

7th District Agricultural Association / Monterey County Fair
2004 Fairground Road, Monterey, CA 93940
(831) 372-5863

Website: www.montereycountyfair.com

Email: info@montereycountyfair.com

BOARD MEETING AGENDA

Thursday, February 24, 2022 12:00 PM

Join Zoom Meeting

<https://us02web.zoom.us/j/7143722427?pwd=VONPUVVHZGllS1Q4ck9YOTZSeld4QT09>

Meeting ID: 714 372 2427 Passcode: 343782

One tap mobile +16699009128

All matters noticed on this agenda may be considered for action. Items listed on the agenda may be considered in any order at the discretion of the Board President. Any item not so noticed will not be considered and discussed.

- A. CALL TO ORDER/ROLL CALL OF DIRECTORS PRESENT/EXCUSED
- B. INTRODUCTION OF GUESTS AND STAFF
- C. 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.
- D. CONSENT AGENDA (Discussion/Action by Board)
All items on the consent agenda are to be approved in one motion unless a Board member Requests separate action on a specific item.
 - a. Review and Approval of meeting minutes: January 27, 2022 & February 9, 2022
 - b. Review and Approval of Bills
 - c. Review and Approval of Contracts
- E. OLD BUSINESS (Discussion/Action by Board)
 - a. Review of JPA Meeting and consideration of Ad Hoc Committee
- F. NEW BUSINESS (Discussion/Action by Board)
 - a. 2022 JLA Dedication
 - b. 2022 WFA Blue Ribbon Award

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 Monterey County Fair activities may request assistance by contacting Kelly Violini at the Monterey County Fair Office, 2004 Fairground Road, Monterey, CA 93940 or by calling Kelly at (831) 372-5863.

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- c. 2022 Entry Guidebook
- d. Discussion/Approval of percentage of alcohol gross sales less taxes NTE 15% for 2022 Events that have requested revenue share

G. REPORTS AND INFORMATION (Informational)

- a. Correspondence
 - i. CDFA/Fairs & Expositions
 - ii. CFSA
- b. Committee Reports
 - i. Fair Committee – Report of 2.22.2022 Meeting
 - ii. Buildings and Grounds
 - iii. SW/Interim Events
 - iv. Heritage Foundation
- c. CEO Report
 - i. Strategic Plan, Bylaws, Policies Updates
 - ii. Update on state funding
- d. Staff Reports

H. MATTERS OF INFORMATION (Informational matters not related to the agenda)

- a. Directors Comments

I. ADJOURNMENT

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MINUTES OF THE JANUARY 27, 2022, MEETING OF THE 7TH DISTRICT AGRICULTURAL
ASSOCIATION

A: The meeting was called to order at 12:01 PM by President Teri Short via Zoom.

Directors via Zoom: Teri Short, Paul Tran, Ricky Cabrera, Jeanne Byrne, and Vivien Lindley.

Directors absent (excused): Nicole Hollingsworth, Ruth Thompson, and Dan Presser

B. Introduction of guests and staff: Staff member Kelly Violini, CEO.

C. Public Comment on items not on the agenda: None

D. Consent Agenda

a/b/c: The minutes of the November 18, 2021 & December 6, 2021, meetings along with contracts and October bills were approved. Motion carried.

Board Member	Approved	Not Approved
Ricky Cabrera (seconded motion)	x	
Vivien Lindley	x	
Teri Short	x	
Paul Tran	x	
Jeanne Byrne (made motion)	x	

E. Old Business

- a. Approve 2022 Fair Theme & Artwork: Violini presented the artwork done by Scott Westmoreland. Director Cabrera asked if there could be another head of lettuce in the empty spot towards the bottom of the poster; Violini responded that typically that is where the graphic designer will put the fair logo and information, however if that's not done, we will have Scott put another head of lettuce there to fill it in. Approved and motion carried.

