



**37<sup>TH</sup> DISTRICT AGRICULTURAL ASSOCIATION  
SANTA MARIA FAIRPARK  
BOARD OF DIRECTORS MEETING  
May 14, 2024  
AT 3:30 PM**

Board Delegated of Directors:  
Kevin Merrill, President  
Todd Ventura, First Vice President  
Aly Guerra, Second Vice President,  
Cheryl McGray, Brenda Estrada, and Randy Jones

Zoom: <https://us06web.zoom.us/j/84272021907?pwd=o8kaSVLbL8li3DyxX1QFJxrryOOlaf.1>

Password: 524204

937 S. Thornburg St, Santa Maria CA 93458

The 37<sup>th</sup> DAA Board of Directors meeting will be held in the Board Room, Santa Maria Fairpark, 937 South Thornburg, Santa Maria, California, to consider the following agenda. You may also access this agenda at [www.santamariafairpark.com](http://www.santamariafairpark.com) under Board & Committee Meeting Info.

Those persons wishing to attend the meeting and who may require special accommodations, pursuant to the provisions of the American with Disabilities Act are required to contact the office of the Chief Executive Officer, (805)925-8824 ext. 106, at least five working days prior to the meeting to ensure the proper arrangements can be made. This agenda required by the Bagley-Keene Open Meeting Act.

**I. ROLL CALL**

**II. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA**

Please sign in prior to the start of the meeting and identify which item(s) you would like to address. Speakers are limited to three minutes each. Public comment is only allowed on issues NOT on the current agenda, and no debate by the Board shall be permitted on such public comments. No action will be taken on such comment at this time, as law requires formal public notice prior to any action on a docket item. Comments will be accepted on Agenda items during the meeting.

**III. CLOSED SESSION**

(Adjourn into Closed Session) The Board is Authorized to meet in Closed Session for considering:

1. Pending Litigation: Pursuant to the authority of Government Code section 11126 (e)(2) the Board of Directors will meet in closed executive sessions. The purpose of these executive sessions is to confer with counsel, discuss, and consider the following pending litigation to which the 37<sup>th</sup> DAA is a party: Neuschafer v. CDFA et. al., Superior Court for the County of Santa Maria, 23CV02704.
2. The Board is authorized to meet in Closed Session to consider its response to a confidential final draft preliminary audit report as permitted by (Gov. Code § 11126.2).

## **IV. ACTION ITEMS**

### **A. CONSENT CALENDAR**

The items on the Consent Calendar will be enacted in accordance with the recommended action under one motion unless trailed from the Consent Calendar by the Board. Any member wishing to trail an item from the Consent Calendar should notify the CEO prior to the meeting. Trailed items will be considered after the motion to approve the Consent Calendar.

1. Minutes of the Board Meeting for: April 9<sup>th</sup>, 2024.

### **B. COMMITTEE REPORTS**

1. Executive Committee
2. Finance Committee
  - a. Review financial Statements for March 2024
4. Livestock Committee
  - a. 2023 Bad Buyers List
5. Infrastructure Committee / Relocation
6. Sponsorship Committee

### **C. STANDARD AGREEMENTS**

1. Discuss any pending Standard Agreement, Rental Agreements, Sponsorship & Judges Agreements 2023
  - a. Judging Agreement
    - i. JA 24-04 Fine Arts & Home Arts Superintendent \$3,100
    - ii. JA 24-05 Strawberry Tasting Coordinator \$750
  - b. Letter of Understanding
    - i. LOU 07-24 Ua Noe Polynesian Dance SF Performer
    - ii. LOU 24-02 Launnie Ginn SF Performer
    - iii. LOU 24-03 Triple Threat Cheer SF Performer
    - iv. LOU24-05 Francesca Jule SF Performer
    - v. LOU 24-06 Loz Rayoz De Guadalupe SF Performer
    - vi. LOU 24-08 Encore Cheerleading SF Performer
    - vii. LOU 24-10 Sade Champagne SF Performer
    - viii. LOU 24-11 Skunk Puppy SF Performer
    - ix. LOU 24-12 KleinDance Arts SF Performer

