



BOARD MEETING MINUTES

Thursday, April 4 • 10:00 AM
via Zoom using the call-in information below

MICHELE RICHARDS, CHAIR
CEO, OC Fair & Event Center

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

JEN MCGUIRE, TREASURER
CEO, Ventura County Fair &
Eastern Sierra Tri-County Fair

CAITLYN 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
At-Large Member

LAURIE GIANNINI
CEO, Calaveras County Fair
Mother Lode Area

CARLENE MOORE
CEO, San Diego County Fair
Southern Area

MIC MOULTON
CEO, Redwood Acres Fair
North Coast Area

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

VACANT
CARF Representative

VACANT
Sacramento Valley Area

SARAH CUMMINGS
President & CEO

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Call to Order and Welcome – Chair Richards called the meeting to order.

Roll Call – attendance was taken. Board members present include: Michelle Richards, Dave Dillabo, Jen McGuire, Caitlin Miller, Becky Bartling, Carrie Bayley, Joe Brengle, Patricia Conklin, Laurie Giannini, Carlene Moore, Mic Moulton. Also present, Sarah Cummings, President & CEO and advocacy team members Louie Brown and Norm Towne.

- I. **CFA Chairs Report** - No report
- II. **Legislative Report** - Louie Brown provide the board with a report of current legislation. Louie reported that an animal activist group is still pursuing AB 3053, a bill that would impact the junior livestock auctions at California Fairs; AB 3053 is set to be presented to the Assembly Ag Committee this month. Our Code Clean-up bill will be heard as a consent item next week. The street vendor bill will be up the week after next. The legislative committee has meet bimonthly and is supporting CFA staff by providing committee approved guidance and positions on bills for staff to carry out.
- III. **Service Member Report** – Cummings reported that our next meeting Service Member Council meeting will be May 1.
- IV. **Area Reports** – Laurie Giannini shared Mother Lode Area met last week, and the discussed the proposed CFA dues structure was presented; CEOs present seemed okay with dues. Carrie Bayley shared that the Cascade Area had discussed the dues structure, the area would like to see a budget in advance of making decisions. Carrie requested the budget and minutes to send to her area. Dave Dillabo asked about the voting process to fill the vacant Sacramento Valley Area representative position. Cummings will begin the nomination and election process for that vacancy. Joe Brengle shared that the prior month's minutes had attendance by Zoom but should reflect roll call. Carlene Moore suggested that the minutes be posted as a draft on the website before they are approved.
- V. **Committee Review and Reports** – Carlene has a CEO who would like to serve on a committee.
Legislative Committee: meets bi-weekly to address potential legislation and provides staff with direction.
Branding & Marketing Committee: has a line item in the proposed budget, will focus on marketing both public & political facing, and will provide staff with website updates as needed. Mike Olcott, CEO of Kern

County Fair was approved as the committee chair. Laurie Giannini and Kelly Violini volunteered to help Mike with the committee.

CDFA Liaison Committee: will serve as the liaison and meet on a regular basis with CDFA and other state agencies as needed. Carlene Moore was approved as the committee chair.

Finance Committee: will report out each month on the financial status of CFA. Jen McGuire is the committee chair.

Member Communication Committee: is responsible for member communication, ensuring membership remains informed, engaged, & inspired. Caitlyn Miller is the committee chair.

Sarah Cummings suggested adding a written description for each committee to the website.

- VI. **Draft Budget/Dues Discussion** – the CFA Finance Committee is proposing \$4,300 per Fair for annual CFA dues. The Board reviewed the proposed budget, and discussion ensued. The proposed budget reflects the current number of CFA members, which is currently 66; 10 CFA Members have not paid dues. Discussion points: fundraising efforts, managers conference is an estimate based on prior year, there was a suggestion to wait to change dues at the 2025 renewal date rather than implementing supplemental dues late in the year with Fair budgets already in place, make supplemental payment optional for 2024 if implemented or pay what Fair can, survey results showed members are willing to pay for change, CFA is a division of WFA membership but we likely utilize more resources, WFA dues and CFA dues should be separate, new CFA dues are a starting point, advocacy is consistent with past years, would like to see financial cushion in the budget, the proposed budget doesn't include legislative strategist, there was a suggestion to move Managers Conference to a Fairgrounds to reduce cost, Legislative and Marketing committees should create a plan based on budget. Area Representatives were instructed to take the proposed \$4300 CFA dues and proposed budget back to their Area for feedback, and plan to report on behalf of their area at the May CFA Board meeting.
- VII. **Bylaw Review and Discussion** – The draft bylaws were presented to the board. Area Representatives requested additional time to review the draft bylaws. The bylaws presented were in an incomplete/draft form. CFA Board members will review what was presented and be prepared for additional discussion at the May meeting. The board was asked to send any edits/notes to Michele or Sarah in advance of the May CFA Board meeting. Following the May Board meeting the CFA Executive Committee will meet to review suggestions and proposed edits and will compile a revised draft to present to the board at the June CFA Board meeting.
- VIII. **President & CEO's Report** – Cummings thanked Board Members for their work in strengthening California Fairs Alliance; Cummings is very excited to see the renewed energy and progress with reviving our CFA committees. Cummings reported Capital Ag Day was great; having a CFA presence is important. Cummings reminded the Board that Fairgrounds Appreciation Month is May, acknowledged that CEO Orientation was great with a nice number of engaged attendees. Cummings report that she has begun programming Managers Conference, November 5-7 at the Courtyard Marriott Cal Expo and will be reaching out for input on topics in the near future.
- IX. **Old Business**
- X. **New Business**
 - a. Board Photos for CFA Webpage – please share a professional style headshot photo for the CFA Board of Directors page on the website.
- XI. **Adjournment:** The meeting adjourned at 11:19 AM.