

46th District Agricultural Association
SOUTHERN CALIFORNIA FAIR
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

September 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 4:03 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: Director Cindy Palumbo, Director Tricia Almiron, Director Gene Skala, Director Marisa Yeager, Vice President Nick Bruno, and President Ron Magnuson.

3) ABSENT DIRECTORS

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

Absent directors: Director Louis Tavaglione, Director Jaime Hurtado and Director Brad Scott

Motion to excuse the absent directors was made by: Director Skala

Motion seconded by: Vice President Bruno

Motion unanimously approved. Motion carried

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

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.

Mary Wiegmann, Emily Wiegmann, Judy Hoffmann, Shirley Marshall, Katie Keyes, John OoStdam, Lauren OoStdam, Don Kazarian, Dave Stewart, Marcie Stimmel, Joshua Naggar, Rose Marotta, Susan Nelthorpe and Council Member Benoit.

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.

Marcie Stimmel: Marcie presented a magazine from “Horseman’s News”. The magazine had an add for the Southern California Fair.

Judy Hofmann: Judy talked about all the events that the Farmers Daughters have attended and how well they are representing the Fair. She spoke about Pitchfork Pete and the look alike contest that is on opening day. She said that Carl has agreed to put it in the program and on social media to maybe boost up participation.

Katie Keyes: She talked about making improvements on the program from last years program. She suggested making it bigger than last year.

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***

✓ August 21, 2019

Motion to approve the August Minutes was made by Vice President Bruno

Motion seconded by Director Palumbo

Motion unanimously approved. Motion carried

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

Director Yeager: She thanked the work and improvements that have gone into the minutes.

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>

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

8) FAIR TIME COMMERCIAL VENDORS:

CONTRACT #	NAME	DATE Of EVENT	AMOUNT
19-37-COMM	Berenice's Toys	OCT 5-13 2019	Sponsor for green room
19-38-COMM	Dentistry 4 Kids	OCT 5-13-2019	\$750.00
19-39-COMM	Sprint	OCT 5-13-2019	\$750.00
19-40-COMM	Joy's Enterprise	OCT 5-13-2019	\$750.00
19-41-COMM	Color Street	OCT 5-13-2019	\$750.00
19-42-COMM	S.P Holdings	OCT 5-13-2019	\$1,250.00
19-43-COMM	Winning Ways	OCT 5-13-2019	\$750.00
19-44-COMM	Winning Ways	OCT 5-13-2019	\$750.00

9) FAIR TIME CONCESSIONAIRE VENDORS:

				DATE
CONTRACT #	NAME	Of	EVENT	AMOUNT
19-20-CON	Tony's Concession (Fried Fantasy)			OCT.5-13 2019 \$850.00 + 22%
19-21-CON	Tony's Concession (Casa Burgers)			OCT.5-13 2019 \$850.00 + 22%
19-22-CON	Cinnaholic (Advance Bussiness Management, LLC			OCT.5-13 2019 \$850.00+22%
19-23-CON	La Bufadora Baja Grill			OCT.5-13 2019 \$850.00+22%
19-24-CON	Backyard BBQ Village INC.(Corn Dog)			OCT.5-13 2019 \$850.00+22%
19-25-CON	JLT Concessions LLC			OCT. 5-13 2019 \$850.00+22%
19-26-CON	Chuckwagon			OCT. 5-13 2019 \$850.00+22%
19-27-CON	La Bufadora Baja Grill			OCT. 5-13 2019 \$850.00+22%

INFORMATION ITEMS

1.) UPDATE ON LOAN BALANCES:

Current on Loans Balances

- **COMMUNITY BUILDING \$161,030.79**
- **ADMIN OFFICE \$61,306.68**

2.) FINANCIAL INFORMATION:

(Financials) See ***FINANCIALS TAB***

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

Motion to approve the financials was made by Director Skala

Motion seconded by Vice President Bruno

Motion unanimously approved. Motion carried

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

President Magnuson: The financials came in late, so you didn't get them ahead of time like you normally do but they are in your packets.

CEO Wuersch: You asked for a Detailed revenue break down. For interim events so far this year to August 31st this year we were at \$716,734.00 (seven hundred and sixteen thousand, seven hundred and thirty-four) dollars. Last year for the whole year it was \$665,000.00 (six hundred and sixty-five thousand) dollars. So, this year we are \$241,755.00 (two hundred and forty-one thousand seven hundred and fifty-five) dollars ahead. The racetrack is up too. The only thing that we are down on is Satellite Wagering. This time last year by August 31st we were at \$329,479.00 (three hundred and twenty-nine thousand four hundred and seventy-nine) dollars and this year we are only at \$224,000.00 (two hundred and twenty-four thousand) dollars. Everything else we are up. Food and beverage in all departments is up too.

Vice President Bruno: What does the Circus that is out there bring in?

CEO Wuersch: He has paid up about \$5,000.00 (five thousand) dollars for just that dirt lot.

