



COMMUNITY ENGAGEMENT MEETING
Come to the Fair – June 14 - 17, 2018!

February 26, 2018 · 6:00 - 7:30 p.m.
San Joaquin County Fairgrounds, Winners Building
1658 S. Airport Way, Stockton, Ca

1658 South Airport Way | Stockton, CA 95206

sanjoaquinfairgrounds.com | 209.466.5041

NOTES:

- * Persons wishing to participate during the public meeting may participate either during the “PUBLIC COMMENT” portion or during any other item on the agenda. PUBLIC COMMENT is reserved for items that are not listed on the agenda. Please be informed that public participation under PUBLIC COMMENT will be limited to five minutes per speaker; and in accordance with state law, the Board will not comment or otherwise consider such PUBLIC COMMENT item for business until and unless such item is properly agendized at a future meeting. Please also be informed that in addition to PUBLIC Comment, the public is invited to participate and comment on each item on the agenda at the time the particular item is considered by the Board.
 - * Persons with disabilities who may require accommodations to attend the meeting are requested to contact the General Manager’s office at (209) 466-5041.
 - * 2nd DAA agendas and minutes can also be accessed on the web at:
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 - * Questions regarding items should be directed to the General Manager’s office at (209) 466-5041.
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Call to Order:

Joe called the meeting to order at 6:04 p.m.

Roll Call:

Present Joe Bacchetti, Brie Witt, Judy Rodriguez, Junette Lopez, Joe Amen

Absent Nikki Linnerman (unexcused), Sam Fant (unexcused)

Old Business:

New Business:

- A. Welcome, Introductions, Purpose of the Meeting –
 - Joe Bacchetti, President, San Joaquin County (SJC) Fair Board of Directors introduced the board members and other guests in attendance
 - Kelly Olds, Chief Executive Officer of the SJC Fair, discussed some of the issues the fair is facing: electrical issues, CalPERS, and increasing accounts payable
 - Kelly encouraged the group to provide ideas and sweat equity when able

B. Summary of January 18, 2018 Stakeholder's Meeting

- A stakeholder meeting was held on January 18 to determine the community's level of interest in the Fairgrounds
- Kelly reviewed the three areas Stakeholders identified as priorities moving forward: promote the Fairgrounds for interim use, promote the Fair event, and increase the Friends of the Fair organization (the fair's nonprofit)

C. Governance Structure, Overview of Report prepared by California Department of Food & Agriculture

- Jeff Cesca, Director of Marketing with CDFA and Brian May, CDFA discussed some of the things CDFA is doing to help: electrical loan and providing Brian as a consultant to help the fair
- Brian May discussed some of the highlights of his findings and review
- He emphasized that attending the fair is one of the easiest ways to support the fair

D. Review of SJCF Financial Operations, Ensuring the Fairground's Sustainability

- Kelly reviewed the balance sheet with the group and discussed some of the issues the organization faces, noting mounting AP and CalPERS balance
- The interim event revenue has increased over 40% in recent years and expenses have been cut, what's left is a revenue issue

E. An Overview of the 2018 Fair

- Kelly discussed some of the new things going on at the fair including the entertainment as well as the theme for this year.
- San Joaquin County Fair June 14-17: Celebrating Our County's Cultures

F. Introduction and Purpose of the Friends of the Fair

- Dave Cultrera, Friends of the Fair President, discussed some of the activities the Friends of the Fair does: scholarships and capital improvements to the fair
- He mentioned several different foundation groups at other fairs that provide a great deal of support for their respective fairs
- The next Friends of the Fair meeting on March 26 at 6 p.m. at the Fair office

G. Why Did You Come Tonight? How Can You Help?

- Kelly Olds asked the group what ideas they have and why they came. Ideas brought up include:
- Contracting with Universities and organizations (UOP, Stan. State, Culinary Classes, Master Gardeners, etc) to use the facility for training
- Rebranding – rebuild the brand and establish reciprocal relationships back to the community and garner their opinion
- SJRTD vocational training for the unions and other groups – could they be used to improve the facility
- The fair is a jewel in this district but the perception of the facility is poor

- Crime map of the city: green, dark green, yellow, red. SE Stockton has the same crime rate as the gated community of Brookside, a green shade
- While the crime has decreased, there is no investment in the area
- Perception is reinforced when MLK and Airport look the same as they did in the 70
- Word of mouth is important
- Professional soccer facility
- Motorized sporting events - World of Outlaws, is the second largest event, in attendance in U.S.
- Various personal connections and stories were shared:
 - Emotional connections to the fair and want to ensure the fair is around for future generations
 - Nostalgia from being in 4-H and FFA, which is passed from generations
 - Concerts were a highlight
- Tidewater Southern Railroad display the been here 28 years, wanted to demonstrate support and see why/how others use the facility
- STAND uses the grounds for fundraiser and feels it'd be a loss if something happened to the fair
- Stockton Bingo indicated it's in their interest because they brought their business to the fairgrounds and want to continue to operate
- Visit Stockton will figure out how to communicate more efficiently with us and promote the grounds/events
- AgFest has a great partnership with the fairgrounds and encourages people to get involved with a group, such as Friends of the Fair, and use word of mouth to promote the facility
- Need to improve the facility with better infrastructure, especially if that's what we're selling are the facilities
- James from STAND – would do to improve the situation. Getting the word out is one thing they can do.
- The group agreed the facility was a great opportunity for advertising
- The group was asked to think about what in-kind help they might be able to provide

H. Next Steps / Final Thoughts

- Kelly thanked everyone and noted over 3,600 events took place in 2017

Adjournment:

The meeting was adjourned at 7:30 p.m.

Contact Us!

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