CLOVERDALE CITRUS FAIR
Meeting of the Board of Directors

Monday, March 13, 2023 – 6:00 pm

AGENDA NOTE: Please note that all items under the consent resolution are routine and will be acted upon in one motion. When a motion and second are made it is for discussion purposes only prior to the Board's final action and deliberation.

Notice: The Cloverdale Citrus Fair adheres to the Americans with Disabilities Act. Should you require special accommodations or more information about accessibility, please contact the Fair Office at (707) 894-3992. All efforts will be made for reasonable accommodations.
NOTE: The Board reserves the right to change the order of the items on the agenda if such changes will expedite the conduct of business or provide convenience for those appearing before the Board.

BOARD MEMBERS

Dylan Davis, President (P)
Sam Jones, Secretary (P)
Karl Mittelstadt, Director (P)
Gris Alonso-Soto, Director (L "E")
Gary Seavey, Vice-President (P)
Laurie Kneeland, Treasurer (P)
Midori Longo-Rowlands, Director (E)
Martin Vizcaino, Director (P)

1.0 CALL TO ORDER @ 1801

2.0 PLEDGE OF ALLEGIANCE – Led by Director Karl Mittelstadt

3.0 INTRODUCTION OF GUESTS

- 3.1 Shelby Johnson (Ambassador)
- 3.2 Maritza Lara (Ambassador)
- 3.3 Robert Redner

4.0 PUBLIC COMMENT: At this time any member of the public wishing to speak on any item not on the agenda for this meeting will be granted five minutes (maximum of 3 minutes total on one subject) to make a presentation to the Board.

- 4.1 Robert Redner – Fair Exhibits: Displays were "light" downstairs recent years. Rotary considering not participating next year. Rotarians are getting older, and the waste is excessive. Requested for the board to look into the rules to reduce the requirements of food for the displays. Consider "rules revision" to reconsider the requirements, size, etc. to reduce ecological and environmental impact.

4.2 Robert Redner – Parade: Been involved in Parade for years. Would like to get a firm list of "VIPs" a minimum of one week prior to event.

5.0 APPROVAL OF REGULAR MEETING AGENDA: Motion by Director Laurie, Seconded by Director Karl. Approved by all.

6.0 APPROVAL OF MINUTES from the Regular Board Meeting on January 23, 2023 (Attachment #1) Motion by Director Seavey, seconded by Director Jones. Approved by all.

7.0 PRESIDENT'S REPORT – Fair went along very well. Record attendance and income. Kudos to Tom for breaking records in his first year.

8.0 CEO REPORT – Attachment

9.0 Presentation and interview of ambassador candidates –

9.1 Shelby – used to larger fairs but like the smaller town fair feel. Did an entry in Warner Hall and a chicken. When questions came up there were plenty of people who answered them.

9.2 Maritza – Would like to see more entries and is willing to be on the committee for next fair.

10.0 STANDING COMMITTEE REPORTS

10.1 Finance (Kneeland)

- Approval of January disbursements (Attachment #2) and balance sheet (Attachment #3).
- Proposal to establish a $5,000 change account with Chase for weekend use.

10.2 Buildings & Grounds (Mittelstadt)

- Progress on Washington Gate paving.
- Progress on auditorium audio installation.
- Progress on balcony restoration.

10.3 Bylaws Committee (Jones)

11.0 AD HOC COMMITTEE REPORTS

11.1 Thyme Square Project (Mittelstadt)

11.2 Cloverfest (Longo-Rowlands)

12.0 FAIRTIME COMMITTEE REPORTS

12.1 Ambassador Program (Seavey)

- Went well and want to repeat: Added wardrobe stipend.
- Not so well: Calendar bounced around and had some time constraints, but overcame that. Need to improve calendar.
- Delete - nothing
- Patrons' comments and suggestions: All feedback thus far has been positive.
- Recommendations for future fairs: Set up a calendar and handbook for the next committee chair. Reach out to the schools prior to summer break so they have the necessary information for next year.