Board Member	Approved	Not Approved
Ricky Cabrera	x	
Vivien Lindley (seconded motion)	x	
Teri Short	x	
Paul Tran	x	
Jeanne Byrne (made motion)	x	

F. New Business

- a. Delegation of Authority to Kelly Violini
- i. Revenue Generating Agreements up to \$15,000
 - ii. Standard Agreements up to \$15,000

- b. CEO Check Signing Limit – limit for single signature - \$15,000 with exception of benefits & utility charges
- c. Approve Rabbit Show dates of August 26 for market and showmanship to be managed by MCF during the Livestock Show and August 27 for CA Rabbit & Cavy Show Breed Show managed by CRCS (market/showmanship).
- d. Approve Market Goat Weights per Superior Farms Correspondence: Weights can remain the same at 60-125 and paid to 125 due to alternative processor found.
- e. Approve 2022 Admission & Parking Prices
 - i. Parking at Driving Range \$20.00 and MPC or another off site \$15.00
 - ii. Special Admission Days:
 - 1. September 1st – Special Friends, Seniors, Military/Veterans. Add in military discount for all fair. Pre-sale pricing all 5 days
 - 2. September 2nd – Kids Day 12 and Under Free
 - 3. Monday, September 5th – 4 before 4 Free admission with 4 non perishable food items to donate to Salvation Army
 - iii. Admission Pricing
 - 1. Adult \$13/\$10 pre sale
 - 2. Seniors \$11/\$9 pre sale
 - 3. Child \$7/\$5 pre sale
 - 4. 5 and under in free
 - 5. Rodeo \$10/\$5 pre sale
 - iv. Concession percentage is 20% gross less taxes

a-e approved and motion carried.

Board Member	Approved	Not Approved
Ricky Cabrera	x	
Vivien Lindley	x	
Teri Short	x	
Paul Tran (seconded motion)	x	
Jeanne Byrne (made motion)	x	

Jeanne and Ricky left the meeting at 12:08 pm. Remainder of agenda was discussion only.

G. Reports and Information.

- a. Correspondence: CDFA and CFSA Correspondence was shared.
- b. Committee Reports:
 - i. Fair Committee: No further report of 1.25.22 meeting.
 - ii. Buildings and Grounds Committee: Violini will schedule
 - iii. SW/Interim Events Committee: No report
 - iv. Heritage Foundation: Their meeting was held on January 19, 2022 and Beerfest has been scheduled for July 30, 2022.
- c. CEO Report: Violini, Garmon and Peggy Goldman attended the 2022 Western Fairs Association Convention in Reno, NV. Violini will schedule a board retreat and informational JPA session with Louie Brown and team in February.

d. Staff Report: No report

H. MATTERS OF INFORMATION:

- a. Directors Comments – None
- b. Next board meeting will be held on Thursday, February 24, 2022, at 12 PM.

The board meeting was adjourned at 12:35 PM.

Approved

**Teri Short
President**

Approved

**Kelly Violini
CEO/Manager**

MINUTES OF THE FEBRUARY 9, 2022, MEETING OF THE 7TH DISTRICT AGRICULTURAL
ASSOCIATION

Directors via Zoom: Dan Presser, Teri Short, Paul Tran, Nicole Hollingsworth, Ruth Thompson, and Vivien Lindley.

Directors absent (excused): Ricky Cabrera & Jeanne Byrne

Guests: Staff members Kelly Violini & Chris Garmon. Guest speakers Louie Brown and Dan Jacobs.

A/B/C: The meeting was called to order at 4:00 PM by President Teri Short via Zoom.

