



Cloverdale Citrus Fair

Minutes of the Board of Directors Meeting

Monday, July 12, 2021

DIRECTOR ATTENDANCE:

Dylan Davis, President	(P)	Helen Broughton, Director	(P)	P = Present	8
Gary Seavey, Vice President	(P)	Karl Mittelstadt, Director	(P)	A = Absent	2
Laurie Kneeland, Treasurer	(P)	Helen Mora, Director	(A)		
Ashlyn McLean, Secretary	(P)	Dave Ojeda, Director	(A)		
Ipolani Bovee, Director	(P)	John Yepiz, Director	(P)		

OTHERS PRESENT:

Katie Fonsen Young, CEO (P)

CALL TO ORDER:

Called to order at 6:09 PM by President Davis

PLEDGE OF ALLEGIANCE:

Lead by Director Seavey

INTRODUCTION OF GUESTS:

President Davis introduced Terry Williams, President of the Cloverdale Lions Club

PUBLIC COMMENTS:

Terry Williams, President of the Cloverdale Lions Club President came before the board to propose that the Cloverdale Citrus Fair honor Frank Rose, a long time Lions Club member and key contributor in the Cloverdale Community. Rose passed away in 2020. Williams suggested the Tea Room be re-named the Rose Room.

APPROVAL OF AGENDA:

Director Bovee moved to approve the agenda; Director Kneeland seconded the motion; the motion passed by all 8 directors present.

APPROVAL OF MINUTES:

Director Seavey moved to approve the minutes; Director McLean seconded the motion; the motion passed by all 8 directors present.

DISCUSSION AND POSSIBLE ACTION REGARDING PROVIDING NAMING RECOGNITION TO THE TEA ROOM IN HONOR OF FRANK ROSE:

The board discussed continuing the work to establish a naming rights policy for the Citrus Fair that would serve for this purpose and future requests. There are many factors to consider including terms, length of time for which the building is re-named, honoree support of the Citrus Fair, etc. Director Bovee moved to postpone a decision until the Bylaw & Policy Committee could meet and work on a Naming Rights Policy; Director Seavey seconded the motion; the motion passed unanimously by all 8 directors present.

PRESIDENTS REPORT:

Director Davis expressed his excitement for the year to come. He is looking forward to serving the board in this capacity.

CEO REPORT:

CEO Young reported that the August 7th Northern Sonoma County Fire & Earthquake Safety Expo is coming together well. She asked for assistance from the board with traffic safety, general set up and day of logistics. The event is free to the public and a large attendance is anticipated. Young provided updated Board Committee Rosters and Board Contact Information. The interim event schedule remains busy. On July 17th, the Chamber is hosting a Bike Safety event for kids at the Fairgrounds. Bike and safety rodeo for Kids. Jackie Evans is doing a comedy show on the outdoor stage on July 24th. The new camp hosts are settled in and providing a great benefit to the Citrus Fair staff. Camp Host program is going really well. Young is working to recruit additional help in the office.

STANDING COMMITTEE REPORTS:

Finance -Discussion

- Director Kneeland reports the following as of May 31: Petty Cash = \$200.00, Change Fund = \$200.00, Operating = \$149,063.13, and Savings = \$1553642.76 for a total of \$1,703,105.89.
- Director Kneeland reports the following as of June 30: Petty Cash = \$200.00, Change Fund = \$200.00, Operating = \$96,538.29, and Savings = \$1553642.76 for a total of \$1,652,581.05.
- Director Broughton moved to approve the list of May and June check disbursements as well as the financial statements; Director McLean seconded the motion; the motion passed unanimously by all 8 directors present.

Buildings & Grounds -

- Director Mittelstadt gave an overview of projects completed recently including the RV Dump Station, RV Restroom path of travel and sidewalk along Citrus Fair Drive. The topic of the next meeting will be rebuilding the Citrus Fair sign above the Auditorium. A temporary banner style sign may be needed before a more permanent solution can be built. Mittelstadt also presented a proposal from Zero Waste Sonoma to place a recycling kiosk outside and to the North of the Washington Gate. Other projects recently completed include landscaping around RV Islands and buildings, painting of all exterior buildings, sealcoating and striping of the parking lot.

Bylaw and Policy

- None at this time

FAIRTIME COMMITTEE REPORTS:

Queen Pageant – No report

Cabaret - Director McLean

Rehearsals will begin at end of July. Director McLean would like to add a 4th night to the show. She is putting together a behind the scenes “Making of the Cabaret” video.

Exhibits – No report

Friends of the Fair – No report

DISCUSSION AND POSSIBLE ACTION REGARDING APPROVAL OF JOHN YEPIZ AS AN INCOMING BOARD MEMBER:

Director McLean moved to approve that John Yepiz join the board to fill the seat and term previously held by Director Caven; Director Seavey seconded the motion; the motion passed unanimously by all 8 directors present.

DISCUSSION AND POSSIBLE ACTION REGARDING CURRENT AND FUTURE CAPITAL PROJECTS WHICH MAY REQUIRE FUNDING OF UP TO \$350,000

Director Bovee moved to approve the allocation of funds up to \$350,000 for capital improvement projects in 2021 and 2022; Director Broughton seconded the motion; the motion passed unanimously by all 8 directors present.

DISCUSSION AND POSSIBLE ACTION REGARDING COLLABORATION WITH THE KIWANIS CLUB TO PRODUCE OCTOBERFEST ON OCTOBER 2, 2021

Director Kneeland presented the board with an updated plan for the Octoberfest event and asked for assistance with programming the kids activities for the day. A committee was formed to develop as Scope of Work and includes Directors McLean, Kneeland and Seavey. Director McLean moved to approve a partnership with Cloverdale Kiwanis Club to produce Octoberfest at the Citrus Fairgrounds. As part of the partnership in exchange for use of the facility, Kiwanis will pay the Citrus Fair 25% of net profits. Director Bovee seconded the motion; the motion passed unanimously by all 8 directors present.

DISCUSSION AND POSSIBLE ACTION REGARDING PROPOSAL FROM HISTORIAN KATHERIN REINHART TO PROCURE A SPECIAL EXHIBIT FOR THE 130TH ANNIVERSARY CELEBRATION IN 2022

Historian Reinhart has a conflicting project and is no longer able to do a complete exhibit for the 2022 Fair. However, CEO Young suggested that some sort of historical exhibit is created and could be mad possible through a partnership between the Fair and the History Museum.

DISCUSSION AND POSSIBLE ACTION REGARDING CEO TRANSITION AND RECRUITMENT PLAN

CEO Young reported that the deadline to submit applications for the CEO position was nearing. She is actively recruiting qualified candidates for the position.

Request for future agenda Items:

Board meeting attendance

ADJOURNMENT:

There being no further business, Director Kneeland moved to adjourn at 7:58 pm until the next regularly scheduled meeting Monday, August 9, 2021; Director McLean seconded the motion; the motion passed unanimously by all 8 directors present.