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CERTIFIED COPY

BOARD OF DIRECTORS MEETING  
22ND DISTRICT AGRICULTURAL ASSOCIATION  
DEL MAR FAIRGROUNDS via ZOOM  
2260 JIMMY DURANTE BOULEVARD  
DEL MAR, CALIFORNIA 92014

TUESDAY, FEBRUARY 14, 2023

1:34 P.M.

REPORTED BY: MARY JULIA COLEMAN-KIEFER, CER 1468

1 IN ATTENDANCE

2 OFFICERS:

3 G. Joyce Rowland, President

4 Frederick Schenk, First Vice President (via ZOOM)

5 Richard Valdez, Second Vice President (via ZOOM)

6

7 DIRECTORS PRESENT:

8 Lisa Barkett, Director (via ZOOM)

9 Michael Gelfand, Director

10 Don Mosier, Director

11 Kathlyn Mead, Director (via ZOOM)

12 Sam Nejabat, Director (via ZOOM)

13

14 ALSO PRESENT:

15 Carlene Moore, Chief Executive Officer, 22nd DAA

16 Donna O'Leary, Executive Assistant, 22nd DAA

17 Josh Caplan, Deputy Attorney General

18 Katie Mueller, Chief Operations Officer, 22nd DAA

19 Melinda Carmichael, Chief Administrative Officer, 22nd DAA

20 Henry Rivera, Moderator/Production Manager

21 Steve Shoemaker, Chairman, Don Diego Foundation

22 Ashley Colburn, Executive Director, Don Diego Foundation

23 Josh Rubenstein, President, DMTC (via ZOOM)

24 Mike Ernst, CFO of DMTC (via ZOOM)

25

26

1	BOARD OF DIRECTORS MEETING	PAGE
2	Call to Order . . . . .	5
3	Roll Call . . . . .	5
4	Consent Calendar . . . . .	6
5	Public Comment	
6	Martha Sullivan . . . . .	7
7	Lori Saldana . . . . .	11
8	Management Report . . . . .	13
9	The Sound Update . . . . .	15
10	Construction Projects and Facilities Updates .	18
11	Industry News and Updates . . . . .	23
12	Public Comment	
13	Martha Sullivan . . . . .	25
14	Lori Saldana . . . . .	26
15	General Business . . . . .	29
16	Policy Development and Review . . . . .	29
17	Public Comment	
18	Lori Saldana . . . . .	34
19	Memorandum of Understanding with Don Diego	
20	Scholarship Foundation . . . . .	36
21	Public Comment	
22	Lori Saldana . . . . .	45
23	Assignment of Horsepark Operating	
24	Agreement . . . . .	48
25	Public Comment	

1	Carla Hayes . . . . .	52
2	Approval of Delegation of Authority	
3	Public Comment (None)	
4	Community and Government Relations Committee . .	60
5	Martha Sullivan . . . . .	61
6	Lori Saldana . . . . .	62
7	Finance Committee Report . . . . .	63
8	Out-of-State Travel . . . . .	65
9	Public Comment	
10	Lori Saldana . . . . .	69
11	Fair Operations Committee . . . . .	73
12	Public Comment	
13	Martha Sullivan . . . . .	80
14	Lori Saldana . . . . .	80
15	DMT Liaison Committee . . . . .	82
16	Public Comment	
17	Martha Sullivan . . . . .	88
18	Lori Saldana . . . . .	88
19	Dr. Wayne Johnson . . . . .	90
20	General Public Comment	
21	Martha Sullivan . . . . .	92
22	Lori Saldana . . . . .	93
23	Adjournment to Closed Session . . . . .	95
24	Reconvene from Closed session . . . . .	96
25	Meeting Adjournment . . . . .	96

1 DEL MAR, CALIFORNIA, TUESDAY, FEBRUARY 14, 2023

2 1:34 p.m.

