



Cloverdale Citrus Fair

Minutes of the Board of Directors Meeting

Monday, August 8, 2022

DIRECTOR ATTENDANCE:

Dylan Davis, President	(E)	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)	E = Excused
	(P)	John Yepiz, Director	(A)	

OTHERS PRESENT:

None

CALL TO ORDER:

Called to order at 6:02 PM by Vice President Seavey

PLEDGE OF ALLEGIANCE:

Led by Director Mittelstadt

INTRODUCTION OF GUESTS:

None

PUBLIC COMMENTS:

None

APPROVAL OF AGENDA:

Director Longo Rowlands moved to approve the Agenda; Director Jones seconded the motion; the motion passed by all directors present.

APPROVAL OF MINUTES:

Director Jones moved to approve the minutes from the Regular Board Meeting on June 13, 2022 and Special Board Meetings on July 6, July 11, July 12, July 13, and July 25, 2022. Director Longo Rowlands seconded the motion; the motion passed by all directors present.

PRESIDENT'S REPORT:

Vice President Davis commented that "Cloverfest" is in full swing, several breweries have signed up, so the directors' efforts are bearing fruit. He also reported that the Craft Fair already has four sign ups.

CEO REPORT:

CEO Keaney reported his activity for his first week:

Started to build the; first desk manual; Onboarded first employee on a temp-to-perm basis; Held one hour one-on-ones with staff; Participated in first meeting with Resilient Cloverdale; Participated in Night Out and physically met most of the people that participated in Resilient Cloverdale call; Met with Nicholina to learn about her ideas for the fair and to begin mapping out teaming together to revamp exhibits program. I'm hoping to get her to mentor Sherril; Met with Chamber of Commerce; Met with all of the finalists to solidify relationships going forward; Gotten an oral commitment from a county-wide expert in ShoWorks to work on conversion from Blue Ribbon and to properly configure the new software. With possibility of on-site training; Held in depth discussion with Geoff Peters to discuss CCF's use as emergency shelter and rally point; Met Councilwoman Marta Cruz. Two of Representative Gore's staffers; Established relationship with Nuestro Comunidad; Met the Fire and Police chiefs; Conducted one tour of our facilities; Negotiated a reduction in MJ's fees to convert our current temps to perm; Working with two different long-term tenants; Scheduling meeting with Superintendent with eye toward access to freezers and heliport for evacuation of emergency shelter cases from CCF; Met with Tawney for onboarding and financial reconciliation; Reviewed building and grounds projects with outgoing CEO; Worked with Exchange Bank to smooth out new signing authority; Met with Bob Frazier and the wine competition team at a reception yesterday; Worked with Nancy to get a handle on current issues with space leasing; Picked up banners for Cloverfest and delivered for freeway display. Next target is Ace Hardware for second banner display for display at south end of town.

STANDING COMMITTEE REPORTS:

Finance - Discussion

- Director Kneeland, reported the following as of March 31, 2022: Petty Cash = \$200.00, Change Fund = \$200.00, ATM Change Fund of \$2000, Operating = \$92,470.75, and Savings = \$1,681,310.78 for a total of \$1,776,181.53.
- Director Longo Rowlands moved to approve the June disbursements (Attachment #7); July disbursements (Attachment #8) and Balance Sheet (Attachment #9). Director Jones seconded the motion; the motion passed unanimously by all directors present.

Buildings & Grounds

- Director Mittelstadt reported that no meeting was held since June. A discussion was held on work on the Auditorium, specifically the coating of the windows, desirability of installation of new speakers and additional lighting. Buildings and Grounds will meet on Thursdays at 5:30 PM

Bylaw and Policy

- No report was given. Director Jones stepped forward to serve as Vice Chair this committee.

Thyme Square

- No meeting has taken place. CEO Keaney asked for the Board's preference as to Historic or monument.

Cloverfest:

- Director Longo-Rowlands reported that the committee has been following up with breweries to get their participation and to contact vendors. She indicated that at the next committee meeting they will review program and plan the day's events.

FAIRTIME COMMITTEE REPORTS:

Ambassador Program

- Director Seavey reported that the committee has not met. The member directors present selected Tuesdays at 7:30 PM for their regular meetings. Discussion was had on using our current Ambassadors to develop the Fair's social presence. Selecting images and providing text for the CEO to use on the Fair's social media accounts.

Auditorium

- Director McLean advised that the committee has not met. Member directors set future meetings at Thursdays at 7:30 PM.

Exhibits

- Director Seavey advised that the committee has not met. Member directors set future meetings at Tuesdays at 6:30 PM. CEO Keaney reported that he was in discussion with Nicholena Sorenson to produce the 2023 Exhibit Book, as well as teaming to enhance the exhibits program.

Parade

- No report was offered for this committee.

Friends of the Fair

- No report was offered for this committee.

Cabaret

- Director Longo-Rolands advised that the 2023 Theme would be Rock the Cabaret. She advised that the committee would begin this week to work on music and rehearsal schedules.

2023 Fair Theme

- CEO Keaney discussed the merits of East Meets West. The Directors felt that coming off of COVID that there could be possible negative association with the East, which could lead to hard feelings. Several ideas were discussed.
- Director Longo Rowlands moved to designate the 2023 Theme as "What a Wonderful World." Director Broughton seconded the motion; the motion passed by all directors present.

OTHER ITEMS

Citrus Fair Director allocation of wine from the SFC Wine Competition.

- CEO Keaney, presented that Directors be allowed to requisition wine from the SFC Wine Competition to be provided to non-profit organizations of their choice. Discussion was inconclusive. Matter tabled to next month.

Discussion and action regarding General Resolution for Naming Banking Signatories

(Attachment #10)

- Director Longo Rowlands moved to approve the Naming Banking Signatories. Director Jones seconded the motion; the motion passed unanimously by all directors present.

Discussion regarding new committee to explore adding a satellite property.

- Director Seavey presented the need to look at adding additional acreage to the Fairgrounds holdings. Members Broughton and Jones wished to be members.

For the Good of the Fairgrounds:


- Director Broughton asked how many of the Board had attended other fairs this year and encouraged all to get out to see other fairs and to bring fresh ideas back.

Future Agenda Items:

- Discussion of the length of run for Cabaret.

With no further business, Director Kneeland moved to adjourn the meeting at 7:35 PM to Monday, September 12, 2022; seconded by Director Jones and passed unanimously.

These Minutes, approved September 12, 2020 on Motion from Director Broughton, Seconded by Director Kneeland; Approved by a vote of 5-0-1 abstention (Broughton)


Chair


Secretary