



NOTICE OF MEETING

Solano County Fair Association

Special Meeting of the Fair Planning Committee

to be held

Wednesday, June 10, 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: June 10, 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.

7 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, June 10, 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, June 3, 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
 - 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 2 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, June 5, 2020



SOLANO COUNTY FAIR ASSOCIATION
MINUTES FOR MEETING OF SPECIAL FAIR PLANNING MEETING
Wednesday,
June 3, 2020

Minutes of the special meeting of the Solano County Fair Association's Fair Planning Committee Meeting held on May 27, 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,

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,

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 27, 2020

Action: It was moved by Director Marianno and seconded by Director Angel to accept the minutes for the Committee Meeting of May 27th 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 Ioakimedes to review the 2020 Proposed SCFA Fair Budget that had been presented to the committee. Ioakimedes began by explaining that after the committee's action at the previous meeting a single scenario budget is being presented.

Ioakimedes pointed out that this budget had all known expenses represented, including the projected marketing expenses through the end of the fair. If things remain as presented the post fair bottom line would show a positive net of \$3,928 with \$10,854 post-fair remaining in the JLA reserve account and \$3,932 post-fair remaining in the Fair Hands account.

Livestock superintendent Fletcher inquired about \$600 that was shown as JLA Donations, but under the General Fair category. Jill Kant explained that the \$600 should have been listed under the Livestock category. Correcting the misplacement of these funds changes the bottom-line figure to \$3,328 while increasing the JLA reserve fund account post-fair balance to \$11,454.

Ioakimedes reported that an additional expense that might potentially be incurred would be marketing costs associated with "boosting" the virtual fair on social media. Ioakimedes asked Director Angel to explain.

Angel reported that extra funds could be used for targeted marketing efforts using Facebook Ads Manager. The goal would be to increase traffic through targeted efforts instead of relying on organic generated traffic.

Angel continued that an additional \$2500 might result in 10,000 more "eyeballs" on the virtual fair. Those extra viewers might result in an increase in donations to the Fair. Angel cautioned that this type of marketing investment was a risk.

Director V. Williams asked Angel for some clarification as she is unfamiliar with this type of marketing effort. Would these efforts result in an improvement to the bottom line? Angel answered that there was no guarantee that the bottom line would benefit. The alternative being to rely on organic growth.

Marketing Manager Egidio pointed out that these decisions do not have to be made now. Because of the technology involved these decisions can be made and implemented quickly. The efforts can also be scaled so that a smaller amount is invested. Angel agreed saying that an investment of \$200 might show a positive return. ED Ioakimedes pointed out that there was a \$1,000 contingency fund built into the existing budget. If not needed for other purposes that \$1,000 could be used for marketing and that expenditure would not impact the bottom line.

There was no further discussion on the budget.

The next item was a report from ED loakimedes on the fundraising efforts. loakimedes reported that fundraising was going well considering the current economic conditions.

Over 300 personalized emails (not an email blast) have been sent out to potential sponsors. Additionally, every elected official from the Congressional level on down have been contacted and asked if they would like to provide a community message.

loakimedes reported that currently SCFA has 25 different categories for potential sponsors.

Director Placido asked if Vallejo City Council and School Board members had been contacted. Director Angel responded that in addition to the emails sent he had been personally in touch with many of Vallejo elected officials. Given the current social unrest Vallejo officials might be a little difficult to engage right now, Angel cautioned. Angel did say that several had promised to provide community videos.

Chair Paterson asked if there was any more discussion. There was none.

Action: None Information Only.

b. Report from Livestock Sub-Committee (Kelly)

- i. Live show / auction**
- ii. Entries**

Livestock Superintendent Fletcher reported that the meeting with Solano County Public Health originally scheduled for Tuesday, 6/2 had been re-scheduled for Thursday, 6/4. Fletcher would be emailing exhibitors to give them an update and to provide some additional information including:

- Notification that no breeding animals will be allowed
- Specific criteria on auction photos
- The need for a short bio from each exhibitor

Fletcher also reported that the BidCal contract had been received by SCFA and was currently being reviewed.

Action: None Information Only

c. Still Life Show Update

Livestock Superintendent Fletcher reported entries had closed and the total received was 575. SCFA has not received photos for all the entries yet. Fletcher was still downloading and getting photos ready for judging.

Director V. Williams offered to help if needed. Fletcher said the biggest difficulty now was problems with the color printer. She hoped to have things finalized by next week.

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 thanked everyone for their hard work. Angel reported that he had done some test streams over the weekend. He had some internet difficulties from home so he might switch his base of operations to his office.

Angel has been working on some promotional materials. There would be a daily count down ongoing to the fair. Angel would like to incorporate some of the old fair photos staff provided into the count down.

Angel wanted to give ED Ioakimedes a pat on the back for his work on obtaining sponsorships, specifically the Recology sponsorship.

Angel described a tic toc challenge he had in mind. He also reiterated that the deadline for submissions was June 15th at 11:59 pm.

President Paterson said that she had been reaching out to local restaurants to participate. She had been directing them to the SCFA website for information. Was Director Angel available to provide tech support if needed? Angel: Yes.

President Paterson said that she would like to do a welcoming message as SCFA President. She asked ED Ioakimedes to please send her an email that had been sent to city elected officials. Paterson would follow those emails up with phone calls to selected elected officials.

Director Angel said that he intended to film an opening ceremony in conjunction with a local car club.

Director V. Williams asked if she should reach out to Master Gardeners and Master Preservers. She was told Yes.

Marketing Manager Egidio asked staff to provide her with a list of 2019 Fair stage performers.

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 her efforts now were focused on supporting Director Angel and Livestock Superintendent Fletcher.

Egidio did report that she engaged a merchandize opportunity through a firm employed by Visit Vallejo. There is no up-front cost to work with this firm and they will have customized SCFA merchandize available for purchase by SCFA patrons.

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 said he had nothing to report.

Action: None. Information only.

g. Timeline for Implementation (Approximately 2 weeks away from June Fair dates)

Action: None. Information only.

h. Next Steps

Action: None. Information only.

8. COMMITTEE MEMBER COMMENTS

President Paterson said to remind everyone of the June 15th submission deadline.

Superintendent Fletcher reported that other virtual fairs were only exhibiting entries and not judging entries.

Director Angel wants everyone involved in the fair to enter the tic toc dance contest. A 20 second video of dance moves is needed.

9. ADJOURNMENT

- a. At 4:22 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, June 10, 2020 from 3:30 pm to 5:00 pm.

Respectfully submitted,



Mike Ioakimedes CEO / Executive Director