D. New Business:

a. Discussion regarding Joint Powers Authority:

- Louie Brown of Kahn, Soares, Conway and Dan Jacobs, CEO of Antelope Valley Fair presented information on the statewide JPA idea.
- We already have statewide JPA's like CARF, CCA and CFSA. AVF has their own JPA, however this JPA would be statewide with a possible MOU with local nonprofit (to be created but separate from Heritage/FOF)
- DAA is caretaker of property, and day to day ops left to the nonprofit.
- All state employees can remain civil service state employees or choose to transition to nonprofit employment.
- TIMELINE:
 - 10-12 fairs are set to move to JPA format and then we can follow at some point.
 - Documents are being drafted now.
 - Is there a cost? Louie shared that the group is asking the state for \$ for operations of the JPA
 - Think about starting the nonprofit for the operation of the fair now so we are ready. Estimated time is 9 months, but 7th DAA Board of Directors should come up with their own timeline and Q&A for the process.
- Fun facts on what's required/what changes?
 - Open meetings (Bagley-Keene)
 - Prevailing wage
 - Fire Marshal may become local authority
 - No Cal HR/CDEFA Personnel
 - Contracting/procurement will change-NOT be required to take lowest bidder
 - Rules closer to local governments and not state government
 - Nonprofit can hold the liquor license

- Can State of CA take the land back? Technically they can now but most likely won't happen now or under JPA
- Terms for MOU with nonprofit – possibly 10-15 years? Still being discussed
- JPA is 15 member board (statewide) with 10 from industry (Secretary of Ag, Secretary of Ag Appointments, Department of Finance, RCRC), 7 from CFA districts and 3 from each class size of fair (S,M,L).
- Dan has been a JPA since 2011. Best thing EVER. City of Lancaster/Palmdale is giving the Fairgrounds \$500,000 each year.
- Top three benefits according to Dan are Human Resources/ease of operations, city relationships have much improved and the opportunity to be more aligned with other entities.
- President Short said we will discuss at the next Board of Directors Meeting in February.

E. Matters on Information- no further discussion

The board meeting was adjourned at 5:27 PM.

Approved

**Teri Short
President**

Approved

**Kelly Violini
CEO/Manager**

MONTEREY COUNTY FAIR, 7th DAA

Bill Payment List

January 2022

DATE	NUM	VENDOR	AMOUNT
121-300 PVB - OPERATING #8027			
01/14/2022	1273	MIKE DAVIS PAINTING	-5,260.00
01/26/2022	1274	LOPEZ & SONS TREE SERVICE AND LANDSCAPING	-9,000.00
01/26/2022	1275	LOPEZ & SONS TREE SERVICE AND LANDSCAPING	-14,200.00
01/26/2022	1276	CHRIS GARMON	-185.64
01/31/2022	1294	INTACT PROTECTIVE SERVICES	-757.00
01/31/2022	1296	MAGGIE ROCHE	-7.61
01/31/2022	1297	MARCI BRACCO CAIN	-346.77
01/31/2022	1298	MATRANGA FLORAL	-348.34
01/31/2022	1300	MONTEREY BAY PARENT	-550.00
01/31/2022	1282	A & R PLUMBING	-205.00
01/31/2022	1283	AMERICAN LOCK & KEY SERVICE	-398.85
01/31/2022	1284	ATT	-89.52
01/31/2022	1285	CALIFORNIA AUTHORITY OF RACING FAIRS.	-1,679.00
01/31/2022	1286	CALIFORNIA FAIR SERVICES AUTHORITY.	-23,055.19
01/31/2022	1287	CAPE LEASING CORPORATION	-153.67
01/31/2022	1288	CLS BOOKKEEPING SERVICES.	-520.00
01/31/2022	1289	CULLIGAN QUALITY WATER ENTERPRISES, INC.	-161.18
01/31/2022	1290	DASSEL'S	-1,157.98
01/31/2022	1291	DAVID MARZETTI	-299.00
01/31/2022	1292	FIRST ALARM, INC.	-470.48
01/31/2022	1293	GLADSTONE, INC.	-295.00
01/31/2022	1295	LOS ANGELES TURF CLUB	-206.25
01/31/2022	1299	MCDONALD REFRIGERATION, INC.	-279.45
01/31/2022	1301	MONTEREY CITY DISPOSAL, INC.	-812.08
01/31/2022	1302	MONTEREY PENINSULA CHAMBER OF COMMERCE	-50.00
01/31/2022	1303	OFFICE DEPOT.	-784.53
01/31/2022	1304	OLIVIA TRINIDAD	-229.42
01/31/2022	1305	PEDRO FRANCO	-20.48
01/31/2022	1306	PM LANDSCAPING SERVICES	-1,500.00
01/31/2022	1307	RUSSELL AURIA PEST CONTROL SERVICES	-360.00
01/31/2022	1308	SAFEGUARD BUSINESS SYSTEMS	-1,180.54
01/31/2022	1309	SALINAS VALLEY CHAMBER OF COMMERCE	-430.00
01/31/2022	1310	SCOTT WESTMORELAND	-1,040.00
01/31/2022	1311	SHAMROCK OFFICE SOLUTIONS	-271.63
01/31/2022	1312	STAR MARKET	-1,948.20
01/31/2022	1313	STATE WATER RESOURCES CONTROL BOARD	-3,535.00
01/31/2022	1314	TEAMSTERS UNION LOCAL #853	-35.00
01/31/2022	1315	TENERA ENVIRONMENTAL	-164.16
01/31/2022	1316	THE KNOT WORLDWIDE, INC.	-3,780.00
01/31/2022	1317	VALLEY SAW & GARDEN EQUIPMENT	-489.27
01/31/2022	1318	XOPANDORA	-800.00
01/31/2022	1319	DELTA DENTAL OF CALIFORNIA	-628.04
01/31/2022	1320	INT'L. UNION OF OPERATING ENGINEERS	-105.44

