesday or Thursday. We are trying to get Phil Wickham for our Christian night. We already spoke with Sandals Church for them to do the opening act. If you have an organization like girl scouts or anything who wants to come volunteer, let us know. RCS is building about 25 large planter boxes for us. We have a lot of good things this year.

Vice President Bruno – I have a question; that railcar that was donated, is that going to be here?

CEO Wuersch – Yes, my guy came out and he's going to move it, set it up for \$2,500. It will stay here. I will be meeting with the Air Museum and we will see if we can get something here but that won't stay here.

13.) ADJOURNMENT

Meeting was adjourned at 5:54 pm.

Carl L. Wuersch, CEO/Sec-Mgr.

Date

Ron Magnuson, Board President

Date