



BOARD MEETING MINUTES

Thursday, November 7 • 11:00 AM
At Managers Conference, Sacramento, CA

MINUTES

MICHELE RICHARDS, CHAIR
CEO, OC Fair & Event Center

DAVE DILLABO, VICE CHAIR
Yuba-Sutter Fairgrounds & Event Center

CARLENE MOORE, TREASURER
CEO, San Diego County Fair

CAITLIN MILLER, SECRETARY
CEO, Santa Barbara County Fair

BECKY BARTLING
CEO, Sonoma County Fair
At-Large Member

CARRIE BAYLEY
CEO, Trinity County Fair
Cascade Area

JOE BRENGLE
CEO, Contra Costa County Fair
Central Coast Area

TERESA BURROLA
CEO, Merced County Fair
San Joaquin Area

PATRICIA CONKLIN
CEO, Dixon May Fair
Sacramento Valley Area

LAURIE GIANNINI
CEO, Calaveras County Fair
Mother Lode Area

MIC MOULTON
CEO, Redwood Acres Fair
North Coast Area

RYANN NEWMAN
Ryann's Happy Day Pony Rides, Fruit Caboose
Service Member Representative

VACANT
Southern Area

SARAH CUMMINGS
President & CEO

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- I. **Call to Order and Welcome** – Chair Richards invited members to join the monthly calls and encouraged participation of the membership.
- II. **Roll Call** – President & CEO Cummings conducted roll call. Attendees present: Sarah Cummings, Michele Richards, Dave Dillabo, Carlene Moore, Caitlin Miller, Carrie Bayley, Joe Brengle, Teresa Burrola, Patricia Conklin, Laurie Giannini, Mic Moulton, Ryann Newman, and other members in attendance in Sacramento.
- III. **Approval of Minutes** – Director Conklin moved to approve the October minutes. The motion was seconded by Treasurer Moore. Motion passed.
- IV. **Managers Conference Recap** – Feedback from members included: positive atmosphere, attendance was down and would like it increased, productive few days, loved critical conversations speaker, speaker was fun & educational, Board set out for different type of conference/ annual working meeting to set direction for CFA, networking opportunities with other Execs, loved interview session/tools we can all take back & use tomorrow, requested “How to present at Board meetings” session from previous WFA training, build in learning opportunities, thanked CFSA for partnership w/ CFA and hospitality at open house, Chair Richards thanked attendees for coming and appreciated their efforts, suggestion to consider a name change name from “Managers Conference” to “Leadership” to include Deputies and VPs (used to be called Fall Conference, Fall Managers Conference, and now Managers Conference)
- V. **Committee Action Plan for 2025-**
 - a. **Legislative Committee-** Budget request of \$120,000. \$100,000 for legislative team (currently about \$85,000 and hasn't been adjusted in years), \$10,000 outreach, and \$10,000 Legislative Day and Capital. Team does work blocking bills (~60) and that doesn't give them a lot of time to put forward our own bills. Meets every two weeks. In 2025 focused on improving AB 1499 funding and investigating state institution vs state agency distinction.
 - b. **Branding & Marketing Committee-** “California Fairs Unite” Campaign. Work with Cal Poly students on website and social media posts (what Fairs mean to community, The Fair, Our people, Legislation). Budget request of \$2,500. \$2,000 for website and \$500 for swag, no paid social media posts.
 - c. **CDFA Liaison Committee-** “Build a new bridge with a new design.” How do we help CDFA share information? Mentorship program for new CEOs. Collaborate on training topics, industry events, and create a master schedule. Budget request of \$3,000 for travel reimbursement to committee members.
 - d. **Finance Committee** - Review quarterly financial reports with CEO and present them to CFA board. Look a year ahead for budgeting. Budget development each Oct and approval at November Conference. Develop a formula for dues. Quantify administrative time.
 - e. **Membership & Communication Committee** – Introduce group email software (Constant Contact). Feedback survey mid 2025 to use for 2026 planning. Communicate committees progress and member news. Organize CFA Fair Visit. Budget request of \$660 for Constant Contact subscription.

- VI. **Feedback** – increase marketing budget, previously CFA & WFA financials were intertwined and complicated to unravel, WFA is currently covering shortfalls of CFA for administration costs, Board requested financial documents, post quarterly statements online, present draft budget at the December 5th meeting, dues structure is currently by fair size, how do we create a formula for admin costs (flat fee or percentage), CFA & WFA Executive Committee to meet & negotiate Admin/Building costs, include draft budget with agenda.
- VII. **Approval of 2025 CFA Budget and Dues** – table to December meeting
- VIII. **Announcement of 2025/2026 Officers** – Chair: Dace Dillabo, Vice Chair: Cliff Munson & Laurie Giannini, Treasurer: Patricia Conklin, Secretary: Alan Phillips Cascade: Nancy, Central Coast: Allison, Mother Lode: Andrew, Southern: Carlene, North Coast: Mic and back-up Kim, Sacramento: Vacant, and San Joaquin: Cinnamon
- IX. **Request to add committee charters to December agenda** for approval
- X. **President & CEO's Report** – Would like a post-conference survey, will work with Finance Committee on deliverables, and shared dates for WFA & Supers School.
- XI. Request was made from a guest for to Fairs to update their website wording to “state institution”
- XII. Meeting adjourned at 12:13PM