MONTEREY COUNTY FAIR, 7th DAA

Bill Payment List

January 2022

DATE	NUM	VENDOR	AMOUNT
01/31/2022	1321	LUCERO MALENY BAUTISTA.	-150.00
01/31/2022	1322	THE PAUL DAVIS PARTNERSHIP, LLP	-1,606.25
01/31/2022	1328	MITESH PATEL.	-468.00
01/31/2022	1329	SELA LANE.	-364.00
01/30/2022	1330	DIANNA SORIA.	-85.00
Total for 121-300 PVB - OPERATING #8027			\$ -80,462.97

MONTEREY COUNTY FAIR, 7th DAA

Profit and Loss by Month

January 2022

	JAN 2022	TOTAL
Income		
401-200 ADMISSION - GATE - CLUBHOUSE (SW)	4,536.00	\$4,536.00
402-200 ADMISSION - GATE - NIGHT RACING	300.00	\$300.00
415-200 COMMISSION - CLUBHOUSE (SW)	4,585.97	\$4,585.97
420-200 CONCESSION - RACE PLACE ALCOHOL SALES	173.20	\$173.20
421-400 CONCESSION - INTERIM ALCOHOL SALES	1,183.17	\$1,183.17
430-100 DONATIONS - LIVESTOCK	969.53	\$969.53
433-200 PROGRAMS - PROGRAM SALES - SW	2,570.00	\$2,570.00
450-400 WIRELESS INTERNET ACCESS	550.00	\$550.00
461-400 RENTAL - BUILDINGS	4,741.00	\$4,741.00
463-400 RENTAL - EQUIPMENT RENTAL	1,371.00	\$1,371.00
465-400 RENTAL - RV PARK/CAMPING	41,817.00	\$41,817.00
468-400 RENTAL - SPECIAL EVENTS LABOR	2,345.00	\$2,345.00
480-100 SPONSORSHIPS - FAIR	3,800.00	\$3,800.00
495-300 MISC OTHER REVENUE (CHK FEE, SIGN REV)	443.00	\$443.00
495-401 OTHER - PROPANE SALES	1,286.07	\$1,286.07
496-300 WFA INCOME	3,813.15	\$3,813.15
Total Income	\$74,484.09	\$74,484.09
GROSS PROFIT	\$74,484.09	\$74,484.09
Expenses		
500-200 WAGES PERM - SW	2,565.50	\$2,565.50
500-300 WAGES ADMINISTRATION	10,132.22	\$10,132.22
500-301 WAGES MAINTENANCE	2,398.73	\$2,398.73
501-200 WAGES TEMP - SW	2,374.66	\$2,374.66
501-300 WAGES TEMP - ADM	1,775.50	\$1,775.50
501-301 WAGES TEMP - MAINT	2,654.24	\$2,654.24
501-401 WAGES TEMP - RV PARK	2,594.00	\$2,594.00
510-101 EMP BEN - EXH	4.87	\$4.87
510-200 EMP BEN - SW	468.43	\$468.43
510-300 EMP BEN - ADM	2,375.10	\$2,375.10
510-301 EMP BEN - MAINT	450.71	\$450.71
511-200 PR TAXES - SW	367.63	\$367.63
511-300 PR TAXES - ADM	798.09	\$798.09
511-301 PR TAXES - MAINT	297.03	\$297.03
511-400 PR TAXES - RV PARK	198.45	\$198.45
512-201 WORKERS COMP - SW	296.41	\$296.41