3 -o0o-

4 PRESIDENT JOYCE ROWLAND: Okay. Thank you all for  
5 joining us. This is the January -- excuse me, February meeting  
6 of the 22nd DAA. I call the meeting to order and wish you all  
7 a Happy Valentine's Day.

8 And may we have the roll call, please, Donna.

9 MS. O'LEARY: President Rowland.

10 PRESIDENT JOYCE ROWLAND: Present

11 MS. O'LEARY: Vice President Schenk.

12 MR. SCHENK: Present.

13 MS. O'LEARY: Vice President Valdez.

14 MR. VALDEZ: Present.

15 MS. O'LEARY: Director Barkett.

16 MS. BARKETT: Present.

17 MS. O'LEARY: Director Gelfand.

18 MR. GELFAND: Present.

19 MS. O'LEARY: Director Mead.

20 MS. MEAD: Present.

21 MS. O'LEARY: Director Mosier.

22 MR. MOSIER: Present.

23 MS. O'LEARY: Director Nejabat.

24 MR. NEJABAT: Here.

25 PRESIDENT JOYCE ROWLAND: Thank you.

1                   And moving to the consent calendar, and I think  
2 we have at least one correction in the minutes that we wanted  
3 to make -- right? -- which was to correct the spelling of  
4 Martha Stewart's first name --

5                   MR. MOSIER: (Inaudible.)

6                   PRESIDENT JOYCE ROWLAND: -- Martha Sullivan's. You  
7 did that to me, Don. Martha Sullivan's first name. The A was  
8 truncated in a few places.

9                   In addition, we have a couple of the standard  
10 agreements that need to come off agenda. First, the Midway  
11 Management, 23-022, that's coming off as those individuals are  
12 hired as employees and then -- so no contract is required for  
13 that. And then, the next three, the versions of 23-014 A, B,  
14 and C, they're coming off as well, because we have some  
15 additional work to do on the RFP for -- that's taking longer.  
16 So we'll have a related general business item that Carlene can  
17 describe at the time relative to delegation of authority so  
18 that can get timely done.

19                   But other than those items, is there anything  
20 from the board that you wish to have moved off of consent for  
21 separate consideration before we go to the public?

22                   MR. RIVERA: Richard has a question.

23                   PRESIDENT JOYCE ROWLAND: Richard, please.

24                   MR. SCHENK: Yes. I don't -- I'm not requesting that  
25 it be removed, but I think that there is a typo on one of the

1 contracts under the delegated authority contracts up to \$50,000  
2 on page 9, and it's contract number 23-902, and I believe it's  
3 supposed to be Noonan Family Swim School, not "Noon."

4 PRESIDENT JOYCE ROWLAND: Yes, correct. Noonan  
5 versus Noon. Thank you for that. We can certainly make sure  
6 that correction is made.

7 So with that, we'll move to public comment. We  
8 have two members of the public signed up for comment. The  
9 first is Martha Sullivan.

10 MARTHA SULLIVAN: Hello. Good afternoon.

11 On the part for the standard agreements and the  
12 delegated authority contracts, maybe some of what  
13 President Rowland mentioned explains my confusion.

14 There's a listing under Agreements Awarded via  
15 Request for Proposal, but it says "TBD" for the contractor and  
16 "TBD" for the amount.

17 Is that one of the things you were talking  
18 about?

19 PRESIDENT JOYCE ROWLAND: Yes, since those are --

20 MARTHA SULLILVAN: And then there's also -- I don't  
21 understand how the delegated authority contracts up to 50,000  
22 could have "TBD" in the amount, they've chosen to have that.  
23 How do we know that they were up to 50,000 if there's no amount  
24 there?

25 PRESIDENT JOYCE ROWLAND: So I'll let Carlene answer,

1 but yes, you're right in parts, since those weren't -- those  
2 were not completed and ready to go. They were TBD at the time  
3 it would have been filled in, but they're being moved instead.

