



NOTICE OF MEETING

Solano County Fair Association

Special Meeting of the Fair Planning Committee

to be held

Wednesday, May 27, 2020 at 3:30 pm

The meeting will only be accessible via Zoom.

Committee Members / Directors

Carole Paterson, President
Valerie Williams, Director
Mike Coakley, Director

Manuel Angel, Treasurer
Norma Placido, Director

Lee Williams, Director
Kathleen Marianno, Director

Time: May 27, 2020 at 3:30 pm - The meeting will only be accessible via Zoom.

In accordance with Governor Gavin Newsom's March 12, 2020 Executive Order N-25-20, Solano County Fair Association Board Directors may attend this meeting telephonically without public notice of or access to their teleconference location.

Log-in information including Meeting ID and Password will be available at the Solano County Fair Association website. <https://www.scfair.com/>

Staff & Key Volunteers

Mike Ioakimedes, Executive Director & Chief Executive Officer
Stephen Hales, Operations Manager
Kelly Fletcher, Livestock Superintendent
Jill Kant, Administrative Assistant
Debbie Egidio, Principal DTS Egidio

Our Mission

To ensure a positive experience for the public by providing a year-round multi-purpose venue that showcases and celebrates the wide variety of resources and activities to our diverse communities.

22 days until the **2020 Solano County Fair** (Thursday, June 18 – Sunday, June 21)



Matters of Information

The Solano County Fair Association does not discriminate against persons with disabilities. If you wish to attend this meeting and you will require assistance to participate, please call the Fair Association's Administration Office at (707) 551-2000 at least 24 hours in advance of the meeting to make reasonable arrangements to ensure accessibility to this meeting.

Non-confidential materials related to an item on this Agenda submitted to the Board after distribution of the agenda packet are available for public inspection at the Solano County Fair Association's Administration Office, 900 Fairgrounds Drive, Vallejo, California or at the Solano County Government Center, 675 Texas Street, Fairfield, California. These materials may also be viewed on the Solano County Fair Association's website at www.scfair.org.

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AGENDA

Fair Planning Meeting

Wednesday, May 27, 2020, 3:30 pm

1. CALL TO ORDER

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 Chair.

2. ROLL CALL

3. CHANGES TO OR DELETIONS FROM THE AGENDA

4. APPROVAL OF THE AGENDA

5. PUBLIC COMMENT

This is your opportunity to address the Committee on a matter not listed on the Agenda, but it must be within the subject matter jurisdiction of the Committee. Comments are limited to 3 minutes per speaker.

6. REVIEW OF MINUTES OF COMMITTEE MEETINGS:

- a. Committee Meeting of Wednesday, May 13, 2020

ACTION: Discussion and possible approval of submitted minutes



7. 2020 SOLANO COUNTY FAIR PLANNING

- a. **Budget Discussion (Mike)**
 - i. **Updated financials presented**
 - ii. **Sponsorship / Donations Update**

- b. **Report from Livestock Sub-Committee (Kelly)**
 - i. **Live show / auction**
 - 1. **Discussion of draft COVID-19 guidelines**
 - ii. **Entries**

- c. **Still Life Show Update (Kelly)**
 - i. **Entries**

- d. **Report from Virtual Fair Superintendent (Manny)**
 - i. **Programming**
 - 1. **Community Partnership update**
 - 2. **Music**
 - 3. **Other Activities**

- e. **Marketing (DTS Egidio)**
 - i. **Social Media**
 - ii. **SCFA Website**
 - iii. **Media outlets, Print, or other mediums**

- f. **Logistics (Steve Hales)**
 - i. **Status of large public gatherings in Solano County**
 - ii. **SCFA staff time requirements**

- g. **Timeline for Implementation (Approximately 4 weeks away from June Fair dates)**

- h. **Next Steps**

ACTION: Discussion and possible action on any of Agenda Item 7

8. COMMITTEE MEMBER COMMENTS

9. ADJOURNMENT

Date of Notice: Friday, May 22, 2020



SOLANO COUNTY FAIR ASSOCIATION
MINUTES FOR MEETING OF SPECIAL FAIR PLANNING MEETING
Wednesday,
May 13, 2020

Minutes of the special meeting of the Solano County Fair Association's Fair Planning Committee Meeting held on May 13, 2020 at 3:30 pm. In accordance with Governor Gavin Newsom's March 12, 2020 Executive Order N-25-20, Solano County Fair Association Board Directors, attended this meeting telephonically with Chairperson Carole Paterson presiding.

1. **CALL TO ORDER** – Chairperson Paterson called the meeting to order at 3:36 pm.