512-300 WORKERS COMP - ADM	714.17	\$714.17
512-301 WORKERS COMP - MAINT	303.17	\$303.17
512-400 WORKERS COMP - RV PARK	155.64	\$155.64
513-200 PERS EMPLOYERS BENEFIT - SW	1,220.81	\$1,220.81
513-300 PERS EMPLOYERS BENEFIT - AD	2,880.94	\$2,880.94
513-301 PERS EMPLOYERS BENEFIT - MAINT	1,076.61	\$1,076.61
513-400 PERS EMPLOYERS BENEFIT - RV PARK	757.96	\$757.96
520-100 ADVERTISING - PUB - FAIR	550.00	\$550.00

MONTEREY COUNTY FAIR, 7th DAA

Profit and Loss by Month

January 2022

	JAN 2022	TOTAL
520-200 ADVERTISING & PROMOTIONS - SW	605.25	\$605.25
521-100 PROMOTIONAL EXPENSE - PUB - FAIR	1,040.00	\$1,040.00
561-300 BOD EXPENSE	2,148.20	\$2,148.20
570-200 DUES & FEES - SW	1,679.00	\$1,679.00
570-300 DUES & SUBSCRIPTIONS - ADM	470.00	\$470.00
595-300 FEES - OTHER (ATM, ONLINE, ETC)	40.77	\$40.77
600-300 INSURANCE (LI,Rev,Pro,Prop,etc.)	12,076.00	\$12,076.00
615-405 JUDGES & LABOR - MO BAY CLASSIC	50.00	\$50.00
630-200 UTILITIES, SW	2,536.15	\$2,536.15
630-300 UTILITIES - MAINT	10,974.79	\$10,974.79
641-300 MAINTENANCE & REPAIRS - GROUNDS MAINT	5,620.00	\$5,620.00
650-102 STILL AND LIVESTOCK EXHIBITS EXPENSE	295.00	\$295.00
650-300 OTHER - ADM	4,156.84	\$4,156.84
650-400 OTHER-RV PARK EXPENSES	126.83	\$126.83
651-401 UTILITIES & TRASH - RV PARK	2,610.21	\$2,610.21
670-300 POSTAGE & TELEPHONE - ADM	321.52	\$321.52
690-200 PROFESSIONAL SERVICES, SW	470.48	\$470.48
690-300 PROFESSIONAL SERVICES - ADM	1,670.00	\$1,670.00
690-301 PROFESSIONAL SERVICES - MAINT	25,489.22	\$25,489.22
690-400 PROFESSIONAL SERVICE - RV PARK	830.01	\$830.01
740-300 OFFICE SUPPLIES - ADM	2,029.70	\$2,029.70
740-301 SUPPLIES, MAINT	998.79	\$998.79
770-300 EMPLOYEE TRAVEL & TRAINING	213.73	\$213.73
780-300 TRASH REMOVAL - MAINT	812.08	\$812.08
790-300 WFA EXPENSE	5,005.00	\$5,005.00
Unapplied Cash Bill Payment Expense	-14,963.26	\$ -14,963.26
Total Expenses	\$104,717.18	\$104,717.18
NET OPERATING INCOME	\$ -30,233.09	\$ -30,233.09
Other Expenses		
800-200 CASH OVER/UNDER - SW	-1.00	\$ -1.00
Total Other Expenses	\$ -1.00	\$ -1.00
NET OTHER INCOME	\$1.00	\$1.00
NET INCOME	\$ -30,232.09	\$ -30,232.09