Vice President Bruno: What does he pay a day?

CEO Wuersch: He pays \$500.00 (Five hundred) dollars a day that he is open, and he pays \$250.00 (two hundred and fifty) dollars a day for the days that he is not open. So, in total after his show this weekend he will have paid \$5,250.00 (five thousand, two hundred and fifty) dollars. That is without utilities they have their own generator.

President Magnuson: The biggest reason we are down in Satellite wagering is because they have had terrible press with horses dying at Santa Anita.

3.) **2019 FAIR UPDATES:**

CEO Carl Wuersch: All acts, Concerts and the Arena are all booked. We have all the fliers and posters ready. We have about the same number of vendors as we did last year, and we still have people reaching out. We have people from Pomona that have had such a bad turn out there that still have a lot of product, so they want to come here to try to sell it. Our flag lady is coming back this year too.

Director Yeager: With the flag lady coming back can we look at getting the US Flag and the California flag replaced?

CEO Wuersch: I have brand new ones in my office ready to go up. We have a new food court area at the north end. It is a 60x90 (sixty by ninety) shaded structure. So, we moved the Beer and food that was out by the pole in Livestock to be in that shaded food court. With all the issues with no food in the Livestock area this will be a nice area to keep the food out. Out in the grass we have the tent sent up for Lowes company picnic.

President Magnuson: How many people are we expecting?

CEO Wuersch: Anywhere from 1,800 (one thousand, eight hundred) to 1,500 (one thousand, five hundred) We moved the Exhibit tent over close to

the admin building and next to that is the Temecula wine tasting tent. The Exhibit tent is now going to have 3 double glass doors with windows all around so that it is more inviting than a tent with flaps like last year.

Director Yeager: Will be have a packet of events and suggested events that the Board should attend?

CEO Wuersch: Yes

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

- **CEO Carl Wuersch:**

5.) **CFSA Report:**

President Magnuson: There has not been a meeting yet so there is not an update for this meeting.

6.) **Marketing Committee:**

Director Palumbo: The marketing company will be at the mixer tonight so if anyone has any questions for them you can speak to Robbie. We have been working with him on the different marketing techniques for the Wine and Beer garden. He is all over social media promoting the presale tickets. A lot of the stuff he is doing looks updated and better. I think it really has helped already this year and it will be even better for next year.

7.) **ACTION ITEMS:**

a.) **FOUNDATION: Garden Program with Joshua D Naggar**

Joshua Naggar: (He passed out a packet of information on the plans for the first phase of improving the look of the Fairgrounds) This is a big beautification project that will be about a two hundred to a quarter of a million-dollar project. We are expecting it to be a one to two-year project to get it done. The plan is to plant sixty-five segments. Each segment is about fifty feet. Each segment contains four to six plants. We also plan on offering fifteen to twenty water towers. Dave built a scaled down example of a water tower that will be at the mixer tonight for you to look at. The real tower will be about twenty feet high at the peak. The segments are out in front of the Sports pavilion so you can take a look at those as well. The idea is to have it kind of look like Knotts Berry Farm and the Logos of whoever purchases the water tower will be placed on the tower. We want to also put flag poles on the top of the towers so that we will have flags running all the way down. We also wanted to do benches with trees to put in the fairgrounds.

Director Yeager: The people that you are working with on the plants and trees knows about how the soil is.

Joshua Naggar: Yes, we are going to try to have the segments be in the same pattern. In the lower soil areas, we are going to have to go with the shallow root plants. Our plan is to have some of the segments planted by Fair. Phase one is 18 segments, 50 feet a segment. Phase two through four is the additional forty-five segments. In Phase five to eight will probably come next spring or next summer will be the water towers. We are going to use water trucks to water until we have the water system in place. The goal is to be done with the beautification project by next fair or the fair after that.

Vice President Bruno: Are the benches part of phase one.

Joshua Naggar: No, they are part of phase five to eight. So, we have time. The bench will have their name and logo on it, and it is paired with a crepe myrtle tree. We have a total of five sponsorship categories. We have the member tower sponsor that is a \$10,000.00 (Ten thousand) dollar pledge. Then we have the Gold pledge package which comes with the Bench and the tree. Then the rest of the levels will be sponsorships.

Vice President Bruno: Will the watering and maintenance be the foundations responsibility.

Joshua Naggar: Yes, we will take care of all of that.

Don Kazarian: What is the long-term plan to get water out there?

Joshua Naggar: We brought EMWD (Eastern Municipal Water District) and they convinced us not to go with the original plan to use the water towers. So, we are going to lay pipe to use the water that is already here.

Director Yeager: Have you talked to anyone about grants for the Eastern Municipal Water District?

Joshua Naggar: We have talked. They said they could give us informational plaques that people could learn about reclamation and drought tolerant planting.

President Magnuson: Ok now we need to vote on this to give them to go head to start.

Motion to approve to approve the start of the beautification project was made by Director Almiron

Motion seconded by Director Yeager

Motion unanimously approved. Motion carried

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

b.) **VIP CONCERT TICKETS:** Carl providing information.