4 But go ahead, Carlene.

5 MS. MOORE: Well, and actually with that is that  
6 they -- the up to 50,000 needs to be updated per the newest  
7 delegation of authority, which is 100,000, and that's for  
8 expenses. And actually, these two contracts, we just need to  
9 get greater clarification on this document going forward  
10 because these two contracts are actually rental agreements, and  
11 they are revenue-based.

12 PRESIDENT JOYCE ROWLAND: So a delegation of  
13 authority is not relevant to that?

14 MS. MOORE: Correct.

15 PRESIDENT JOYCE ROWLAND: Yeah.

16 MS. MOORE: Because they are just one-year -- they  
17 are one-year rental agreements.

18 PRESIDENT JOYCE ROWLAND: Okay. Thank you for --

19 MARTHA SULLIVAN: So two contracts are being pulled?

20 PRESIDENT JOYCE ROWLAND: Yes.

21 MS. MOORE: No.

22 PRESIDENT JOYCE ROWLAND: Wait. The 23-014 -- which  
23 contract numbers were you referencing so I can be clear?

24 MARTHA SULLIVAN: It's the top two. It's 902 and  
25 903 under the delegated authority contracts up to \$50,000,



1 which has "TBD" under the amount.

2 MS. MOORE: So on page 9, for others following, at  
3 the bottom, there's a section listed as Delegated Authority  
4 Contracts up to \$50,000, which should actually be 100,000.  
5 That would actu- -- and that's for expense contracts, if you  
6 recall, per the delegation of authority.

7 The delegation of authority also provides for me  
8 to enter into revenue contracts that are up to one year in  
9 length, and that's what -- these two contracts actually should  
10 fall under that category, not under the expenses. And these  
11 two contracts are only for -- they're one-year rental  
12 agreements so there is no expense to the district.

13 PRESIDENT JOYCE ROWLAND: Yeah. So these should have  
14 been under --

15 MARTHA SULLLIVAN: For public information purposes,  
16 couldn't this be corrected?

17 MS. MOORE: And the -- for example, the Worldwide  
18 Golf Group is one that is based on a percentage of their  
19 business so it is not known exactly what that revenue will be.

20 PRESIDENT JOYCE ROWLAND: Right. But I think the  
21 point is that it's under a heading that says "Delegated  
22 Authority Contracts up to" -- and it's just not -- lacks  
23 clarity.

24 MS. MOORE: Exactly. Yes. And we'll correct that  
25 going forward.

1 PRESIDENT JOYCE ROWLAND: Right.

2 So thank you for bringing that to our attention.

3 MARTHA SULLIVAN: And what about the agreement  
4 awarded via request for proposals? That doesn't have a  
5 contract or it doesn't have an amount.

6 MS. MOORE: So this is -- these --

7 MS. SULLIVAN: It's 23- --

8 MS. MOORE: -- it's up above. Contract 23- -- 23-  
9 014, and that is what's --

10 MARTHA SULLIVAN: Right.

11 MS. MOORE: -- being pulled from the consent calendar  
12 for approval and moved to a general business item.

13 MARTHA SULLIVAN: Okay. All right.

14 Well, this page was a mess. Very confusing.  
15 I've got a cold, and it's hard enough to follow stuff  
16 without --

17 PRESIDENT JOYCE ROWLAND: Yes.

18 MARTHA SULLIVAN: -- this kind of stuff. But thank  
19 you.

20 PRESIDENT JOYCE ROWLAND: So two things there. You  
21 know, one was, you know, lack of clarity in terms of how the --  
22 you know, what's on the page relative to the first items, the  
23 delegated authority and the rental agreements.

24 But the other is sometimes things are in motion  
25 when you think they're going to be ready to go and they're not

1 ready to go. So ends up being pulled, and it is a lesson we  
2 might not like, but that's sometimes the nature of the  
3 business. But we have to do things by the book so sometimes  
4 they have to come off if they're not ready to go. But thank  
5 you for your input on the items.