FFEBRUARY 2022 CONTRACTS

INTERIM

2022 Contracts				
AGREE #	Name	Description	Amount	Event date
22-1070	Lota	car show	\$ 8,024.00	8/18/2022
22-1071	Alfredo Alvarez	wedding	\$ 3,705.00	8/6/2022
22-1072	Jenna Harwood	COL 2	\$ 1,559.00	4/2/2022
22-1073	Cardinale & Wright	Pumpkin and tree farms	\$ 23,500.00	Oct 1 - Dec 31 2022
22-1074	CA Fish and Game commission	meeting	\$ 3,104.00	4/19-21/2022
22-1075	Stevenson high School - Matt Sclafani	winter dance	\$ 960.00	3/12/2022
22-1076	Hot Productions	hot tub swim spa sale	\$ 4,500.00	2/17-3/1/2022
22-1077	Minerva Hernandez	1st Communion	\$ 5,692.00	4/7/2022
22-1078	Monterey County Elections	Elections and training	\$ 4,653.00	5/16 - 11/9/2022
22-1079	Scottish Games & Celtic Festival	Festival	\$ 23,490.00	7/16 & 17/ 2022
22-1080	High Country	Festival	\$ 33,540.00	10/8&9/2022
22-1081	Mary Janes	Festival	\$ 14,400.00	10/15/2022

STANDARD AGREEMENTS

Agreement #	Contractor	Service	Amount
SA22-01	The Buzz PR	Interim Marketing	\$ 6,480.00
SA22-02	The Buzz PR	Fair Marketing	\$ 7,150.00
SA22-03	Dale Taylor	RV Camp Host	IKT
SA22-04	Ray Thompson	RV Camp Host	IKT
SA22-05	Lori Bala	RV Camp Host	IKT
SA22-06	Tenera Environmental	Storm Water Permit Compl	NTE \$3,700.00
SA22-07	Total Event Access Management	Admissions/Parking & Cond	\$ 10,850.00
SA22-09	The Magic of Frank Thurston	Fair Entertainment	\$ 5,000.00
SA22-10	Left of Centre	Fair Entertainment	\$ 6,000.00

SA22-13	Flying U Rodeo	Arena Entertainment	NTE \$91,080	
SA22-14	Hypnotist Tina Maria	Fair Entertainment	\$ 6,000.00	
SA22-15	Wendy Brickman	Fair Sponsorships - New Or	20% Commission	
SA22-16	Chris Hale	Admissions/Parking Assista	\$ 1,850.00	
SA22-18	All Alaskan Racing Pigs	Fair Entertainment	\$ 8,925.00	
SA22-19	OT Graphic Design	Graphic Artist	Invoiced as needed	
SA22-20	XO Pandora Web	Website Designer	Invoiced as needed	
SA22-21	PM Landscaping	Grounds Landscaping	\$ 19,800.00	
SA22-22	A&R Plumbing	Plumbing Services	Invoiced as needed	
SA22-23	Abacherli Fence Co.	Fence Repair	Invoiced as needed	

