

# Board of Directors Meeting Minutes

Ventura County Fairgrounds  
31st District Agricultural Association - 10 W. Harbor Blvd. - Ventura, CA 93001 - (805) 648-3376  
Website: [venturacountyfair.org](http://venturacountyfair.org) Contact: Barbara Quaid, CEO

Tuesday, February 22<sup>nd</sup>, 2022 at 9:00 a.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/4834214737?pwd=d0FrRzVFQUIUNG9OeUxFM0FuUG5qQT09>

Join Via the phone:

1-720-707-2699

Meeting ID: 483 421 4737

Passcode: 575554

This virtual board meeting is called in accordance with Governor Gavin Newsom's proclaiming a State of Emergency to exist on March 4, 2020 as a result of the threat of COVID-19 and the March 12, 2020 Executive Order N-25-20. Board Directors and staff of the California Department of Food and Agriculture may attend this meeting telephonically without notice of or access to their teleconference location. Members of the public may attend the meeting and provide comment at the meeting location noticed above. Any item not so noticed on this agenda will not be considered or discussed.

## I. Call to Order

### Roll Call

### Declaration of Recusal or Conflict of Interest

The meeting convened at 9:02 a.m. and called to order by President Lacayo.

**Directors present:** President, Leah Lacayo, Vice President, Armando Lopez, Michael Bradbury, Leslie Cornejo, M. Cecilia Cuevas, Daniel Long and Shanté Morgan-Carter.

**Staff present:** Barbara Quaid, CEO, James Lockwood, Publicity and Marketing Manager, Jason Amelio, Sales Manager, Cristian Yopez, Accounting Dept., Shannon Patrick, Exhibits Supervisor, Jennifer McGuire, Large Livestock Superintendent and Heidi Ortiz, Executive Assistant.

**Guests Present:** Sarah Pelle, Fairs & Expositions; Haig Baghdassarian, CDFA; Louis Cunningham, Kathie Moore, Megan Hook, Tom Kiskin, Kinsie Flame, Becky McCormick, Sharon Ferro, Dawn NLN and Carla Alvara.

There were no conflicts of interest with any of the Board members that were present.

## II. Pledge of Allegiance

Director Morgan-Carter led all present in the Pledge of Allegiance.

**III. Welcome and Introductions of Guests and Staff**

Invitation for the public to introduce themselves (not mandatory)

**IV. Public Comment on Items Not on the Agenda**

In accordance with State law, the Board will not comment or otherwise consider Public Comment matters until and unless such items have been properly noticed for a future meeting.

There were no public comments.

**V. Closed Session:**

a.) The Board is authorized to meet in Closed Session with CDFA Legal for the purpose of considering: Pending Litigation-Contract (Gov. Code § 11126(e)(1))

Director Cuevas asked President Lacayo if item #5, closed session, could be moved to the end of the meeting so the public is not left waiting.

Ms. Pelle responded that the closed session items could be split. Due to the fact a legal representative is present, the board could go into closed session for the pending litigation first but the CEO Recruitment item could be done at the end.

President Lacayo and the board were good with that.

The board went into closed session at 9:11 a.m.

b.) Personnel Matters: CEO Recruitment (Gov. Code § 11126(a)(1))

**VI. Reconvene Into Open Session: Report of any action taken during Closed Session**

President Lacayo stated that there was no action taken regarding the pending legislation.

**VII. CEO Report**

- She explained the board has requested a timeline getting closer to Fair.
- Concession department is working with many concessionaires and commercial vendors, taking applications, reviewing applications and working with the County Public Health Department.
- The Exhibits Department is working with Academic Rodeo, Agriculture, Livestock, Floriculture, Photography, etc. There is a Superintendent's Meeting this Thursday which there will be discussions about what we want to see happen at the Fair this year and some of the things that we want to change and take a closer look at. This is a good opportunity for us to make changes in all departments.
- The Sales Department report gave figures for Jurassic Quest and the Winterfest Dog Show. We are talking to many of the people that were here prior to COVID and trying to work their events back into the events that have been booked since then.
- We are in a contract with the Player's Casino, who occupy the second floor of the Derby Club, as well as The Derby Room, who rent the downstairs and run satellite wagering Thursday through Sunday. The building was in a state of disrepair so the Player's Casino had to fix before they could open. Initially they wanted to be open 24

hours, which they were for the first month, but due to staffing issues they cut back their hours to close at 3 a.m. and open at 11 a.m. daily.

