



Cloverdale Citrus Fair

Approved Minutes of the Board of Directors Meeting

Monday, September 9, 2019

DIRECTOR ATTENDANCE:

David Ojeda, President	P	Ashlyn Mclean	P
Sam Beeson, Vice President	P	Karl Mittelstadt	P
Kristina Wirt, Treasurer	P	Helen Mora	A
Gary Seavey, Secretary	P	John Yepiz	P
Dylan Davis	P		
Randy Hatcher	P	P = Present	# 10
Laurie Kneeland	P	A = Absent	

OTHERS PRESENT:

Katie Fonsen Young, CEO

CALL TO ORDER:

Called to order at 06:01 pm by President Ojeda

PLEDGE OF ALLEGIANCE:

Lead by Director Dylan Davis

INTRODUCTION OF GUESTS:

Jackie Evens introduced by President Ojeda

PUBLIC COMMENTS:

None

APPROVAL OF AGENDA:

Director Davis moved to approve the agenda; Director Hatcher seconded the motion; the motion passed unanimously by all by all 10 directors present.

APPROVAL OF MINUTES:

Director Davis moved to approve the minutes; Director McLean seconded the motion; the motion passed unanimously by all 10 directors present.

DISCUSSION AND POSSIBLE ACTION REGARDING EAGLE PRIDE BOOSTERS REQUEST FOR RENT CONSIDERATION FOR 2019/2020 SPORTS BANQUETS:

Item was tabled until the October meeting.

DISCUSSION AND POSSIBLE ACTION REGARDING WORKING WITH JACKIE EVANS TO ADD COMEDY SHOW TO THE CITRUS FAIR SCHEDULE OF EVENTS.

Jackie Evens discussed introducing a comedy show into the Citrus Fair. He suggested using an indoor evening venue. His goal would be to fill 150-250 seats. Evans would be responsible for booking the acts and paying for the talent through sponsorships. As part of the partnership, Citrus Fair would be responsible for including the show as part of their overall event marketing, providing venue, sound and equipment (stage, chairs, etc.). After discussion, the board resolved that the show would be held on Sunday evening, from 7:00 pm to 9:00 pm, in the Tea Room following the wine tasting. The wine tasting will wrap up at 4:30 pm and then fair staff will flip the building for the comedy show. The show would be included in the price of admission to the fair and would have a full bar. Director Hatcher made a motion to approve adding a comedy show to the fair schedule, produced by Jackie Evens. The show be included in the fair admission. Director Mclean seconded the motion. Motion passed unanimously.

PRESIDENTS REPORT:

Director Ojeda thanked all the volunteers for their help with the RV bathroom roof removal and gave an update of roofing progress. The Alexander Valley Film Society Drive In Movie night was well attended and enjoyed.

CEO REPORT:

- Update on September 28 Journey Revisited Concert
CEO Young provided an update on the upcoming Journey concert and asked for volunteers to park cars. Director Hatcher volunteered to handle portable lighting donations and Directors Davis and Yepiz will handle the bar. The show had currently sold 115 tickets and the reserve section was almost sold out. The food trucks will be Wing Man and Rena's Retro Wagon.
- Update on November 2 Holiday Craft Fair
Staff and directors Wirt and Mora are currently getting word out and putting together flyers for the craft fair and have a completed a layout for 27 booths.
- Update on online ticketing system

Staff is working to finalize an online ticketing agreement with E-Tix to provide pre-fair and event ticketing services. Discounted presale tickets and Cabaret tickets are slated to go on sale December 1.

STANDING COMMITTEE REPORTS:

Finance -

- Citrus Fair Accounts as of 9/1/2019
 - Operating - \$23,082.93
 - Savings - \$1,198,041.95
 - ATM - \$800
 - Petty Cash - \$200
 - Change Fund - \$400
- Director Davis moved to approve the list of August check disbursements as well as the August financial statements; Director Beeson seconded the motion; the motion passed unanimously by all 10 directors present.

Buildings & Grounds -

- Director Beeson moved to approve the minutes from the August 20 Buildings & Grounds meeting; Director Randy Hatcher seconded the motion; the motion passed unanimously by all 10 directors present.
- Chair Mittelstadt provided an update on the auditorium bathrooms and repairs on the fair golf cart.

FAIRTIME COMMITTEE REPORTS:

Queen Pageant -

- Director Wirt provided an update on the booth at Friday Night Live. There was a large turnout and all of the Sonoma County Queens there to promote the Citrus Fair Queen Scholarship Pageant. She also reported that judges are set for the 2020 Pageant.

Cabaret -

- Director McLean reported that the first rehearsal went well. She asked if anyone had any '80s prom dresses they could donate to the production. McLean said rehearsals are open to the board and members are encouraged attend.

Exhibits -

- Director Beeson's update included the status of the upcoming September 17 Exhibitor's Dinner and he invited all board members to attend. CEO Young mentioned that emails had gone out and some responses had been received. Discussion on the 8' x 8' displays as a demo for one more year culminated in the adoption of the displays and making them a new option for groups for 2020. Theme related decorations are being sought.

Friends of the Fair -

- Director Kneeland expressed a desire to spiff up the entrance to the wine tasting. Director Beeson suggested shortening the Director's Room hospitality from 11:30 am – 1:30 pm. The Friends of the Fair committee will come up with a new schedule and coordinate with CEO Young.

Parade -

- Gary Murray with Son's of the American Legion submitted a recommendation that the remaining WWII Veterans in Cloverdale be honored as the 2020 Parade Grand Marshals, to coincide with the 75th anniversary of the end of the war. Chair Mittelstadt said the proposal would be further discussed at the next Parade Committee meeting.

DISCUSSION AND POSSIBLE ACTION REGARDING 2020 BLUE RIBBON AWARD RECIPIENT(S):

Discussion ensued about who qualifies for this award and when to present it. Several locals were discussed with Al Delsid garnering the most accolades. Director Davis made the motion to honor Al Delsid with a Blue Ribbon Award at the 2020 Citrus Fair during the Queen Pageant; Director McLean seconded the motion; the motion passed unanimously.

ANY OTHER BUSINESS:

Discussion opened up over fair schedule changes, specifically the Showcase of Talent. Director Beeson made the motion to drop the Showcase of Talent in order to accommodate more entertainment in the Main Auditorium; Director Davis seconded the motion; the motion passed unanimously.

ADJOURNMENT:

There being no further business, Director Kneeland moved to adjourn at 07:52 pm until the next regularly scheduled meeting Monday, October 14, 2019; Director Hatcher seconded the motion; the motion passed unanimously by all 10 directors present.