

- Current
- Proposed

**California Department of Food and Agriculture
37th District Agricultural Association (DAA)
Secretary-Manager IV
Duty Statement**

I. Program/Position Identification

The 37th District Agricultural Association (DAA), Santa Maria Fairpark is the home of the Santa Barbara County Fair held in July of each year in Santa Maria, California and the Santa Maria Valley Strawberry Festival held each April. Both capstone events are produced by the DAA. The Santa Maria Fairpark property consists of 33 acres. Fairpark is a year-round multi-use facility, hosting a variety of events, from private parties to car shows and concerts. The DAA strives to maintain, improve and promote its facilities in a manner that encourages year-round use, economic viability, to annually produce the County Fair and Strawberry Festival and create extraordinary opportunities in showcasing our unique communities.

Under the direction of the Board of Directors (Board), the CEO oversees and manages the 37th DAA by producing an annual 5-day Fair, 3-day Festival, as well as the solicitation, marketing, development, assignment, and management and oversight of all interim events.

The CEO is responsible for all aspects of operation including financial, marketing, government relations, public relations, management for all personnel, event production, rentals, leasing, maintenance, facility capital improvements and ensuring compliance with the laws, rules, and regulations of the State of California. The CEO is required to have strong leadership skills, excellent analytical and communication skills, independent self-reliance, self-motivation, an entrepreneurial spirit, and the ability to foster and develop strong working relationships with staff, the Board of Directors, the State, local governments, media, the community, our stakeholders and to serve as the official spokesperson for the district. It is further responsible for providing a showcase for community pride and spirit to be enjoyed by all.

The CEO actively promotes our area's interests and provides opportunities for bringing our communities together to celebrate diversity. The CEO strives to encourage and develop healthy competitive programs, generate enthusiasm for the facility, the fair and the festival as well as highlight special talents, honor outstanding contributions, enhance partnerships, promote volunteerism, produce excitement as well as innovative experiences for all to enjoy and showcase the unique interests of all participants.

The incumbent must set a clear vision to achieve productive results by developing plans to meet goals, leverage staff skills, and solve problems; build collaborative relationships and foster an inclusive environment for consensus-building and

decision-making; coach, guide, train, instruct, and develop team members; empower staff through a sense of shared ownership and decision-making; create an open and transparent environment for the exchange of information; foster a team environment through the support and recognition of team members; promote customer service and accountability.

As a leader in State government and the local community, the incumbent is responsible to develop and inspire their workforce and to preserve and enhance the premier exposition facility location in the Santa Maria Valley while producing the very best in fair and event experiences for our community, the state of California, and the people that are our patrons. The incumbent serves as the visionary leader of the Fair Park, responsible for driving strategic growth, showing dedication and application of the Vision 2030 Strategic Plan, ensuring financial health and stability, upholding regulatory compliance and operational governance, fostering an inclusive and diverse community, and advocating for a positive, lasting impact between our facility and community. The CEO will uphold the DAA's commitment to social responsibility, education, county wide industries and a safe environment while championing a rural lifestyle and creating a fun, engaging culture for employees and attendees alike. The incumbent must inspire personal credibility through authenticity, confidence, consistency, courage, decisiveness, generosity, honesty, integrity, and judgment.

This position is designated under the Conflict of Interest Code. The position is responsible for making or participating in the making of governmental decisions that may potentially have a material effect on personal financial interests. The appointee is required to complete Form 700 within thirty (30) days of appointment, on an annual basis, and upon vacating the position. The incumbent must complete an Ethics orientation training course within six months of assuming a Form 700 covered position, and every two (2) years thereafter, by December 31 of each numbered year. Failure to comply with the Conflict of Interest Code requirements may void the appointment.

Classification:	Secretary Manager IV
Working Title:	Chief Executive Officer (CEO)
License or Other Requirement:	n/a
Position Number:	014-000-4827-999
Division/Branch/DAA:	Marketing / F&E / 37th DAA
Location:	Santa Maria
Date Prepared:	December 5, 2025
Work Hours/Shift:	Monday-Friday, Full time, Weekends as needed

II. Essential and Non-Essential Job Functions

A. Essential Functions:

Function #1: DAA Produced & Sponsored Events, Governance, and Emergency Response – 30%

- Develop and execute approved board policies and procedures, actively participate in board meetings, prepare and present monthly reports, and oversee the development of agendas and meeting minutes to ensure effective governance and communication.
- Collaborate with the Board to coordinate and oversee the operational procedures of the 37th DAA office, ensuring efficiency and alignment with organizational objectives, Mission and Strategic Plan.
- Develop procedures in compliance with state requirements for development and executing RFP's, ITB's, Contracts, agreements, MOU's and other official documents required for operations of the DAA.
- Oversee every aspect of the annual fair and festival, including all programming, operations, scheduling, attractions, directing the creation and distribution of the exhibitor handbook, management of Direct Reports, coordination of service contractors, supervision of Sponsorships, marketing and public relations efforts to ensure successful events.
- Provide facility oversight to ensure the DAA remains safely operable and open for State and Federal Emergencies with the fairgrounds serving as the base or shelter for all potential emergencies.
- Maintain strong coordination with the County Office of Emergency Services, Health Department, and state officials to stay informed on response and recovery procedures for state and federal emergencies, ensuring timely updates and compliance with evolving guidelines.
- Work in partnership with CalFire, PG&E, and the city of Santa Maria during fire season, providing oversight when the facility is utilized for emergency response and evacuation operations to ensure effective coordination and safety.

