

# MINUTES

## REGULAR MEETING OF CALIFORNIA FAIR SERVICES AUTHORITY BOARD OF DIRECTORS

February 4, 2015

1776 Tribute Road, Suite 100, Sacramento, CA 95815

Brian Bullis, Board Chair  
Mariposa County Fair (35-A DAA)

Dan Jacobs, Vice-Chair  
Antelope Valley Fair

Pat Conklin, Board Member  
Dixon May Fair (36<sup>th</sup> DAA)

John Quiroz, Board Member  
Division of Fairs & Expositions

John Scurfield, Board Member  
Chowchilla-Madera County Fair

Larry Moss, Board Member  
Public

Tom Amberson  
California Fair Services Authority

Paul Chrisman, Legal Counsel to CFSA  
Miller & Owen

Becky Bailey-Findley, Executive Director  
California Fair Services Authority

Rebecca Desmond  
Deputy Executive Director  
California Fair Services Authority

Kevin Wright, Mgr of Business Services  
California Fair Services Authority

Melissa Thurber, Communications  
California Fair Services Authority

Raechelle Gibbons, Controller  
California Fair Services Authority

Charlie Mitchell, Risk Manager  
California Fair Services Authority

**I. CALL TO ORDER**

Pursuant to the meeting notice, a regular meeting of the California Fair Services Authority (CFSA) Board of Directors was convened at 10:01 a.m., February 4, 2015, by Board Chair Patricia Conklin, in the conference room at 1776 Tribute Road, Suite 200, Sacramento, California.

**II. ADOPTION OF RESOLUTION APPOINTING THE CHAIRPERSON AND VICE CHAIR**

It has been customary that the vice chair is elected as the board chair when the officer terms expire, a new vice chair is then elected. Board chair Pat Conklin nominated Brian Bullis to be the new board chair, and Dan Jacobs to be the vice chair.

Moved by Director Conklin and seconded by Director Scurfield to adopt **Resolution No. 15-01** appointing Director Brian Bullis to serve as chair and Director Dan Jacobs to serve as vice chair of the California Fair Services Authority Board of Directors for two year terms commencing February 4, 2015.

Ayes: Chair Conklin, Directors Bullis, Jacobs, Quiroz, Scurfield

Noes: None

Abstain: None

Absent: Director Wolcott

**III. ADOPTION OF RESOLUTION APPOINTING A NEW PUBLIC MEMBER TO THE CFSA BOARD OF DIRECTORS**

Moved by Director Conklin and seconded by Director Jacobs to adopt **Resolution No. 15-02** appointing Larry Moss to serve as the public member of the California Fair Services Authority Board of Directors.

Ayes: Chair Bullis, Directors Conklin, Jacobs, Quiroz, Scurfield

Noes: None

Abstain: None

Absent: Director Wolcott

**IV. APPROVAL OF MINUTES**

Moved by Director Jacobs and seconded by Director Conklin to adopt **Resolution No. 15-03** approving the minutes of the regular meeting of December 3, 2014, as presented to the Board of Directors.

Ayes: Chair Bullis, Directors Jacobs, Conklin, Quiroz, Scurfield

Noes: None

Abstain: Director Moss

Absent: Director Wolcott

**V. ADOPTION OF RESOLUTION DELEGATING TO CFSA'S TREASURER THE AUTHORITY TO INVEST FUNDS OR SELL OR EXCHANGE SECURITIES**

Moved by Director Jacobs and seconded by Director Conklin to adopt **Resolution No. 15-04** delegating authority to CFSA's Treasurer the authority to invest funds or to sell or exchange securities.

Ayes: Chair Bullis, Directors Jacobs, Conklin, Quiroz, Scurfield, Moss  
Noes: None  
Abstain: None  
Absent: Director Wolcott

**VI. ADOPTION OF RESOLUTION APPROVING CFSA'S INVESTMENT GOALS, OBJECTIVES, AND POLICIES**

Moved by Director Conklin and seconded by Director Scurfield to adopt **Resolution No. 15-05** approving CFSA's investment goals, objectives, and policies as presented.

