



**37TH DISTRICT AGRICULTURAL ASSOCIATION
SANTA MARIA FAIRPARK
BOARD OF DIRECTORS MEETING
March 12, 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/89374050702?pwd=lqD3dKFhdLGRPE8EGTjSPYFO0pfJDn.1>

Passcode: 730065

937 S. Thornburg St, Santa Maria CA 93458

The 37th 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 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 37th DAA is a party: Neuschafer v. CDFA et. al., Superior Court for the County of Santa Maria, 23CV02704.
2. Personnel Matters: (Gov Code 11126 (a)(1) personnel)

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: February 13th, 2024.

B. COMMITTEE REPORTS

1. Executive Committee
2. Finance Committee
 - a. Budget 2024
 - b. Review financial Statements for December 2023 and January 2024
4. Livestock Committee
 - a. 2023 Bad Buyers List
 - b. 2024 Exhibitor Book
5. Infrastructure Committee / Relocation
6. Sponsorship Committee

C. STANDARD AGREEMENTS

1. Discuss any pending Standard Agreement, Rental Agreements, Sponsorship & Judges Agreements 2023
 - a. Standard Agreement
 - i. SA 24-08 Cindy Hall Robinson Strawberry Festival Admissions \$6,000
 - ii. SA 24-09 Cindy Hall Robinson Fair Admissions \$13,600
 - iii. SA 24-12 Jason Harper f/s/o All Aboard Train Rentals 2 \$3,700
 - b. Rental Agreements
 - i. RA 24-29 Strawberry Commission Meeting \$5,220.25
 - ii. RA 24-36 Hector Hernandez Wedding \$4,635
 - iii. RA24-54 SMBSD & SB County Foodbank Food Distribution \$3,900
 - iv. RA 24-55 Sandra Romero Quince \$5,700
 - v. RA 24-57 Special Olympics Southern California Floor Ball \$2,516

- vi. RA 24-58 Pinnacle Productions Group Inc Dinosaur Exhibit \$8,646
 - vii. RA 24-60 CSC of Santa Maria Appreciation BBQ \$1,670
 - viii. RA 24-64 West Coast Productions/ Top Notch Entertainment Concert \$11,131.50
 - ix. RA 24-67 Monster Truck Nitro Monster Truck Show \$16,884
 - x. RA 24-68 Stellar Entertainment Group Circus \$9,505
 - xi. RA 24-71 Taconhy Entertainment LLC Circus on Ice \$3,201
 - xii. RA 25-01 Juan Cabrera Quince \$3,800
- c. Vendor Agreements
- i. Interim Events
 - 1. FVC 24-01 G Brothers \$250 guarantee v. 25% of sales
 - 2. FVC 24-02 Benito Hernandez \$250 guarantee v. 25% of sales
 - 3. FVC 24-03 CA Hot Dog \$250 guarantee v. 25% of sales
 - ii. Strawberry Festival Concessionaire Vendor
 - 1. SF2024-004 Fernie's Brick Oven Pizza \$500 guarantee v. 25% of sales, \$572 other fees
 - 2. SF2024-006 Fernie's Concessions Inc/Fernie's Sweets & Savories \$500 guarantee v. 25% of sales, \$202 other fees
 - 3. SF2024-007 Giant Ice Cream Cone \$500 guarantee v. 25% of sales, \$557 other fees
 - 4. SF2024-012 Mason's Den \$500 guarantee v. 25% of sales, \$337 other fees
 - 5. SF2024-013 Turkey Legs & Burgers \$500 guarantee v. 25% of sales, \$262 other fees
 - 6. SF2024-021 Holly Shay Enterprise \$500 guarantee v. 25% of sales, \$511 other fees
 - 7. SF2024-028 MGM Concessions \$500 guarantee v. 25% of sales, \$512 other fees
 - 8. SF2024-037 Fun Fried Foods/ Taste of Mexico \$500 guarantee v. 25% of sales, \$412 other fees
 - 9. SF2024-041 Mus Kitchen/ Giant Baby Bottles \$500 guarantee v. 25% of sales, \$296 other fees
 - 10. SF2024-059 Corona Games Company \$500 guarantee v. 25% of sales, \$587 other fees
 - 11. SF2024-064A West Coast Churros #1 \$500 guarantee v. 25% of sales, \$427.50 other fees
 - 12. SF2024-064B West Coast Churros #2 \$500 guarantee v. 25% of sales, \$102.50 other fees
 - 13. SF2024-067 Ricos Manjares \$500 guarantee v. 25% of sales, \$632 other fees
 - 14. SF2024-068 Ricos Manjares \$500 guarantee v. 25% of sales, \$677 other fees
 - 15. SF2024-069 Ricos Manjares- Fruit Snacks \$500 guarantee v. 25% of sales, \$292 other fees
 - 16. SF2024-074 G Brothers Kettlecorn \$500 guarantee v. 25% of sales
 - 17. SF2024-096 Antojitos Raspados del Sur \$500 guarantee v. 25% of sales, \$371 other fees
 - 18. SF2024-101 J&M Concessions \$500 guarantee v. 25% of sales, \$265 other fees