2. **ROLL CALL – COMMITTEE MEMBERS PRESENT:**

Carole Paterson, Chair, Director Kathleen Marianno, Director Manuel Angel,

Director Valerie Williams, Director Norma Placido, Director Lee Williams, Director Mike Coakley

DIRECTORS/COMMITTEE MEMBERS ABSENT: None

OTHERS PRESENT: Mike Ioakimedes, ED / CEO; Stephen Hales, Operations Manager; Kelly Fletcher, Livestock Superintendent; Debbie Egidio, Principal DTS Egidio, Jill Kant, Administrative Assistant, Kurt Brown, Administrative Assistant

3. **CHANGES OR DELETIONS FROM THE AGENDA:** None

4. **APPROVAL OF THE AGENDA:**

Action: It was moved by Director Placido and seconded by Director Angel to approve the agenda as presented. The motion was carried unanimously.

5. **PUBLIC COMMENT:** None

6. **REVIEW OF MINUTES OF COMMITTEE MEETINGS:**

a. Committee Meeting of Wednesday, May 6, 2020

Action: It was moved by Director Angel and seconded by Director V. Williams to accept the minutes for the Committee Meeting of May 6th as presented. The motion was carried unanimously.

7. 2020 SOLANO COUNTY FAIR PLANNING

a. Budget Discussion

- i. Updated budget presented
- ii. Sponsorship / Donations Update

Chair Paterson asked ED loakimedes to review the 2020 Proposed SCFA Fair Budget that had been presented to the committee. loakimedes began by indicating that there were two budget scenarios presented. There could be many other scenarios depending on multiple variables, but that the presented two scenarios represented “bookends” of all the potential budget possibilities.

The two presented scenarios were “Virtual Stills & JLA” and “Junior Show / JLA”. loakimedes reported that these budgets were based on the budget work done by Livestock Superintendent Kelly Fletcher.

loakimedes reported that the updated budget scenarios presented were “snap shots” of where fair revenue and expenditures were as of 5/12/20. The budget format had been updated to differentiate between Livestock Exhibits expenses and Still Life Exhibits expenses. Overall Competitive Exhibits Expenses were also itemized separately from overall General Fair Expenses.

Superintendent Fletcher questioned the balance of the JLA reserve post 2020 fair. She was unclear of that the amount had been calculated. Fletcher said that she would meet with staff offline to review.

Director Placido commented that outreach efforts should be made to key individuals and local elected officials, members of the various local Chamber of Commerce.

Director Coakley asked what was the amount that we were looking to raise? Director Angel responded that ideally, we would raise enough money to cover either proposed scenario.

Marketing Manager Egidio said a goal might be to raise enough to have a “zero” budget and not have to draw on reserves.

Director Angel said that he had contacted Recology and GVRD. ED loakimedes cautioned that the presented numbers were just a snapshot and that some expenses were going to continue to be incurred.

Chair Paterson asked for a central pool of contacts so that SCFA Board members could know who recent contributors were, what event(s) they had contributed to, and how much. loakimedes said he would provide that list to the Board.

Action: The committee will continue to consider both budget scenarios.

b. Report from Livestock Sub-Committee (Kelly)

i. Live show / auction

ii. Entries

Superintendent Fletcher reported that the Livestock sub-committee had not met this past week.

Fletcher did report that the Dixon auction was last week and there were 149 lots with 300 registered buyers. There was not a lot of activity from all buyers. The kids seemed satisfied with the prices that were bid. Not every category did as well as others.

The Dixon auction commission was a 5% fee. This helped increase the “take home” amount for the kids. Total gross for sale was \$211,000. That amount included add-on after sale bids that equaled \$44,000. It was thought that the add-on bids were instead of buyers “teaming” as they do at live sales.

The paperwork for both kids and buyers was something of a challenge. Two animals did not meet minimum weight and sale needed to be voided. There was a post auction survey distributed, results pending. Fletcher commented that there were lots of good lessons learned from this auction.

Director V. Williams commented that she had watched the auction online and it was almost every bit as exciting as a live auction. It was fun and entertaining. BidCal had also put up a donation button. Can SCFA do the same? Fletcher replied yes, plus anyone can make a flat donation.

Director V. Williams thought the solid background on the pictures was better. Director Lee Williams did not like the presentation. Found the background and the absence of uniforms lacking. Director Lee Williams was very impressed with BidCal.

Fletcher reported that Bids for Kids will also participate in the SCFA sale. Vacaville Fire has committed funds. Director Lee Williams commented that Safeway and Raley’s did not seem to participate. Fletcher replied that Safeway did participate.

