



# Cloverdale Citrus Fair

## Minutes of the Board of Directors Meeting

Monday, February 7, 2022

### DIRECTOR ATTENDANCE:

Dylan Davis, President	(P)	Helen Broughton, Director	(P)	P = Present
Gary Seavey, Vice President	(P)	Sam Jones, Director	(P)	A = Absent
Laurie Kneeland, Treasurer	(P)	Midori Longo Rowlands, Director	(P)	L = Late
Ashlyn McLean, Secretary	(A)	Karl Mittelstadt, Director	(P)	
Ipolani Bovee, Director	(P)	John Yepiz, Director	(A)	
			(P)	

### OTHERS PRESENT:

None

### CALL TO ORDER:

Called to order at 6:04 PM by President Davis

### PLEDGE OF ALLEGIANCE:

Led by Director Mittelstadt

### INTRODUCTION OF GUESTS:

None

### PUBLIC COMMENTS:

Director Kneeland announced she would need to leave early.

### APPROVAL OF AGENDA:

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

### APPROVAL OF MINUTES:

Director Seavey moved to approve the minutes from the January 10<sup>th</sup>, January 19<sup>th</sup>, and January 31<sup>st</sup> meetings. Director Mittelstadt seconded the motion; the motion passed by all directors present.

## **PRESIDENT'S REPORT:**

No report.

## **CEO REPORT:**

Citrus Fair: CEO Keaney reported that efforts to reschedule entertainment, vendors, and concessionaires were underway. The animal show schedule had been solidified. New judges were being sought for the animal competitions.

SF Chronicle Wine Competition: The competition concluded successfully with revenue slightly greater than anticipated. Media response to public concerns about the gathering was handled without incident.

Fire & Earthquake Safety Expo: plans are underway; vendors and programming being recruited. Donations are more actively being sought to cover promotional expenses and the fair's contribution.

130<sup>th</sup> Anniversary Cookbook: final proofing has been completed and the book is on order. Pre-sales will open this week.

## **STANDING COMMITTEE REPORTS:**

### **Finance - Discussion**

- Director Kneeland, reported the following as of January 31, 2021: Petty Cash = \$200.00, Change Fund = \$200.00, ATM Change Fund of \$2000, Operating = \$137,556.40, and Savings = \$1,856,698.75 for a total of \$1,996,655.15. The report is in draft form. 2021 Year End final reporting was not available.
- Director Longo moved to approve the draft report. Director Jones seconded the motion; the motion passed unanimously by all directors present.
- Director Seavey moved to approve the cash disbursements. Director Kneeland seconded the motion. The motion passed unanimously by all directors present.

### **Buildings & Grounds**

- Director Mittelstadt reported that Burnside is being painted and the sign may be a possible upgrade. He mentioned electricity inspections to be done on the parking lot pedestals and that power in the shop needs to be addressed.

### **Bylaw and Policy**

- No report.

## **FAIRTIME COMMITTEE REPORTS:**

### **Ambassador Program**

- The Committee will set a meeting soon; Lee Menicucci has expressed interest in being the emcee for the Queen retirement program and has provided input on the program. CEO Keaney has alerted the FFA teacher of the deadline extension for the Ambassador

program. with the beginning of the school year. Director Seavey will create a story Board to share with the committee.

### **Auditorium Entertainment**

- Director Broughton reported that Diaper Derby would take place on Saturday, April 16<sup>th</sup> at noon in the Tea Room. Director Longo reported that Cabaret rehearsals have resumed successfully. Talent Show will take place on Sunday, April 24<sup>th</sup> at noon. Lily Lemon/Oran Orange will take place on Wednesday, 4/20 at 4pm.

### **Exhibits**

- Director Bovee reported that the requirements for number of citrus fruits were decreased by ½, given the change in dates. She is working on contact with Druids and Rotary.

### **Parade**

- Director Mittelstadt reported that the new date may enable the fair to utilize the wrestling team for street closures. He asked for assistance procuring golf carts; Director Seavey offered to try a contact he may have. President Davis confirmed he would be able to judge with the assistance of Justin McLean.

### **Friends of the Fair**

- Director Bovee reported that she had a catering alternative. Decorations were reviewed. Director Kneeland will meet with CEO Keaney to confirm times for wine tasting.

## **OTHER ITEMS**

**WFA Convention:** President Davis reported that those attending the convention had the opportunity to network with others, review performances and entertainment, and hosted a booth at the showcase night. Director Jones reported that he and Director Seavey attended a workshop on Board leadership. CEO Keaney appreciated the Board members insight on things that the fair could offer.

**Planning Commission Meeting:** President Davis reported that several Board members and the CEO attended the Planning Commission meeting regarding the Alexander Valley Healthcare Wellness Center. The design was approved and will move through to the City Council. CEO Keaney spoke to the Commission and shared the Board's concerns. The Thyme Square Committee (Director Jones, Director McLean, and Director Mittelstadt) will set a meeting to discuss how to solidify and present the needs of the fairgrounds. Director Broughton offered to serve as an alternate, should Director McLean be unable to.

**Budget Amendments:** CEO Keaney presented three budget amendments: the addition of the expense of credit card charges at \$7,500; the movement of \$100,000 for ADA upgrades to the capital budget; a formula correction to exhibits; a cost correction for the wine competition. Director Jones moved that the corrections be adopted and the revised budget approved. Director Mittelstadt seconded the motion. The motion passed unanimously by all Board members present.

**2022 Fair Hosted Events:** Director Davis requested a committee to move forward with the BBQ Competition. Director Longo, Director Bovee, and Director Jones offered to serve. CEO Keaney reported that the Kiwanis were interested in moving Oktoberfest back to the plaza, and so the Fair will not need to host this event. CEO Keaney asked for a committee to lead the 4<sup>th</sup> of July event and incorporate other interested groups. Director

Seavey and Director Mittelstadt volunteered to lead the 4<sup>th</sup> of July Committee. Director Bovee stated she would also still serve on the Craft Fair Committee.

With no further business, Director Bovee moved to adjourn the meeting at 7:20 PM to Monday, March 14, 2022; seconded by Director Jones; the motion was passed unanimously.