



Cloverdale Citrus Fair

Minutes of the Board of Directors Meeting

Monday, November 9, 2020

DIRECTOR ATTENDANCE:

David Ojeda, President	(P)	Ryan Caven, Director	(P)	P = Present	9
Dylan Davis, Vice President	(A)	Laurie Kneeland, Director	(P)	A = Absent	2
Kristina Wirt, Treasurer	(P)	Karl Mittelstadt, Director	(P)		
Gary Seavey, Secretary	(P)	Ashlyn McLean, Director	(A)		
Ipolani Bovee, Director	(P)	Hellen Mora, Director	(P)		
Helen Broughton, Director	(P)				

OTHERS PRESENT:

Katie Fonson Young, CEO (P)

CALL TO ORDER:

Called to order at 6:09 PM by Director Ojeda

PLEDGE OF ALLEGIANCE:

Lead by Director Broughton

INTRODUCTION OF GUESTS:

None

PUBLIC COMMENTS:

None

APPROVAL OF AGENDA:

Director Mittelstadt moved to approve the agenda; Director Wirt seconded the motion; the motion passed by all 9 directors present.

APPROVAL OF MINUTES: From the October 12, 2020 Board Meeting

Director Seavey moved to approve the minutes: Director Caven seconded the motion; the motion passed by all 9 directors present.

APPROVAL OF MINUTES: From the November 2, 2020 Special Board Meeting

Director Kneeland moved to approve the minutes: Director Seavey seconded the motion; the motion passed by all 9 directors present.

PRESIDENTS REPORT:

President Ojeda discussed the possibility of a small Holiday party for the board in order to recognize past board members John Yipez and Randy Hatcher for their years of service.

CEO REPORT:

CEO Young brought the board updates on recent drive-thru events, the wine competition and the fair industry. Our drive-thru events were very successful with around 400 cars participating in the Trunk-Or-Treat and Fair Food Frenzy's vendors grossed \$41,000 in revenues. The fair netted roughly \$4,300 in concession revenue. As of the meeting date, the wine competition over 1,000 entries and are using the Exhibit Hall instead of Burnside Hall in order to allow for distancing during the coding process. The 2021 Western Fairs Association Annual Convention will be virtually on January 4-6.

Discussion and possible action: Thymes Square Project

No updates. The board would like to extend an invitation to the Alexander Valley Health Center leadership team to provide an update on the project at a future board meeting.

STANDING COMMITTEE REPORTS:

Finance -Discussion

- Treasurer Wirt reports the following: Petty Cash = \$200, Change Fund = \$200, Operating = \$82,914.60, and Savings = \$1,349,929.27 for a Total of \$1,443,243.87
- Director Seavey moved to approve the list of October check disbursements as well as the October financial statements; Director Wirt seconded the motion; the motion passed unanimously by all 9 directors present.

Buildings & Grounds -

- Chair Mittelstadt reported there wasn't a meeting, but that the new light tower worked very well at the Fair Food Frenzy.

Ad-Hoc Commemorative Bench Committee Report:

The committee chair, Director Wirt, presented the board with the selection decided upon at the last committee meeting. The board reviewed and discussed the committee's recommendation and then voted on it.

Director Seavey moved to approve the recommended selection of benches and plaques: Director Mora seconded the motion; the motion passed by all 9 directors present.

Fairtime Committee Reports:

Parade -

Director Mittelstadt reported that the traditional parade gathering and procession through downtown Cloverdale is canceled due to the Covid-19 Pandemic

Queen Pageant -

Director Wirt reported that the traditional Queen Pageant is canceled due to the Covid-19 Pandemic. The reigning Queen, Neidi Cavallo will serve a second term.

Exhibits -

Director Seavey reported that the committee is working on possible options for alternative formats. The recent Fair Food Frenzy provided important insight into how we will be able to provide drive-thru style programming on the fair weekend. Discussion ensued garnering many creative ideas.

Friends of the Fair –

Director Davis reported there was no meeting

Auditorium Entertainment -

Director McLean announced there were no updates to report

Discussion and possible action: 2021 Cloverdale Citrus Fair event

CEO Young has been in touch with Mustafa Tolosa from Createsburg in Healdsburg about doing a video message to the community letting folks know what the board has planned for safely celebrating the 2021 Fair. Board members were encouraged to participate in the taping of the video on Monday the 16th of November at 5:00 PM.

Discussion and possible action: 2021 Budget

The budget discussion was tabled until the December regularly scheduled meeting.

Request for future agenda Items:

None

ADJOURNMENT:

There being no further business, Director Seavey moved to adjourn at 7:30 pm until the next regularly scheduled meeting Monday, December 14, 2020; Director Kneeland seconded the motion; the motion passed unanimously by all 9 directors present.