- We have started to work on grounds and grandstand entertainment. CEO Quaid has met with Ms. Wilson almost daily to make offers on grandstand entertainment. We are not at the point of booking the caliber acts that the Midstate Fair does, but she is happy with the offers that Ms. Wilson has presented. The costs have increased significantly since 2019 because of COVID.
- We are working on hiring employees for the maintenance department. We just hired a part time payables clerk, who has worked here before, to help Mr. Yepez in the Accounting Department. She asked that if anyone knows of someone who is looking for a job and has specific qualities that can be utilized in the maintenance department to have them apply.
- We are working on nine different bids such as tents and canopies, pipe and drape, portable restrooms and pumping service, grounds sound and lights, equipment, generators, golf carts, etc.
- Our Public Relations Department just launched the poster contest. Our theme is always “A Country Fair with Ocean Air” but for purposes of the poster contest the theme is “VC Fair Rides Again.”
- She thanked staff for everything they have done in the last couple of years because they have worked really hard, and she thanked the board as well.

Director Morgan-Carter commented that since we have been down and people may be unfamiliar with the process if there is any advertising or publicity with the Fair information, such as how to apply for grounds entertainment, how to be a vendors, etc. Mr. Lockwood explained that staff plans on promoting entry dates, deadlines, etc. as soon as all the information is confirmed that can be shared with the public. As mentioned, there is a Superintendent’s Meeting this week and there will be a lot of information and stories to tell about the Fair so all of that will be incorporated into our re-education of how people can participate as the Fair gets closer. As things are developing and there is actual content, then information will be released to the press, on social media and in other ways.

CEO Quaid explained that at the first Marketing Committee Meeting, which will be in March, Mr. Lockwood will present a marketing plan for the committee to look at and make any changes and/or additions. After that, staff will revisit it month by month to make any adjustments and it will also be brought to the subsequent Marketing Committee Meetings.

Director Morgan-Carter also commented that she knows of a photo exhibit that she is familiar with regarding blacks in the west which would provide another opportunity to spread information about that segment of the population.

CEO Quaid asked Director Morgan-Carter to email her that information so we can contact them to make that happen.

Director Cuevas wanted to know the possible reporting out and post COVID cleaning protocols that we will put in place and inform the community on. She wants to know what, if anything, we are doing differently on the fairgrounds to address the security, health and safety needs of the public that come to the grounds. She feels it is important to have a

formal listing of the new enhancements for cleaning and safety protocols as well as accountability and wants to know how we will implement and market this. Also, Director Cuevas stated that her and Mr. Cuevas want to donate, through the Foundation, to pay for the cost of the photography coverings as mentioned in CEO Quaid’s report. Lastly, Director Cuevas asked what has been implemented or planned to be implemented as a direct result from the marketing survey that was conducted a few years ago.

CEO Quaid said she will provide the board with that information within the next couple of weeks. She also thanked Director Cuevas for the offer of sponsoring through the Foundation to pay for the photography coverings.

**VIII. Approval of Minutes**

A. January 25<sup>th</sup>, 2022 Board Meeting

**MOTION:** To approve the January 25<sup>th</sup>, 2022 Board Minutes as presented.

<b>Board Member Name</b>	<b>Approved (Yes Vote)</b>	<b>Not Approved (No Vote)</b>	<b>Abstain</b>
Director Bradbury (Second)	X		
Director Cornejo (Motion)	X		
Director Cuevas	X		
Director Long	X		
Director Morgan-Carter	X		
Vice President Lopez	X		
President Lacayo	X		

**IX. Financial Report**

A. December Financials will be available when the Statement of Operations is prepared.

B. Financials ending January 31<sup>st</sup>, 2022.

Mr. Yopez gave a report on the financials ending January 31<sup>st</sup>, 2022.