Changes for 2022 Monterey County Fair Exhibits Department

- Division numbers have changed throughout the entire book
- Put entry fee at the beginning of the departments and not with every division
- Moving Home Arts, 4H & FFA, Visual Arts into Monterey Room (was in Seaside Room)
- Division 222: Fairy Globe Terrariums
- Deleted open judging, family connections, professional bakers divisions in Home Arts (no entries for three years)
- Deleted DVD & Video entries in Visual Arts (no entries for three years)
- Cut down amounts of cakes, pies, muffins to be turned in for judging & display (reduce waste)
- All new classes and divisions for quilters as requested by Quilters Guild
- No more Ag Equipment Repaired in 4-H & FFA (no entries for three years)
- Baked Goods in 4-H & FFA no longer accepted because of them sitting in the building so long
- Floral arrangements no longer accepted in 4-H & FFA because they were dead by the time the fair opened
- 4-H photography – changed size requirement to 8x10 (uniform size)
- Only horticulture allowed in 4-H & FFA is cacti, Dish Gardens & Succulents
- Parent Code of Conduct only needed for livestock
- Vegetable Judging & Livestock Judging Contests to be held during livestock week
- Removed premiums from feeder animals
- All animals must be on grounds by the time the scales open
- Poultry is still a one day show during livestock week. Grand & Reserve will come back the next day to go through the auction
- Rabbit showmanship and meat pens will be judged on 8.26.22 and managed by Fair. Open Junior breed show (CRCS) will be held on 8.27.22.
- Club/Chapter Group will not be pre-entered. They will sign up ringside before the shows
- Junior Fair Board will be putting on the Adult & Pee Wee Showmanship as well as the Livestock Judging Contest
- Livestock Barn Hosting in exchange for having livestock show week prior to fair – voted on at November Board Meeting
- Goat weights will remain the same 60-125. New processor out of Fresno for resale

Percentage to promoters of large public events:

The fair receives 35% of the gross less taxes from RS Management Company for all alcohol sales on property. In the past, the fairgrounds has offered 10-15% of the 35% to the promoter, as we don't allow them to bring in their own liquor license.

2022 events to include:

Event	Dates	Est. Att.	Past Gross Sales
Smoked Out BBQ Festival (new)	4/8-4/9	3,000	n/a new event
Artichoke Festival	6/11-6/12	6,000/day	2021 gross was \$32,366
Ink by the Bay	6/3-6/5	2,000/day	2019 gross was \$14,000
Scottish Games	7/16-7/17	5,000/day	2019 gross was \$39,000
Campfire/Cowboy	4/30 and TBD	1,200	\$6,000-\$8,000

Exempt from RS Management Contract

Cali Roots Festival and Events	May, October
Monterey Jazz Festival	September



FEB 22 2022

February 11, 2022

CHAIR

Dan Jacobs

CEO, Antelope Valley Fair & Event Center

VICE CHAIR

Tom Mitchell

CEO, Madera District Fair

BOARD OF DIRECTORS

Becky Bartling

CEO, Sonoma County Fair

Teresa Burrola

CEO, Merced County Fair

Patricia Conklin

CEO, Dixon May Fair

Dave Dillabo

CEO, Yuba-Sutter Fair

Patrick Eldman

CEO, Nevada County Fair

Jody Gray

CEO, El Dorado County Fair

Allison Keaney

CEO, Sonoma-Marín Fair

Jennifer Monter

CEO, San Bernardino County Fair

Cliff Munson

CEO, Siskiyou Golden Fair

Ryann Newman

Owner, Ryann's Happy Day Pony Rides,
Fruit Caboose

Rick Pickering

CEO, California State Fair

Michele Richards

CEO, OC Fair

Nancy Sites

CEO, Tulalake-Butte Valley Fair

Dana Stoeher

CEO, San Mateo County Fair

Katie Young

CEO, Cloverdale Citrus Fair

Sarah Cummings

President & CEO

CALIFORNIA FAIRS ALLIANCE

1776 Tribute Road, Suite 210

Sacramento, CA 95815

Monterey County Fair
Kelly Violini-Rodoni, CEO
2004 Fairgrounds Rd.
Monterey, CA 93940

Dear Kelly,

The last two years have been both difficult and exciting for both the Western Fairs Association and the California Fairs Alliance. Difficult in that so many of our members, their staff, and communities have suffered great loss and financial hardships far beyond any that many of us have ever seen. Exciting in that we have been able to make some amazing strides in our advocacy of Fairgrounds nationally and here in California.