CEO Wuersch: Recommendation for this years' passes is to keep it the same number of passes as last year 2018. The Board members will be given, 25 Credential admission tickets and 8 WOW passes

President Magnuson: We need to vote on that, so I need a motion.

Motion to approve the recommendation was made by: Director Yeager

Motion seconded by: Director Almiron

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

9.) IMPORTANT DATES:

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

- October
President Magnuson: Because of the fair we do not have a meeting in October.
- November
President Magnuson: I would like to have the meeting set for November 20th if that is good for the Board.
Director Almiron: On the 20th I have a conflict, but I don't have a problem if you have it on that date.
- December TBD
President Magnuson: Decembers meeting we will just table it until the next meeting. Is this all ok with the rest of the board?
Unanimously approved.

10.) DIRECTORS COMMENTS:

Director Almiron: Carl and two of the Farmers Daughters came to the Board of Supervisors meeting. The girls announced the dates and events of the Fair and they did very well. I didn't see any correspondence in the agenda packet did we not get any?

CEO Wuersch: The correspondence we received where the same that we already received from CFSA and F and E that I E-mailed to you all.

Director Almiron: Ok can you put that with the minutes for next month because it needs to be part of public record?

Director Yeager: Today I visited the Norco Chambers of Commerce. I informed them about our upcoming Fair, the Hay Bucking competition and the Horseshoe Farriers event. I think we need to keep in contact with that office and the Chambers so that we can keep a good relationship with them as we plan to expand over the next few years. I also attended as a guest the LA county board of directors' dinner. They have a few dinners through out their fair. They have a blessing of their garden where they have a lot of volunteers and they have a lot of fruit and vegetables. What I thought was great was that similar to the Orange

County Fair they are keeping the intent of farming and what that means. There is a Sheraton Hotel there that gets all of its fruits and vegetables from that garden. It's a great exchange opportunity. I was thinking that maybe there is something on a smaller scale that we could be working on over the next couple fair. Its something to think about for those that want to invest and be a part of the fair to have a couple dinners where local chefs are here, and they prepare a dinner with all local ingredients including the wine.

Vice President Bruno: He is looking forward to the Fair starting October 5th and the 4th year of the Hay Bucking competition. They have raised about \$17,000.00 (seventeen thousand) dollars. Lauren and Dave Robins have been working hard on all of that. We have also ordered the shirts and belt buckles. We are still looking for sponsorships. I am glad that everyone is on board with the agricultural aspect, but we are a little light on the corporate side. We have a lot of involvement with the local farms We have Lowes involved now and that is a start. We are a very diversified board. We should be able to do something more. Whether it is county, state or like the city of Riverside. We should be able to get more involvement. Maybe Riverside needs to be more a part of this they don't even have a fair.

Director Yeager: To follow up on what Vice President Bruno was saying. I agree with you, but I don't think that Riverside will be engaged for the next couple of years they have some serious budget issues. We have an elected official Council Member Ben Benoit in the audience right now and I appreciate you coming out to the fair and supporting it over the past couple years. That is something that we can start to present to the league of cities Riverside division meeting. Carl has been working really hard. We where able to secure a \$10,000.00 (ten thousand) dollar from Moreno Valley for a day at the fair and they are very excited about the Moreno Valley day and their Council members have already RSVP'd to the opening ceremony.

Director Palumbo: Carl and I walked the Fair with Carrie Peltzer. Her family owns Peltzer Farms and they will be setting up a whole exhibit about pumpkin farming. We have 10 wineries that want to poor in our wine garden this year and a local brewery. They have all picked days and we will also have entertainment.

11.) CEO COMMENTS: I want to thank Director Almiron. We had a great time at the Supervisors meeting. The Farmers Daughters did great. I got a phone call from Supervisor Perez and he will be writing them a letter. I told them that the letters will need to be sent here and we will have the Board present them with the letters. Master gardener we have him back this year. He would like to put a year-round program together for here. So, the ball is rolling on that.

Director Yeager: I think that is great and I am more than happy to take you to dinner Vice President Bruno, and we can map out for the next year and get more city involvement.

CEO Wuersch: I want to let everyone know about the city days we have and to thank Director Yeager for her help getting Moreno Valley. We have Menifee day, Perris and Jan Jacinto. Hemet wanted to participate this year, but they couldn't, but they will try

again for next year. Sunday night some of us are going to be here to pick up stuff from Pomona. Monday we will hit the ground running. Donny has two more events just before fair. The Chamber mixer is next door.

Director Yeager: Just a quick PSA if anyone or if you know if anyone who has old wine books, we would like to make copies of them. So that we can use them for our wine garden. I want to thank Judy for finding hers and bringing them in for me to scan.

12.) ADJOURNMENT

President Magnuson adjourned the meeting at 5:14 pm

Carl L. Wuersch, CEO/Sec-Mgr.

Date