**X. Foundation Report - None**

**XI. Committee Reports**

A. Livestock Committee Meeting February 10<sup>th</sup>, 2022 – Leslie Cornejo, Chair

- Chair Cornejo explained that the minutes are in the board packet but explained that it was a positive meeting with good attendance.
- Jennifer McGuire was introduced as the new Large Livestock Superintendent and Shannon Patrick as the new Exhibits Supervisor so all the stakeholders and volunteers will know who they will be dealing with.
- The committee was advised of tagging dates and a tentative show schedule. The plan is to follow what was done in 2019.
- Things are still in motion to finalize things, but everyone is still anxious to move forward.
- Applications will be done online, but the fairgrounds will accommodate any needs for those who aren’t able to use web-based applications.

Director Long asked that the minutes be corrected to clarify that the Mr. Long discussed in the last paragraph is Joe Long and not himself and to add Joe Long to the guests present.

**XII. Board Correspondence**

A. Gun Show Correspondence

**XIII. Consent Agenda: Items hereunder on the Consent Agenda are considered routine, not requiring separate discussion and will be enacted in one motion. Individual items A, 1-3, are approved by the vote that approves the Consent Agenda, unless an item is pulled for separate consideration.**

A. Agreements

1. Rental Agreements – Interim
2. Standard Agreements
3. Concession Agreements

**MOTION:** To approve the consent agenda with items A, 1-3.

Board Member Name	Approved (Yes Vote)	Not Approved (No Vote)	Abstain
Director Bradbury	X		
Director Cornejo	X		
Director Cuevas	X		
Director Long (Motion)	X		
Director Morgan-Carter (Second)	X		
Vice President Lopez	X		
President Lacayo	X		

**XIV. President’s Comments**

- She is looking forward to Fair and all the committee meetings.

**XV. Director’s Comments**

Director Long

- He was excited to get the CEO report again and see all of the things related to Fair that they haven’t seen in two years. Everyone and the community are just really looking forward to Fair.

Director Cornejo

- She is also excited about Fair and explained that everyone can feel it happening now and things are moving forward.
- She mentioned people always ask why we don’t get the acts that Midstate Fair but reminded everyone that our concerts are free, and we do the best we can. The flavor of our fair is to be open to everyone and have as many people be able to participate as we can. We may not get the top acts, but we always have some fantastic acts with a big variety. She doesn’t feel that we are ready to charge \$75 or \$125 per person to get into those concerts.

Director Morgan-Carter

- She is so excited and looking forward to the Fair and is very happy to get CEO Quaid's report.
- Invited everyone to join her this afternoon at 3 p.m. on a zoom call where the Port of Hueneme Oxnard Harbor District will be recognizing her and several other African Americans in Ventura County for their work in the county.
- She stated that February is the month we highlight Black History month, founded by Dr. Carter Woodson in 1950 and brought it to the world's attention. Black history is American history 365 days a week and she wanted to recognize, not only those historic figures, but those people in Ventura County who are working so hard to make sure that history of the African American community is known and celebrated.

Director Cuevas

- She too is excited about Fair and looking forward to all the things that come along with a highly produced Fair.
- She asked if the committee meeting schedule can be set up soon because she is traveling the month of March and April.
- She also requested that TKC Enterprises be present at the next meeting to provide input on his report from October.

Director Lopez

- He will be leaving soon for a meeting off grounds, so he won't be in the CEO recruitment closed session.
- He complimented and thanked Director Cornejo and Director Cuevas for their work on the CEO materials, they have done an excellent job. He also thanked Ms. Pelle for being a consultant to that committee.

Director Bradbury

- Asked the Directors if they have anything for the Operations agenda to let him, President Lacayo or CEO Quaid know.
- Congratulated Director Morgan-Carter for her contributions not only this month but year-round. He commented that she is a great example and we are honored to have her on the board.
- Congratulated the staff, CEO Quaid and the members of the board for another step towards normality with the 2022 Fair.

The board moved into closed session to discuss item b, CEO recruitment at 11:17 a.m.

The board reconvened at 11:56 a.m. President Lacayo reported that there was no action taken and they hope to have the position posted by April.

## **XVI. Future Agenda Items**

1. TKC Enterprises report
2. Clarification on closed session and meeting protocols – Executive Committee

**XVII. Adjourn**

The meeting was adjourned at 11:57 a.m.

Submitted by: Heidi Ortiz  
Heidi Ortiz, Executive Secretary

Approved by: Barbara Quaid  
Barbara Quaid, CEO Ventura Fairgrounds

Approved by: Leah Lacayo  
Leah Lacayo, Board President