- x. LOU 24-13 Gabrielle Hernandez SF Photography
- c. Standard Agreement
  - i. SA 24-06 Zany Zoe Magic SF \$3,000
  - ii. SA 24-11 Violin on Fire SF \$3,600
  - iii. SA 24-14 Redman Janny SF \$29,475
  - iv. SA 24-15 Redman Janny Fair \$72,850 – Needs approval**
  - v. SA 24-15 Carlos Pacheco/MMG Marketing Fiesta Day Concert
  - vi. SA24-17 Brigitte Faulkner Central Coast Party Helpers SF \$4,5000
  - vii. SA 24-21 Treasure Electronics \$3,000
  - viii. SA 24-22 Treasure Electronics Fair \$3,700
  - ix. SA 24-26 Got You Covered Tents and Events \$3,757.50
  - x. SA 24-27-26 Marborg Industries RFP 01-2024
  - xi. SA 24-28 City of Guadalupe Fire Department \$8,739.14
  - xii. SA 24-30 Marborg Industries SF \$2,970
  - xiii. SA 24-32 Edwin Ruano DJ Ewrek \$1,500
- d. Rental Agreements
  - i. RA 24-30 Rotary Barn Party Fundraiser \$5,590.90
  - ii. RA 24-50 SM Valley Chamber of Commerce Dinner \$3,665
  - iii. RA 24-84 Elks Parade Staging \$976
  - iv. RA 24-85 Circus Alegria \$9,195
- e. Sponsorship Agreements
  - i. SPN 24-009 Travelodge Room Trade
  - ii. SPN 24-010 California Strawberry Commission SF \$2,500
  - iii. SPN 24-011 Jerry’s Plumbing, Heating & Air Conditioning Trade
  - iv. SPN 24-012 Santa Maria Inn Room Trade
  - v. SPN 24-013 Emerald Wave Media Media Trade
  - vi. SPN 24-015 Montecito Bank & Trust \$950
  - vii. SPN 24-018 Tu Tiempo Digital Media Trade
  - viii. SPN24-019 Rio Broadcasting – La Raza Media Trade
  - ix. SPN 24-022 Cal Coast Machinery, Inc \$3,000 & trade
  - x. SPN 24-024 Santa Maria Valley Chamber of Commerce \$5,000 & \$6,400 marketing trade
  - xi. SPN 24-025 Best Western Bug American Room Trade
  - xii. SPN 24-027 JB Dewar \$500 & \$500 fuel trade
- f. Vendor Agreements
  - i. Strawberry Festival Concessionaire Vendor
    - 1. SF2024-191 Sharp Concepts – Strawberry \$500 vs 25% of sales, 246 other fees
    - 2. SF2024-193 Sharp Concepts – Garlicky Pizza \$500 vs 25% of sales, 246 other fees
    - 3. SF2024-194 Sharp Concepts – Corn \$500 vs 25% of sales, 246 other fees
  - ii. Strawberry Festival Commercial Vendor
    - 1. SF2024-082 California Rifle and Pistol Association \$450
    - 2. SF2024-179 Amaris Western Chic \$500
    - 3. SF2024-181 United Way Trade
    - 4. SF2024-182 California Natural Sheepskins \$200
    - 5. SF2024-185 Stuff-O-Rama \$200
    - 6. SF2024-186 Comcast/Xfinity \$425
    - 7. SF2024-187 Mehlenbachers Taffy \$200

8. SF2024-189 Lumbago Pillow \$925
  9. SF2014-190 Children's Resource & Referral \$200
  10. SF2024-195 Simply Yummy \$571
  11. SF2024-196 Bug and Gold \$225
  12. SF2024-197 Yaocuauhtli Leather Works Trade for Performance
  13. SF2024-198 CTE Center & Ag Farm Comp
  14. SF2024-200 Sun Life Farm 10 flats of strawberries Fri-Sun
  15. SF2024-201 Lils Spooky Wonderland \$250
  16. SF2024-202 Guitar Center \$500
  17. SF2024-203 VTC Enterprises \$375
  18. SF2024-204 United States Air Force \$200
- iii. Fair Commercial Vendor
1. SBCF2024-181 United Way \$425
  2. SBCF2024-182 California Natural Sheepskins \$425
  3. SBCF2024-183 Federal Bureau of Prisons \$425
  4. SBCF2024-184 Falcon International Co \$1,775
  5. SBCF2024-186 Comcast/Xfinity \$675
  6. SBCF2024-188 Artesania Lupita \$2,225
  7. SBCF2024-189 Lumbago Pillow \$825

## **V. CEO REPORT**

## **VI. NEW BUSINESS**

## **VII. OLD BUSINESS**

## **VIII. CORRESPONDENCE**

1. F2024-02 Poultry Health Inspections (PHI) FY 2024/25

## **IX. FAIRPARK FOUNDATION REPORT**

## **X. BOARD COMMENT**

## **XI. BOARD PRESIDENT COMMENT**

## **XII. ADJOURNMENT**

### **Mission of District Agricultural Associations (Cal Ag code 3951)**

Fifty or more persons, who are residents of a district, may form an association to be known as and designated as the 37th District Agricultural Association, for the following purposes:

(a) Holding fairs, expositions, and exhibitions for the purpose of exhibiting all of the industries and industrial enterprises, resources and products of every kind or nature of the state with a view toward improving, exploiting, encouraging, and stimulating them.

(b) Constructing, maintaining, and operating recreational and cultural facilities of general public interest.