- iii. Strawberry Festival Commercial Vendor
 - 1. SF2024-001 The One Stop Sticker Shop \$1,075
 - 2. SF2024-002 Studio Dre \$200
 - 3. SF2024-003 Kikx Cleaner \$925
 - 4. SF2024-008 King and Queen Things \$600
 - 5. SF2024-011 Santa Barbara County Animal Services Comped
 - 6. SF2024-015 Pedroza Arts \$1,825
 - 7. SF2024-017 El Colibri \$975
 - 8. SF2024-020 Rocking Monterey \$975
 - 9. SF2024-022 Epiphany \$500
 - 10. SF2024-023 Santillan's Boutique \$1,025
 - 11. SF2024-024 Figuras Cristal \$550
 - 12. SF2024-027 Sparx Permanent Jewelry \$200
 - 13. SF2024-029 LisaZPieceZ \$500
 - 14. SF2024-032 Bubble Fun, Inc \$1,925
 - 15. SF2024-036 Fit 2B Tyed \$200
 - 16. SF2024-039 Witch Mystic Shop \$550
 - 17. SF2024-040 Sundance Engraving \$1,200
 - 18. SF2024-042 Josue Eben-Ezer Toys \$1,500
 - 19. SF2024-043 California Highway Patrol Comped
 - 20. SF2024-047 Khausak \$1,500
 - 21. SF2024-050 Diane's Crafts \$925
 - 22. SF2024-053 Roosters and Rocks and Crystals \$925
 - 23. SF2024-057 California Mentor \$200
 - 24. SF2024-061 Pacific 805 \$500
 - 25. SF2024-062 Cali's Anime and Toys \$1,500
 - 26. SF2024-065 A Dog's Life Scarves & More \$200
 - 27. SF2024-066 Cutco \$500
 - 28. SF2024-073 Gideons International \$250
 - 29. SF2024-076 Renewal by Andersen \$500
 - 30. SF2024-082 California Rifle and Pistol Association \$450
 - 31. SF2023-093 Fabian's Pony Rides \$1,225
 - 32. SF2024-097 Itoyz \$1,025
 - 33. SF2024-100 One Love Jamaica \$500
 - 34. SF2024-108 Thump Records Inc \$1,550
 - 35. SF2024-109 Little Bear \$550
 - 36. SF2024-110 GoodLifeRoots \$975
 - 37. SF2024-122 Create Air \$500
 - 38. SF2024-125 Face & Body Art by DragonflyBoog \$675
- iv. Fair Concessionaire Vendor
 - 1. SBCF2024-014 Birrieriaelpatron818 \$1,000 guarantee v. 25% of sales, \$267 other fees
 - 2. SBCF2024-054 Fry Burger \$1,000 guarantee v. 25% of sales, \$612 other fees
 - 3. SBCF2024-055 PHD & Me \$1,000 guarantee v. 25% of sales, \$612 other fees
 - 4. SBCF2024-059 Corona Games Company \$1,000 guarantee v. 25% of sales, \$495 other fees
 - 5. SBCF2024-064A West Coast Churros #1 \$1,000 guarantee v. 25% of sales, \$375 other fees

6. SBCF2024-064B West Coast Churros #2 \$1,000 guarantee v. 25% of sales, \$25 other fees
7. SBCF2024-064C West Coast Churros #3 \$1,000 guarantee v. 25% of sales, \$102.50 other fees
8. SBCF2024-064D West Coast Churros #4 \$1,000 guarantee v. 25% of sales, \$102.50 other fees
9. SBCF2024-067 Ricos Manjares – Mexican Food \$1,000 guarantee v. 25% of sales, \$665 other fees
10. SBCF2024-068 Ricos Manjares – Taco Stand \$1,000 guarantee v. 25% of sales, \$265 other fees
11. SBCF2024-069 Ricos Manjares – Fruit Snacks \$1,000 guarantee v. 25% of sales, \$175 other fees
12. SBCF2024-070 Ricos Manjares – Mexican Food #2 \$1,000 guarantee v. 25% of sales, \$382 other fees
13. SBCF2024-074A G Brother's Kettlecorn #1 \$1,000 guarantee v. 25% of sales, \$25 other fees
14. SBCF2024-074B G Brother's Kettlecorn #2 \$1,000 guarantee v. 25% of sales, \$25 other fees
15. SBCF2024-075 Friendly Fruits \$1,000 guarantee v. 25% of sales, \$417 other fees
16. SBCF2024-077 Whittings Fun Foods-Dippin Dots \$1,000 guarantee v. 25% of sales, \$142 other fees
17. SBCF2024-078 Whittings Fun Foods-Slushy \$1,000 guarantee v. 25% of sales, \$262 other fees
18. SBCF2024-083 Maktub Espresso Café \$1,000 guarantee v. 25% of sales, \$387 other fees
19. SBCF2024-085 CK&A Concessions \$1,000 guarantee v. 25% of sales, \$1,052 other fees
20. SBCF2024-086 CK&A Concessions \$1,000 guarantee v. 25% of sales, \$341 other fees
21. SBCF2024-087 CK&A Concessions \$1,000 guarantee v. 25% of sales, \$262 other fees
22. SBCF2024-096 Antojitos Raspados del Sur \$1,000 guarantee v. 25% of sales, \$421 other fees
23. SBCF2024-101 J&M Concessions \$1,000 guarantee v. 25% of sales, \$265 other fees
24. SBCF2024-102 J&M Concessions (Ice Cream) \$1,000 guarantee v. 25% of sales, \$382 other fees
25. SBCF2024-118 SS Doane LLC DBS Pony Espresso \$1,000 guarantee v. 25% of sales, \$612 other fees

V. CEO REPORT

1. Form 700
2. Strategic planning Sept 2024

VI. NEW BUSINESS

1. Cal Poly Fair and Facility Management class presentation
2. Junior Fair Board Update
3. Approve RFP 02-2024 Hispanic Fiesta Production & Entertainment at the Santa Maria Valley Strawberry Festival Award

VII. OLD BUSINESS

VIII. CORRESPONDENCE

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.