Ayes: Chair Bullis, Directors Jacobs, Conklin, Quiroz, Scurfield, Moss  
Noes: None  
Abstain: None  
Absent: Director Wolcott

**VII. ADOPTION OF RESOLUTION RATIFYING 2015 TRAVEL PER DIEM AND MILEAGE RATES**

Moved by Director Scurfield and seconded by Director Quiroz to adopt **Resolution No 15-06** ratifying CFSA's 2015 travel per diem and mileage rates as follows:

Mileage rate: 57.5 cents per mile  
Breakfast: \$7  
Lunch: \$11  
Dinner: \$23  
Incidentals: \$5

Ayes: Chair Bullis, Directors Jacobs, Conklin, Quiroz, Scurfield, Moss  
Noes: None  
Abstain: None  
Absent: Director Wolcott

**VIII. ADOPTION OF RESOLUTION APPROVING PAYMENT PLAN AGREEMENT WITH SANJOAQUIN COUNTY FAIR**

No action necessary or taken, as payment was made in full prior to Board Meeting.

**IX. ADOPTION OF RESOLUTION APPROVING THE DEL NORTE COUNTY FAIRGROUNDS RECREATION AND PARK DISTRICT AS A MEMBER OF THE CFSA JOINT POWERS AGREEMENT AND AS A PARTICIPANT IN CFSA PROGRAMS**

In November 2014, two local ballot measures in Del Norte County were approved forming the Del Norte County Fairgrounds Recreation and Park District and

electing a five-member board of directors. The DNCFRP is expected to take over operations of the Del Norte County Fair (41<sup>st</sup> DAA) beginning in 2016.

Moved by Director Conklin and seconded by Director Scurfield to adopt **Resolution No. 15-08** approving the Del Norte County Fairgrounds Recreation and Park District as a member of the CFSA Joint Powers Agreement and as a participant in CFSA programs.

Ayes: Chair Bullis, Directors Jacobs, Conklin, Quiroz, Scurfield, Moss

Noes: None

Abstain: None

Absent: Director Wolcott

**X. ADOPTION OF RESOLUTION AUTHORIZING EXECUTIVE DIRECTOR TO EXECUTE CONTRACTS WITH CDFA FOR 1) SURVEY OF URGENT AND CRITICAL DEFERRED MAINTENANCE NEEDS OF CALIFORNIA FAIRS, AND 2) REVIEW OF DISTRICT AGRICULTURAL ASSOCIATION HAZARDOUS CONTRACT INSURANCE COVERAGE**

Moved by Director Conklin and seconded by Director Jacobs to adopt **Resolution No 15-09** authorizing CFSA's executive Director to execute, on behalf of CFSA, the following contracts with the California Department of Food and Agriculture: 1) contract for survey of urgent and critical deferred maintenance needs of California Fairs, and 2) contract for review of District Agricultural Association hazardous contract insurance coverage.

Ayes: Chair Bullis, Directors Jacobs, Conklin, , Scurfield, Moss

Noes: None

Abstain: Director Quiroz

Absent: Director Wolcott

**INFORMATIONAL ITEMS**

**1. Discussion of Strategic Goals for 2015 Strategic Goals**

**Goal A: In order to develop a coordinated approach to addressing the needs of California fairs, CFSA will enter into and sustain ongoing discussions with potential partners who share its statewide commitment to the health of local fairs.**

What has worked well?

- ✓ CFSA is very visible in the industry.
- ✓ Members turn to CFSA for technical assistance and leadership.