Chair Paterson thanked Livestock Superintendent Fletcher for all her hard work.

Action: None Information Only

c. Still Life Show Update

Chair Paterson asked how entries were going. Superintendent Fletcher replied that there had been no change in non-livestock entries since the last meeting.

Action: None Information only.

d. Report from Virtual Fair Superintendent

- i. Programming**
 - 1. Community Partnership possibilities**
 - 2. Music**
 - 3. Other “Grounds” venues**

Virtual Fair Superintendent Angel reported that a wide variety of participants had committed to participating in the 2020 virtual Solano County Fair. He had also had several conversations with various potential sponsors.

Angel said the next steps were to follow up with First 5 Solano, book more entertainment, develop games. Also, Angel wants to produce a virtual Fair handbook as well as a video explaining how businesses and organization might participate.

In addition to recruiting for participation, Angel felt that he needed to do a trial run and test the broadcast. Angel also reported that he had secured some volunteers to help during the 4-day fair run.

Director Placido remarked that Solano Supervisor Monica Brown should be contacted to see if she might contribute. Director Placido also said that she would be providing names of prominent members of the Filipino community as potential sponsors.

Action: None. Information only.

- e. Marketing (DTS Egidio)**
 - i. Social Media**
 - ii. SCFA Website**
 - iii. Media outlets, Print, or other mediums**

Chair Paterson asked if there was anything to report on marketing. Market Manager Egidio responded that she was in conversation with a potential participant who wanted to stage a contest as part of the virtual fair. The potential participant was writing a kid’s science fiction book and as part of that effort a contest could be held to see which kid could create the best “time capsule”.

Egidio also reported that she had communicated with the Jelly Belly Factory and they will be participating in a count the jellybean contest. Egidio has also been speaking with a local DJ from Vacaville about possibly participating.

Egidio had also produced a support piece for virtual fair participation and sponsorship. That piece was distributed to local Chamber of Commerce to distribute to their membership.

There are daily postings to SCFA’s social media accounts promoting the virtual fair. Public Service Announcements had been distributed to KUIC for airing. The Monthly Grapevine will be doing a free teaser ad.

Director Placido asked who would be the “voice of the fair”? Director Angel said that role would most likely fall to him.

Action: None. Information only.

f. Logistics

- i. Status of large public gatherings in Solano County**
- ii. SCFA staff time requirements**
- iii. Technical Limitations**

Operations Manager Hales reported that there was nothing to report pending the decision if there would be any onsite activity.

Action: None. Information only.

g. Timeline for Implementation (Approximately 5 weeks away from June Fair dates)

ED loakimedes reported that at its last meeting the committee had decided to not construct a timeline.

Action: None. Information only.

h. Next Steps

Action: None. Information only.

8. COMMITTEE MEMBER COMMENTS

Chair Paterson spoke of the need to ramp up sponsorships and donation requests. SCFA Board members need to make the needed calls.

Director V. Williams asked how the committee would be reaching out to Public Health. Chair Paterson asked ED loakimedes to respond. loakimedes said that initial conversations with Public Health were inconclusive as it was too early for Public Health to make a call on a mid-June event. Much depended at this point, on how quickly the County would begin to reopen the local economy.

Director Placido asked if there was a charge to participate in the virtual fair. Marketing Manager Egidio responded that there was no charge. Chair Paterson added that there was no entry fee for non-Competitive Exhibits participants.

Livestock Superintendent Fletcher requested that she be able to participate in the conversation with Public Health. ED loakimedes said that he would make that happen.

Director Placido commented that we should choose a platform that was easy to use. Director Angel replied that he had posted a Roadmap last week. That roadmap should make it easy for the public to participate in the 2020 Fair. Chair Paterson commented that she was very impressed with the changes to the website.

Director Marianno asked for a street address to be added to the website for folks like her who would prefer to contribute by sending a check. Marketing Manager Egidio said that she would add the fairgrounds address to the website.

Since the next meeting date is the same date as the regular SCFA Board meeting it was decided to fold this committee meeting into that agenda. Chair Paterson said that the SCFA Executive Committee was meeting this week to review the draft agenda and asked staff to make sure committee items were included in the upcoming Board agenda. loakimedes said he would take care of that.

9. ADJOURNMENT

- a. It was moved by Director Placido and seconded by Director Angel that the meeting be adjourned until the next Fair Planning Committee Meeting on Wednesday, May 27, 2020 from 3:30 pm to 5:00 pm.

Respectfully submitted,



Mike loakimedes
CEO / Executive Director