



Cloverdale Citrus Fair

Minutes of the Board of Directors Meeting

Monday, March 08, 2021

DIRECTOR ATTENDANCE:

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

OTHERS PRESENT:

Katie Fonsen Young, CEO (P), Raúl Pilling-Riefkohl, member of the public

CALL TO ORDER:

Called to order at 6:04 PM by President Ojeda

PLEDGE OF ALLEGIANCE:

Lead by Director Mora

INTRODUCTION OF GUESTS:

Deborah Howell CEO of Alexander Valley Healthcare Center

PUBLIC COMMENTS:

None

APPROVAL OF AGENDA:

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

APPROVAL OF MINUTES:

Director Davis moved to approve the minutes; Director McLean seconded the motion; the motion passed by all 9 directors present.

PRESIDENTS REPORT:

President Ojeda reported that as of April 1, he would no longer be acting as Camp Host. He provided a recommendation to staff for an alternate person(s) to fill the position.

Update on Thymes Square Project:

Deborah Howell provided an update on the new healthcare center, which will be located across the street from the Citrus Fairgrounds. She estimates the project to be completed within the next three years. Although the plans do not include access to the facility off of Citrus Fair drive, AVHS may be seeking access during construction. Thymes Square and the Citrus Fair look forward to continuing an open dialog and working together. The board wishes to thank Deborah Howell for her time and for providing such a thorough update.

CEO REPORT:

The San Francisco Chronicle Wine Competition went very smoothly, given the changes this year to implement Covid safety measures. Lots of positive feedback was received from the judges and volunteers regarding the changes. Budget goals were met for the 2021 judging and plans are already in place for next year's event which will move back to January. CEO Young is also looking forward to the 2022 Citrus Fair and it's milestone 130th Anniversary. Young would like to put together a committee that will work on curating a physical, historical exhibit commemorating 130 years of the Fair. She reported that forklift training is coming up for directors and staff who need to be certified. She is working with the Calif Department of Human Development on an agreement to rent the parking lot for Class A driver training. The Cloverdale Ram Sale will return the first Saturday of May and a drive-in movie with Alexander Valley Film is scheduled for the same day. Activity is increasing for bookings toward the end of the year. The Fair Industry is still awaiting reopening guidance for meetings and events.

STANDING COMMITTEE REPORTS:

Finance -Discussion

- Due to a scheduling overlap, approval of the the financial reports was tabled until the April 12th regularly scheduled meeting

Buildings & Grounds -

- The next Buildings and Grounds meeting is scheduled for March 18th. The committee plans to discuss upcoming capital improvement projects.

Post-Fair Review By Director and Committee:

All Directors echoed very positive comments about the Socially Distanced + Virtual Celebration. The event was very well attended and supported by the community. The fair received many positive comments from guests. Directors particularly enjoyed handing out balloons to guests as they exited the fairgrounds. The baby time trials went well and were a hit for all who participated. In order to receive additional feedback, it was suggested that a patron survey be emailed out after next year's event. Directors discussed special programming for the 130th Celebration and ideas to enhance the awards ceremony.

Discussion and possible action regarding California Fairs Alliance Budget Distribution Recommendation:

CEO Young provided background on the funding for fairs that is included in the Governor's draft budget for the Fiscal Year 2021-2022. Fairs within the network of California play an ongoing vital role in servicing the people of California during the natural disasters of 2020 and the COVID-19 pandemic. California Fairs Alliance has been working on a proposed funding model which provides a fair and equitable allocation for all fairs in the network (not just State-owned fairgrounds). A recommendation for distribution of those funds was presented to the board for review and input.

Request for future agenda Items:

Camp Host Program
Cloverdale Citrus Fair Queen Pageant
Capital Improvements

ADJOURNMENT:

There being no further business, Director McLean moved to adjourn at 8:03 pm until the next regularly scheduled meeting Monday, April 12, 2021; Director Davis seconded the motion; the motion passed unanimously by all 9 directors present.