Throughout 2020 and 2021, the Western Fairs Association engaged nationally, for the first time in WFA's history hired a federal lobbyist, Teddy Eynon, to advocate for Fairgrounds on a national platform. Teddy has made great advances in educating and advocating the need to support Fairgrounds nationwide. Teddy along with our CEO Sarah Cummings and our CFA legislative team were in direct contact with Congressman Panetta and Harder's teams, drafting and supporting the bills authored by both, in support of the Fair industry. This effort resulted in fairgrounds being included in the Save Our Stages Act which resulted in the Shuttered Venue Operators Grant, our members being included in the Restaurant Replenishment Act, and added attention to the ever-important H2B nonimmigrant worker program; all of which increased awareness of Fairgrounds across and their plight the nation and supported the re-opening of many of our Fairgrounds across the nation.

The California Fairs Alliance has likewise been very busy advocating for our industry; meeting with our leadership team on a weekly basis which culminated in several wins for California Fairgrounds. Of greatest note are our successful push to make a significant amount of funding available to ALL California Fairgrounds, our campaign to halt a special events regulation package from the State Fire Marshal, and our continuing efforts to create a Joint Powers Authority that will eventually allow Fairgrounds to transition into more flexible organizational structures while providing valuable services.

Ten years ago, in 2012, the Western Fairs Association drastically reduced Fairs' yearly dues to the California Fairs Alliance, as a temporary solution to support our industry that was devastated due the unexpected loss of state funding that year. At the same time, the Western Fairs Association also lost their annual allocation of nearly half a million dollars in professional development funding

from CDFA – longstanding funding that supported the development and education of our Fair members. After several years had passed, we began to incrementally reinstitute dues increases, to get closer to former CFA dues rates, and begin our budget recovery process. Then the pandemic hit, and we were unable to complete our dues recovery process. These significant reductions in 2012, coupled with the inability to fully reinstate what was intended to be a temporary reduction of dues, have affected WFA and CFA's ability to provide valuable services and advocacy to the Network of California Fairs.

The California Fairs Alliance advocacy efforts recently had major success that directly benefitted each of our CFA Fairs with a significant allocation distribution. As a result of your CFA leadership's consistent efforts, each CFA Fair received a **minimum distribution of \$285,000**, most fairs received even more, recently distributed by CDFA. This significant allocation to all CFA Fairs would not have been the case without your strong advocates at the California Fairs Alliance.

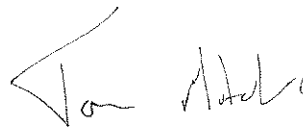
As a result of the added advocacy on your behalf, and the substantial financial allocation recently received by each CFA Fair, **we as your CFA Leaders are asking our CFA members to make an additional "Supplemental Dues" contribution to WFA/CFA for 2022 in the amount of \$5,000 so that CFA may continue to pursue funding and advocacy on your behalf.** We see this as a small fraction of the recent allocation each fair received due to CFA's advocacy efforts, and a strong way for each Fair to contribute and reinvest in the greater good of our advocacy program. We understand that some of our members may not be able to make an additional \$5000 payment; if your organization is truly unable, we invite you to make any contribution you and your board are comfortable with. As your board discusses your ability to make a supplemental dues contribution, we encourage you to keep in mind all funding you receive from CDFA is a direct result of CFA's advocacy efforts.

We thank you for your continued support of the California Fairs Alliance and the California Fair Industry. With your support, we can together continue to build better fairs.

Sincerely,
Your CFA Leadership Team



Dan Jacobs, Chair



Tom Mitchell, Vice-Chair