Function #2: Staff Management and Strategic Plan – 25%

- Direct all personnel decisions (hiring, training, evaluation, discipline, and dismissals) in compliance with State civil service laws, rules, and regulations.
- Manage business and administrative processes, including accounting, procurement, personnel, and contract administration.
- Annually review the 37 DAA Strategic Plan to ensure staff job functions align with the plan.
- Coordinate with the Board to update the Strategic Plan every three years or as needed.
- Provide oversight, direction, leadership, and guidance to DAA staff, ensuring effective performance and effective goal-based strategies.

- Annually review the Org Chart of the DAA as well as all duty statements and recommend or implement changes where appropriate
- Ensure proper facility maintenance and conduct monthly safety meetings.
- Oversee the destruction of records and manage record retention procedures.
- Ensure the completion of and perform where appropriate all Employee Performance reviews based upon State requirements.

Function #3: Financial Management – 20%

- Develops and manages the Annual Operating Budget with a focus on increased profitability and effective resource management.
- Proposes revenue and expenses and monitors fiscal status throughout the year; develops financial resource programs such as sponsorships, merchandising, advertising and promotions; develops marketing strategies to attract maximum use and partnership opportunities of the facilities and participation in the activities presented.
- Manage the budget, ensuring adequate bank balance & sound fiscal policies.
- Approve reconciled bank statements and maintain accurate financial records.
- Collaborate with California Fairs Services Authority (CFSA) regarding financials and to develop the Statement of Operations (closing of the “books”).
- Oversee payroll and payables processing by staff and CFSA.
- Prepare for and respond to the annual State financial audit, implementing required corrections and ensuring ongoing compliance.
- Develop budget estimates, maintain accurate financial records, and compile budget control data to ensure effective financial management and compliance.

Function #4: Facility Maintenance and Capital Improvements – 15%

- Responsible for developing long-range capital outlay and facility development plans and coordinating and overseeing all special projects.
- Prioritizes safety program to ensure all staff are trained on safety procedures, that equipment is properly maintained, and that potential hazards and risk management issues are addressed effectively.
- Adheres to regulations and safety standards of the state.
- Implements preventive and predictive maintenance program to prevent failures, minimize downtime, and extend the lifespan of all facilities and equipment.
- Develop and maintain efficient maintenance operations to involve streamlining processes, creating proactive solutions, soliciting efficient outside services, utilizing technology, and optimizing energy consumption.
- Minimizes environmental impact through energy efficiency and responsible waste management.
- Develops and effectuates goals and objectives for the Facility and adheres to the Fair's Mission Statement and Strategic Plan.
- Establishes and maintains effective communication and collaboration within the maintenance team, related Board Committees, stakeholders and partners.

- Invests in training for maintenance staff to ensure they are equipped with the necessary skills and knowledge.
- Tracks maintenance activities and progress can help identify areas for improvement and ensure that goals are being met.
- Works collaboratively with CFSA, CDFA and other state and federal entities to ensure all opportunities for deferred maintenance and capital improvement funding are secured.

Function #5: DAA Representative – 5%

- Represent the 37th DAA at fair industry events and with other fair-related organizations.
- Develop and oversee technology driven communication systems and tools, including graphics, social media, A.I. and distribution.
- Update the website monthly to ensure current and relevant information.
- Seek press coverage in industry and local publications (conventional and electronic) as needed.
- Apply for state funding as appropriate and solicit sponsorships to support operations.
- Serve as the primary contact for all inquiries from the Fairs and Expositions Branch, joint powers, and Fair Industry Associations nationwide. Act as liaison to various agencies, such as California Department of Food & Agriculture (CDFA), Department of General Services (DGS), California Construction Authority (CCA), Western Fairs Association (WFA), and California Fairs Service Authority (CFSA).

B. Non-Essential Functions:

Function #1 - Miscellaneous Duties – 5%

- Perform other job-related duties as requested by the 37th DAA Board of Directors.

III. Work Environment

The work environment for this position is a blend of office and outdoor settings. While primarily office-based to manage essential job functions, the role also involves working outdoors with the maintenance crew throughout the day. Flexibility is required, as weekends and holidays may be necessary depending on event schedules.

IV. Employee's Statement

(Initial applicable statement)

_____ I have read and understand the duties and essential functions of the position. I understand Reasonable Accommodation¹ and how it applies to essential functions. I can perform the duties of this job without Reasonable Accommodation.

OR

_____ I have read and understand the duties and essential functions of the position. I understand Reasonable Accommodation¹ and how it applies to essential functions. I will need Reasonable Accommodation to perform one or more of the essential functions described in this duty statement.

Employee Signature² Date

Supervisor Signature Date

Print Name

Print Name

**CC: Employee
Official Personnel File
Supervisor's Drop File**

¹ A reasonable accommodation is an adjustment or modification to a job or workplace that allows qualified employees or prospective employees to perform the essential functions of the job successfully.
² Duties of this position are subject to change and may be revised as needed or required. If/when duties change you will be provided a revised duty statement to sign.