



NOTICE OF MEETING

22nd District Agricultural Association Board of Directors meeting
Tuesday, July 12, 2022, at 1:30 p.m.

Boardroom

Del Mar Fairgrounds
2260 Jimmy Durante Boulevard
Del Mar, California 92014

While the 22nd District Agricultural Association Board of Director's meeting will be conducted in person, if you prefer to participate remotely, please check the 22nd DAA's website www.delmarfairgrounds.com for the ZOOM link and/or ZOOM dial-in instructions on how to participate and/or view this meeting.

OUR PURPOSE

We are a timeless community treasure where all can flourish, connect, and interact through year-round exceptional experiences.

OUR MISSION

We connect our community through shared interests, diverse experiences, and service to one another in an inclusive, accessible, and safe place with an emphasis on **entertainment, recreation, agriculture, and education.**

22nd DAA BOARD OF DIRECTORS

G. Joyce Rowland, President
Frederick Schenk, 1st Vice President
Richard Valdez, 2nd Vice President
Lisa Barkett, Director
Michael Gelfand, Director

Kathlyn Mead, Director
Don Mosier, Director
Sam Nejabat, Director

Secretary-Manager
Carlene Moore
Chief Executive Officer

22nd DAA Counsel
Josh Caplan
Office of the California Attorney General

OUR GOALS

THE LENS

Treat the campuses of the fairgrounds as one ecosystem where all activities are complementary and aligned with the purpose, mission, vision and values of the San Diego County Fair & Event Center.

BUSINESS PLAN

Acknowledging the short-term need to plan for fiscal recovery and stabilization, create a 5 to 10 year business plan that rebuilds a strong financial base, contemplates new business activities and partnerships, provides program accessibility, and leads to a thriving San Diego County Fair & Event Center.

MASTER PLAN

Create an environmentally and fiscally responsible land use plan for the San Diego County Fair & Event Center, aligning with purpose, mission, vision and values of the organization.

COMMUNITY ENGAGEMENT

Incorporate community engagement within the Business Plan and Master Plan processes to enhance understanding and expand opportunities.

Persons wishing to attend the meeting and who may require special accommodations pursuant to the provisions of the Americans with Disabilities Act are requested to contact the office of the Chief Executive Officer, (858) 755-1161, at least five working days prior to the meeting to insure proper arrangements can be made.

Items listed on this Agenda may be considered in any order, at the discretion of the chairperson. This Agenda, and all notices required by the California Bagley-Keene Open Meeting Act, are available at www.delmarfairgrounds.com



22nd District Agricultural Association Board of Directors meeting

AGENDA

Tuesday, July 12, 2022, at 1:30 pm

1. **CALL TO ORDER** – PRESIDENT G. JOYCE ROWLAND

All matters noticed on this agenda, in any category, **may be considered for action as listed.**

Any items not so noticed may not be considered. Items listed on this agenda may be considered in any order, at the discretion of the Board President.

2. **ROLL CALL**

3. **CONSENT CALENDAR (ACTION ITEMS)**

All matters listed under Consent Calendar are operational matters about which the Board has governing policies, implementation of which is delegated to the CEO. They will be enacted in one motion. There will be no discussion of these items prior to the time the Board of Directors votes on the motion, unless members of the board, staff, or public request specific items to be discussed separately and/or removed from this section. Any member of the public who wishes to discuss Consent Calendar items should notify the Chair of the Board, at the time requested and be recognized by invitation of the Chair to address the Board.

- **Minutes Regular Meeting June 2, 2022**

- **Contract Approval**

- 2022 San Diego County Fair Grandstand Entertainment Contracts
(22-1037, Frias Marketing Group, LLC f/s/o Pancho Barraza)

- **Review of Contracts Executed per Delegation of Authority**

- Service Agreements

(22-028 AM1, San Elijo JPA); (22-062, Ray Cammack Shows); (22-063 Urban Corps of San Diego County); (22-063 AM1, Urban Corps of San Diego County); (DAA-21-080-02 AM1, Lance, Soll, & Lunghard); (22-066, Diamond Environmental Services)

- Sponsorship Agreements

(SPO-22-049/AM1, Cigma Inc.); (SPO-22-052-19, Bluegreen Vacations)

- 2022 San Diego County Fair Ag & Ed Agreements

(22-1209, Foyil Farms, LLC); (22-1210, Echo Athletics); (22-91J, Dog Show Steward); (22-92J, Dog Show Steward); (22-93J, Dog Show Steward); (22-94J, Dog Show Steward); (22-95J, Judge Round Robin Showmanship – Dog); (22-96J, Judge Round Robin Showmanship – Cavy); (22-97J, Judge Round Robin Showmanship – Rabbits); (22-98J, Judge Round Robin Showmanship – Pygmy Goats); (22-99J, Judge Round Robin Showmanship – Poultry); (22-100J, Judge Round Robin Showmanship – Steward); (22-101J, Judge Round Robin Showmanship – Steward); (22-102J, Judge Round Robin Showmanship – Steward); (22-103J, Judge Round Robin Showmanship – Steward)

- 2022 San Diego County Fair Entertainment, excluding Grandstand Contracts (22-1089, Salsa Steel); (22-1090, Vision Music Magazine f/s/o Prohibido); (22-1091, Mark Murphy f/s/o The Journeymen)
- 2022 San Diego County Fair Commercial Vendor Contracts (22-1682, Sow & Associates); (22-1683, Fickle Finger Airbrush)
- 2022 San Diego County Fair Concession Vendor Contracts (22-1681, Trinity Foods)
- Event Contracts (23-3013-Dolphin Promotions, Inc, Del Mar Antiques+Art+Design Show); (23-3014 Dolphin Promotions, Inc, Del Mar Antiques+Art+Design Show); (22-5062-SPOCOM, USA SPOCOM Del Mar Auto Show); (22-5063-The Scream Zone Del Mar, LLC ScreamZone); (22-5064-The Union Marketplace, The Union Marketplace); (23-3015-Silver Bay Kennel Club, Silver Bay Dog Show); (23-3106-Gem Faire, Incorporated, Gem Faire); (23-3017-Family Winemakers of California, Winemakers of California Wine Tasting); (23-3018-The Union Marketplace. The Union Marketplace); (23-3019-Bridal Bazaar, Bridal Bazaar); (23-3020-La Mesa RV Center, Del Mar RV Super Show); (23-3021-Just Between Friends San Diego, JBF Children's & Maternity Consignment Sale); (22-5065-Purdy Tree Farms, Christmas Tree Sale; (22-5066-Pinery Christmas Trees, Inc, Pumpkin Patch); (23-3022-Tiny Fest, LLC, Tiny Fest)

4. **GENERAL BUSINESS**

- A. Discuss and vote to cancel the conditional contract with West Palms Events under Request for Proposal No. 21-07 (Equestrian Center Operator at Del Mar Horsepark), originally approved January 11, 2022. (Action)
- B. Discuss and vote on whether to conditionally approve contract under Request for Proposal No. 21-07 (Equestrian Center Operator at Del Mar Horsepark) with Struzziere Ventures, Inc. Contract approval would be subject to the express conditions precedent identified in Request for Proposal No. 21-07. (Action)

5. **PUBLIC COMMENT**

Public comments on agenda items will be accepted during the meeting as items are addressed. This item is for public comment on issues **NOT** on the current Agenda. However, no debate by the Board shall be permitted on such public comments and no action will be taken on such public comment items at this time, as law requires formal public notice prior to any action on a docket item. Speaker's time is limited to **two** minutes and may be modified based on the number of public speakers. No speaker may cede their time to another speaker.

6. **ADJOURNMENT**