

**45<sup>th</sup> DISTRICT AGRICULTURAL ASSOCIATION  
BOARD OF DIRECTORS MEETING  
January 20, 2010**

**PRESENT**

Cherrise Alford, President  
Bo Shropshire, Vice President  
Richard Acosta  
Jim Hamilton  
Joe Montenegro  
Lee Hindman, Treasurer  
Darrel Bostic  
Jason Jackson  
Theresa Garcia, CEO

**ABSENT**

Richard Fragale

President Alford called the meeting to order at 5:30 p.m. and led the flag salute. Roll was noted without calling it, absences were excused.

**Public Comment**

There was no public comment.

**Consent Calendar**

There was clarification made on the rental agreements in regards to what was done with the joint chambers.

There were some questions on the standard and exhibitor agreements and contracts and CEO Garcia addressed the questions at hand and explained the new contract arrangement that was made with Holly Baker who has stepped up to take on a few more responsibilities in addition to what she has done in the past. Given Holly's commitment to other Fairs, it would be in our best interest to give her a multi-year contract.

There was also brief discussion on the Alcohol vendor contract and who is interested in it and what requirements need to be met in order to qualify to submit a bid for alcohol distributor for the 2010 Fair.

All questions were addressed and answered.

**MOTION:     Director Shropshire moved to accept the Consent Calendar.  
                  Director Montenegro seconded the motion.**

**MOTION CARRIED**

## **CEO REPORT**

- Provided an update of the 2010 Fair plans  
Pre-Sale: Pre-sale tickets are going on sale earlier this year and will be available at Cardenas Markets, Garcia, Goyal Shell Brawley, and Rabobank Wal-Mart Locations.
- Programs—Ted (Carpenter/Designer) and Cheryl Bogue would be going out to the Pioneers Museum to try to locate some Valley memorabilia for the Fair décor in the various buildings.
- We would like to see if we can tap in to the “Valley’s Treasures” in regards to agriculture, geothermal, pro athletes, actors, etc.
- Special events during the Fair was discussed to that there are many events that take place during the course of the week (Military appreciation, Joint Chamber, Jazz Fest, VIP Party. Sponsors dinner, etc) perhaps make use of this and try to use Margaritaville and put it to the best use.
- Blue Ribbon Award was discussed among the Board and it was decided on that the Award should be presented to Abdul Mohammed. Mr. Mohammed is a long time valley resident, former Fair Manager, and Retired FFA Advisor.
- A Pre-Fair safety check has been completed by CSFA inspector Charlie Wigglesworth with our maintenance staff. Most of the items are minor but all are being addressed and will be taken care of.
- Paving project is still on the table and with the help of Pieter Tiche and Joel Hamby of City of Imperial they have agreed to work together. The City of Imperial is not interested in engineering the project, it is just necessary that the project has a sponsoring agency. There is an August 1, 2010 deadline to meet.
- Workers compensation for Directors and Volunteers is good to go. There was discussion an existing outstanding insurance claim.

## **Presidents Report**

- WFA Convention is coming up, and Cherisse is planning to attend.
- Sponsorship Update-- Director Alford reviewed the sponsor sheet and the Board discussed who still needed to be contacted. She also asks that everyone help as much as possible since this is a rough year and encouraged all to work together.

### Treasurers Report

- Director Hindman discussed the exit conference for the 2008 audit and stated that things were good. We do need to make some year end adjustments.
- Director Hindman also discussed that there is amount of \$3,630 in uncollected amounts that needs to be written off. After Board discussion:

**Motion: Director Bostic moved to write off the amount of \$3630.  
Director Shropshire seconded the motion**

**MOTION CARRIED**

### Committee Reports

Executive Committee -- There was no report

Junior Fair Board –

Director Alford reported that she has a new draft of the JFB By-laws if anyone would like to review them. It was also asked at this time that the Junior Fair Board attend the next Board meeting so that they could be introduced to the Board. Director Alford said she would arrange that.

Livestock Committee—

It was reported t the Board that there were only a few students that did attend the final ethics training on January 19, 2010. We are going to verify that the exhibitors that missed are still planning to attend the Fair. The Board asked the Livestock Meeting to review the issue. Director Bostic reported that the new bank account is being opened at Rabobank (Buyers/Sellers) account and that they would roll the money from the prior account over.

Building & Grounds-

Nothing to report at this time.

Entertainment-

Director Montenegro reported that we appeared to be good shape and we have a secure line up the 2010 Fair.

Auction Committee-

Director Acosta reported that with the Health Department is getting stricter on code enforcement and El Toro is no longer to handle our Bar-B-Que any longer. We now have to take a new approach and he has contacted Hacienda Market in Brawley and they are willing to cater the event and provide everything for \$5.00 per head. Everyone agreed that this was a responsible price.

**Old Business**

- The security issue was discussed and CEO Garcia is working to secure the contract with the Sheriff's Department and address the concerns of law enforcement support when the Sheriff's are not on site. Garcia and Director Fragale will schedule a meeting with the Imperial's Chief of Police.
- Board Retreat- Keep positive the time is passing by it looks as though it might have to be postponed to be a post fair event.

**New Business**

The question brought to the Board at this time is should off duty Law Enforcement be allowed to carry weapons on Fair premises. After discussion and clarification as to what the present policy was it was determined that if this is encountered at the gate the officer would be asked to return the weapon to their vehicle and not bring it into the Fair. However, if it becomes an issue we will record the badge number and the agency they represent.

The next meeting is scheduled for February 17, 2010 at 5:30 p.m. The meeting adjourned at 8:12 p.m.

Attested by: \_\_\_\_\_  
Board President

Attested by \_\_\_\_\_  
CEO

Date \_\_\_\_\_

Date \_\_\_\_\_