Direction for 2015

- Focus attention on new fair CEOs. Be mindful of fair management turnover.
- Focus on collaborating with CDFA to broaden the scope of:
  - Fair staff training;
  - Board of Directors training;

- Return of Super Schools – attention giving to competitive exhibits training;
- Providing services to fairs

**Goal B: Working on its own and in tandem with its partners, CFSA will continue to create and to commit resources to professional development and technical assistance programs designed to address the current needs of California fairs.**

Direction for 2015

- Collaborate with CDFA HR and bring HR training to Regional Trainings, Fair Ops 101, and Maintenance Mania.
  - CDFA HR wants to be involved in training with the fairs. CFSA to facilitate their involvement. Incorporate them into existing industry trainings.
  - Offer certification trainings.
  - Offer training on how to maneuver in the State Personnel system. How to take State tests.
- Provide HR training for all fairs – not just DAAs.
- Develop the use of webinars to further training opportunities.
- Emphasis on developing local safety training programs. Give visibility to safety training.
  - Teach how to incorporate safety training into the local culture.
- Use of Mobile Carts –
  - Extend training to all fairs, their vendors, exhibitors and event promoters.
  - Create a general policy industry-wide regarding cart usage on fair property and during events.
- Further the education efforts on natural-borne pathogens and consumer safety by collaborating and partnering with FFA, 4-H, Grange and UC Davis.
- Develop an internship program that brings new talent into the fair industry.
  - Connect with Cal Poly, Chico State and others with hospitality and/or fair management majors.

**Goal C: CFSA will assess its current services to identify, build and monitor customer service opportunities that can strengthen and expand its services to fairs throughout California.**

Direction for 2015

- Continue the Touch Point program of outreach. It is effective and allows for quality feedback related to customer service.
  - Incorporate the CFSA board of directors into the Touch Point outreach efforts.

- Develop services in the area of key fair operations such as ticketing, security, and providing ATMs
- Participate in strategic planning with CFFA board of directors, focusing on future planning and sustainability of the CFFA function.

**Goal D: In order to keep member fairs healthy, strong and financially viable, CFSA will continue appraising and upgrading core pool programs and risk management services that develop and improve the scope and depth of the self-insurance pools.**

Direction for 2015

- Review and make recommendations for long-term sustainability of the revenue protection program.
- Continue succession planning for the Risk Management Department.
- Implement a process for paying for Special Events insurance online with credit card.
- Explore including private non-profits, involved with member fairs, in the core pools.
  - Establish appropriate insurance coverage.
  - Establish best practices for non-profits involved with member fairs – establishing a standard of best practices.

**Goal E: CFSA will continue to enhance communication efforts, tools and methodologies to better implement strategic programs and services.**

Direction for 2015

- Implement the upgraded website.
  - Continue Touch Point program.
  - Continue using all other tools available to enhance and increase communication with member fairs and related entities.
2. **Self Insurance Pooling Programs 101:** Executive Director Becky Bailey Findley presented “Risk Pooling 101” as information to new board members and a refresher course for current board members.
  3. **Staff Reports:** Staff reports were presented as written:
    - a. Administrative Services
    - b. Risk Management
    - c. Construction Department
    - d. Finance Department
    - e. Risk Control

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4. **Executive Director Report:** Executive Director Becky Bailey-Findley presented her report as written

### **CLOSED SESSION**

The Board adjourned from regular session at 12:18 p.m. and went into closed session to discuss the liability claims involving Lucy Miranda and the National Orange Show, Tanya and Kyle Purvis and the 27<sup>th</sup> DAA, and Stuart and Caroline Titus and the Humboldt County Fair Association, and the Workers' Compensation claim involving Susan Molles and the Solano County Fair Association.

### **Regular Session**

The Board adjourned from Closed Session at 12:38 p.m. and regular session was reconvened. No reportable action was taken during closed session. A break was taken and Regular Session was again convened at 12:52 p.m.

### **5. Director's Reports:**

- a. Director John Quiroz discussed how seeking fair funding was similar to pursuing a grant. He also discussed how the Energy Commission was looking at fairgrounds as possible locations for vehicle plug-in locations across the state.
- b. Director Dan Jacobs offered a welcome to new Board Member Larry Moss.

### **6. Next Board meeting:**

Scheduled for Wednesday, April 1, 2015 at 10:00am.

### **ADJOURNMENT**

The meeting was adjourned at 2:16 p.m.



CHAIR

ATTEST:



SECRETARY