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Sarah Cummings

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Board Meeting Minutes

Thursday, August 3, 2023, 10 AM

Zoom Conference Meeting

Call to Order: Tom Mitchell, CFA Chair called the meeting to order and asked Sarah Cummings, President and CEO to take roll.

CFA Directors Present: Tom Mitchell, Chair; Michele Richards, Co-Vice Chair; Dana Stoehr, Co-Vice Chair; Carrie Bayley, Trinity County Fair; Joe Brengle, Contra Costa County Fair; Teresa Burrola, Merced County Fair; Patricia Conklin, Dixon May Fair; Matt Cranford, California State Fair; Dave Dillabo, Yuba-Sutter Fair; Laurie Giannini, Calaveras County Fair; Carlene Moore, San Diego County Fair; Mic Moulton, Redwood Acres Fair; Ryann Newman, Service Member Representative.

WFA Staff Present: Sarah Cummings, President/CEO

Others Present: Louie Brown, Kahn, Soares & Conway, LLP; Norm Towne, Cliff Munson, and a phone number associated with the Kings County Fair (caller not identified).

CFA Directors Absent: Becky Bartling, Sonoma County Fair

CFA Chairs Report: Chair Mitchell said he would speak later under New Business.

Legislative Report – Louie Brown reported on the list of bills that were distributed to the directors. They included AB 38, AB 415, AB 554, AB 1472; AB 1484; AB 1567; SB 59; SB 387; SB 416; SB 447; SB 544; SB 547, SB 624, SB 867 and SR 40. Discussion took place regarding various bills. Chairman Mitchell spoke about the BCP noting no one knew about CDFA's intent to seek funding via a BCP until January upon its submission; Mitchell asked Louie if he could ask CDFA if they intend to submit a BCP on the industry's behalf again, pointing out that we would much rather work with CDFA than have to take industry action after its submission. Louie indicated that he would communicate with CDFA's Deputy Secretary of Legislative Affairs, Rachael O'Brien, to see if there is an intent to seek funding for the industry. Chair Mitchell stated that he realized that CDFA is under no obligation to share such information.

Service Member Report – Ryann Newman reported that it was felt that the post-pandemic dollar had gone away and people were filling the pinch. Chair Mitchell asked if the service members were seeing per capita spending going away. Ryann indicated that it was going away. She reported on the H2B worker problem and the need for continued urged support to keep the returning worker cap high. Teresa Burrola discussed the unlicensed, unpermitted vendors that were outside her gate and what the county did to assist her with the problem. Discussion took place regarding the issues that fairgrounds/events are having with these vendors and the concern for health and safety. It was suggested that this would be a good topic for discussion at Manager's Conference. Cummings noted the topic is also being considered for WFA Convention.

President & CEO's Report – Sarah Cummings, President/CEO reported that the organization is currently planning the annual Manager's Conference. Cummings reminded the board of the Manager Conference dates, November 6th – 9th in Sacramento. Cummings announced she had been meeting with CDFA and CFSA to seek input for the conference content. CDFA announced a collaborative exchange on the 5th. Cummings asked CDFA if they would like to incorporate their session into the Managers Conference schedule, she was waiting to hear. If CDFA does not elect to host their session during the Manager's Conference, Cummings will adjust the schedule on Tuesday, November 6, as many managers will already be in town, and a 2PM start time would be illogical. Carleen pointed out that CCA hoped to schedule a board meeting on Tuesday, November 6th. Sarah reported that Randy had been in touch and that she and Randy would coordinate the schedule once CDFA had decided. Sarah then reported on the WFA Annual Convention which would be January 3rd – 6th, adjusting to add the 3rd because pre-convention programs are being added back to the schedule. Cummings noted convention dates and schedules will be announced soon. Dana asked Sarah to include diversity and inclusion training at the convention and consider implementing a statement for WFA/CFA. Ryann Newman suggested doing a program on marketing to Baby Boomers and Michele thought a session on legislative relations would be helpful.

CARF Report – Matt Cranford reported on the closing of Golden Gate Fields and the chaos this is causing. He said that CARF will be meeting with CHRB and others to try to create a Northern California route.

Area Reports – There were no reports.

Old Business – There was none

New Business –

Strengthening CFA and our future. Chair Mitchell opened the discussion and asked for comments. Patricia Conklin asked what it is we are trying to fix. What is CFA not doing? She was worried we were spending time discussing structure and not getting things done. Dana Stoehr felt that we clearly need to have unity and need to know where we stand regarding the election process for officers. She felt that minutes need to be generated, CFA membership should elect officers and CFA needs bylaws. Conklin commented that maybe each CFA director could take turns doing the minutes for Sarah until staff is hired. Sarah said she supported CFA members electing their officers and this had been discussed in previous years by the WFA board. She also told the board that CFA did have structure in the WFA bylaws; she copied Appendix C in the chat. Chair Mitchell said that the problem that they are trying to solve was the division in the industry. Michele discussed the division that exists between CDFA & CFA. Laurie Giannini stated that when they have an area meeting they don't discuss an industry division and questioned whether it was as prevalent as being portrayed. Dave felt that the fracturing of the industry happened when changes in leadership occurred at CDFA. He felt we need to have a frank discussion about the causes for the division. Discussion continued with the need for strategic planning for CFA being discussed. It was felt that a strategic planning session at the Manager's Conference should be held, with a two-phase approach. The first phase should be fair management and then later include our partners like CCA, CFSA and CDFA. It was felt CFA Strategic Planning needed to have a day-long session during Managers Conference. It was agreed that an anonymous survey needed to be sent out to all CFA members prior to the conference to get their opinions to then discuss in person. Chair Mitchell appointed the following people to a committee to develop the survey: Dana Stoehr, Mic Moulton, Joe Brengle, and Laurie Giannini. Chair Mitchell requested that the change in the bylaws regarding the election of the CFA Chair and Vice Chairs be fast-tracked to be done by November. Cummings discussed the process and the challenges to that request due to the WFA Board Meeting schedule but would bring it to the WFA board next week. Cummings requested that the CFA board review the current CFA Addendum within the WFA bylaws, and redline any changes they would like to submit for her to propose to the B WFA Board for consideration. She suggests CFA make suggestions to with their desired outcomes and adjustments to the organizational structure.

Next CFA Board Meeting – Thursday, September 7th – 10 AM via Zoom Conference

The meeting adjourned at 11:55 a.m.