12.2 Auditorium Entertainment (Open) (Vizcaino)

- Went well and want to repeat: There were many entries and would be nice to continue with many entries. "Cloverdale found a way to fix a problem other fairs have by incorporating multicultural events" said by other fair CEO's and staff.
- Not so well: Talent show was last minute and did not feel great, but we did overcome that. Would like to see a director with more entertainment background manage this. With proper staffing of the board this should not be an issue.
- Delete: "Battle of the Bandas" inside and make that its own event. Director Gris suggested we keep this during the fair to represent other community members.
- Patrons' comments and suggestions: Have differences in talent categories. Dancing to be judged against judging, singing against singing, etc. Outlaw Mariachi was very entertaining and would like to have them back.
- Overall operations: Was a great turnout, modify overall schedule.
- Recommendations for improvements for next year: If volunteers want to help for a specific event/activity, lets get them onboard sooner than later. Encourage them to be "community members" on committees. Consider purchasing a refrigerated trailer (multiuse). Have a credit card reader for any bars. Keep "Battle of the Bandas" with only three, limited time on stage, allow to play outside and keep it for the community and underserved populations.

12.3 Exhibits (Seavey)

- Went well and want to repeat: Those who showed up were appreciated.
- Not so well: Rockin' A's having a booth but not being there. If we continue to have a lower participation rate, consider commercial participation.
- Delete: Nothing
- Patrons' comments and suggestions: Lessen requirements of the exhibits in hopes of reducing waste and encouraging more participation.
- Overall operations: Went well and always seems to go well. Shocked there was only one garden that was lackluster at best.
- Recommendations for improvements for next year: Need to get the big board into the book so it can be pushed to create competition between businesses. Create rivalry. Review "slacking the rules". More door knocking.

12.4 Parade (Mittelstadt)

- Went well, want to repeat: Ukiah High School band was a very positive note and would like to see them come back. Car club that assisted with VIPs were positive but would like to have other options. Directors' choice trophy was great.
- Not so well: Car club was right behind pet parade and that created issues with the pets. Streets not being properly shut down. Portable restrooms were not sufficient, need to significantly increase the number of those. Judging sheets need to be improved. Getting rid of the horse judging category, would like to bring that back. Missing hand mic, never found.
- Delete: Nothing
- Patrons' comments and suggestions: Listed
- Overall operations: Goal is to have it "look good" and not allow behind the scenes chaos show.
- Recommendations for improvements for next year: Bring back horse judging. Revise judging sheets. More portable toilets. Revise lineup specific to entrants around animals. Create "parade marshal" volunteer position. Discuss with City the getting proper power supply rather than what was provided that was nominal at best.

12.5 Friends of the Fair (Seavey)

- Went well, want to repeat: Shorter hours in hospitality suite went well. Went with a non-catered meal that was a cost savings but exceptionally labor intensive. Wine tasting went well beyond well. The bar was beautifully done. Excellent crew and were busy for the entire event. Not having cabaret we had access to the kitchen and that was helpful. None of

the food was taken, however boxes of toothpicks were stolen. Good not to have the cooking demonstration in the room as in years past. Having a credit card reader was a big plus.

- Not so well: Cooking the non-catered meal was labor intensive and a scramble. Required many more hours than with catered meals. Did not have time in advance resulting in not proper staffing. Wine glasses were said to be cleaned but they had water spots and some with lipstick on them.
- Delete: Remove "Battle of the Bandas" from the fair and make it its own event.
- Patrons' comments and suggestions: "Lasagna was bomb". Positive feedback on food. Excellent comments on how well the wine tasting went. Having the vendors there was an added bonus and helped keep the room packed.
- Overall operations: Went smoother than other fairs mostly due to a limited guest list and reduced hours.
- Recommendations for improvements for next year: Go back to catered meals. Specific to bars, a minimum of 2 weeks' notice so we can properly staff them. Have music. Consider increasing the cost for additional tastings from $1.

12.6 Cabaret (Longo-Rowlands)

- N/A

13.0 FOR FUTURE AGENDA ITEMS

13.1 Special meeting on 03/28/2023 requested by President Davis

14.0 MOTION TO ADJOURN TO OUR SPECIAL MEETING ON MARCH 28, 2023 BY LAURIE, SECONDED BY GARY. APPROVED BY ALL

These Minutes, approved April 10, 2023 on Motion from Director Seavey, Seconded by Director Jones; Approved by a vote of all directors present

Chair

Secretary