



Cloverdale Citrus Fair

Approved Minutes of the Board of Directors Meeting

Monday, March 9, 2020

DIRECTOR ATTENDANCE:

David Ojeda, President	P	Ashlyn Mclean	P
Sam Beeson, Vice President	P	Karl Mittelstadt	P
Kristina Wirt, Treasurer	P	Hellen Mora	P
Gary Seavey, Secretary	P	John Yepiz	A
Dylan Davis	P		
Randy Hatcher	P	P = Present	# 10
Laurie Kneeland	p	A = Absent	# 1

OTHERS PRESENT:

Katie Fonson Young, CEO (P)

CALL TO ORDER:

Called to order at 6:05 by Director Ojeda

PLEDGE OF ALLEGIANCE:

Lead by Director Mclean

INTRODUCTION OF GUESTS:

None

PUBLIC COMMENTS:

None

APPROVAL OF AGENDA:

Director Mclean moved to approve the agenda; Director Seavey seconded the motion; the motion passed by all 10 directors present.

APPROVAL OF MINUTES:

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

PRESIDENTS REPORT:

President Ojeda started the meeting by thanking and praising the board members for a record setting 2020 fair. He also presented a recap of the volunteer appreciation dinner, to which he also thanked the board for their efforts.

CEO REPORT:

CEO Young Started with thanks to the board for all the efforts and support during the 2020 fair and gave some preliminary performance numbers for the event. She also passed out fair reports, which provide more detail on each area of the fair. She reported that staff has quickly transitioned back into preparing for event rentals. The maintenance team recently attended Maintenance Mania, a training program for fair maintenance employees. Teddi Spain is working in the office part-time.

POST-FAIR REVIEW BY DIRECTOR AND COMMITTEE:

- **Exhibits** – Late entry garden exhibits were a bonus in order to fill the room and cover some of the cancelled sculpture boards. The committee would like to move forward with the new 8x8 board size as an exhibit class for next year. A new premium structure will need to be assigned to accommodate for the new category. It was suggested that a category for younger kids could be added as well. It was also suggested to display photos of the exhibits at the awards ceremony during the Queen Pageant. It was also suggested that the exhibit guidebook should be updated to reflect the correct date when exhibits can move into the hall.
- **Parade** - There were fewer issues with street closures this year. It was suggested that entry descriptions be typed out for the announcer. Entries should move to an online registration. The lineup went very well this year and entrants proceeded in the order designated. It was suggested that the two announcer booths be combined into one booth, with both English and Spanish announcements working together. First aid kits should be supplied on parade golf carts. Parade committee members should hand out trophies to the equestrian groups.
- **Queen** - Director Wirt has some new ideas from her recent visit to the Miss Sonoma County Pageant. A few issues with backstage production will be addressed in 2021. There was a request for cubbies in the dressing rooms. Ideas suggested: start a class for girls to prepare for the pageant; promote it as a scholarship program for all genders to participate; set a dress code for Queen and the court when representing the fair at various functions; utilize social media as a means of promoting the pageant in the future.
- **Cabaret** - Director Mclean reported lots of positive feedback and accolades regarding the 2020 Cabaret production. It was suggested that performers keep their areas tidy and are mindful that they are sharing the space with others.

- **Friends of the Fair** - Director Yepiz set up the hospitality room alone on the day of the parade. More volunteers are necessary in future years. It was suggested that the food be catered and served. It was suggested board may need to discuss ways to limit guests returning multiple times throughout the fair weekend. Director Kneeland reported that the ability to accept credit cards this year for wine tasting was a tremendous improvement. It was suggested that more seating (benches) around the grounds would be nice.

NAMING RIGHTS POLICY:

The executive committee will be meeting in future months to draft a policy which will then be brought the full board for review and possible approval.

ANY OTHER BUSINESS:

None.

ADJOURNMENT:

There being no further business, Director Kneeland moved to adjourn at 8:05 pm until the next regularly scheduled meeting Monday, April 13, 2020; Director Mclean seconded the motion; the motion passed unanimously by all 10 directors present.