



**37<sup>TH</sup> DISTRICT AGRICULTURAL ASSOCIATION  
SANTA MARIA FAIRPARK  
EXECUTIVE COMMITTEE MEETING  
April 8, 2025  
AT 2:00 PM**

Committee Members:  
Kevin Merrill, President  
Todd Ventura, First Vice President  
Cheryl McGray, Interim CEO

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. ACTION ITEMS**

- A. 2025 Strawberry Festival Report, Ticketing and Passes/Saffire**
- B. Sponsorship Task Force**
- C. Entertainment Task Force**
- D. RFP Fair: Sunday Fiesta**

- E. Sponsor CX**
- F. MOU with SMJUHSD**
- G. Fair Dates 2026**

#### **IV. COMMITTEE COMMENT**

#### **V. 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.