6 The second member of the public signed up to  
7 speak is Lori Saldana.

8 LORI SALDANA: Thank you. I had similar questions.  
9 You answered some of them.

10 You brought up the percentage, and I'm curious.  
11 Is there a baseline or how do you estimate a percentage of --  
12 was that regarding the golf shops? So do you have some  
13 previous revenues or business plans? How do you come up with  
14 what is going to be generated from something like that?

15 MS. MOORE: The revenue calculation is based on gross  
16 sales.

17 LORI SALDANA: And you have -- so these are ongoing  
18 contracts and you have previous sales to give you some  
19 estimates of the potential income from this?

20 MS. MOORE: Yes. Yes. But it's based on a  
21 percentage. It's on a monthly basis. A percentage, and I  
22 don't recall it off the top of my head, but it's a percentage  
23 of their -- the gross sales at the Golf Mart, which is the  
24 retail shop. This is not the driving range and miniature golf  
25 courses.

1 PRESIDENT JOYCE ROWLAND: Right.

2 LORI SALDANA: So the golf shop rental agreement is  
3 based on sales or --

4 MS. MOORE: Yes.

5 LORI SALDANA: So just to echo what previous speaker  
6 said that some additional details would be helpful for those of  
7 us trying to read through the budget and understand some of  
8 these areas where it's not specifically spelled out.

9 Thank you.

10 PRESIDENT JOYCE ROWLAND: And thank you.

11 And so that -- those are all the members of the  
12 public who signed up to speak.

13 So we have the items that are being removed or  
14 moved for delegation. And so I need a motion, a second, and a  
15 roll call.

16 MR. GELFAND: Moved.

17 MS. BARKETT: Second.

18 PRESIDENT JOYCE ROWLAND: And that was Director  
19 Barkett seconded?

20 MS. BARKETT: Sure.

21 PRESIDENT JOYCE ROWLAND: Okay. Roll call, please.

22 MS. O'LEARY: Yes.

23 President Rowland.

24 PRESIDENT JOYCE ROWLAND: Aye.

25 MS. O'LEARY: Vice President Schenk.

1 MR. SCHENK: Aye.

2 MS. O'LEARY: Vice President Valdez.

3 MR. VALDEZ: Aye.

4 MS. O'LEARY: Director Barkett.

5 MS. BARKETT: Aye.

6 MS. O'LEARY: Director Gelfand.

7 MR. GELFAND: Aye.

8 MS. O'LEARY: Director Mead.

9 MS. MEAD: Aye.

10 MS. O'LEARY: Director Mosier.

11 MR. MOSIER: Aye.

12 MS. O'LEARY: Director Nejabat.

13 MR. NEJABAT: Aye.

14 PRESIDENT JOYCE ROWLAND: Okay. Thank you.

15 And so CEO Moore will now provide the Management  
16 Report.

17 MS. MOORE: Thank you.

18 Board members, you should have all received an  
19 email from Evan Graham on our IT team earlier today. If not,  
20 please check your emails. This has to do with your SDFair.com  
21 emails because we are migrating to the cloud as a means of just  
22 continuous modernization and collaboration opportunities. So  
23 please check your email, and if you have any questions, feel  
24 free to reach out either directly to Evan or to Donna, who's  
25 copied on that email as well.

1                   Also just -- and I'll be plugging at this every  
2 month -- but just want to remind you as board members and make  
3 you aware that the bill that allowed for, in essence, kind of a  
4 waiving of the requirements under the Open Meeting Acts,  
5 Bagley-Keene -- there was also one for the Brown Act, but for  
6 us, it would be the Bagley-Keene -- the requirement -- posting  
7 requirements, notification of, locations for, in essence,  
8 remote capabilities, that will be sent -- and not having to  
9 disclose that information, that bill -- it will be sunseting  
10 at the end of June. So starting in July, starting July 1st, if  
11 you are not going to be in attendance here at the Fairgrounds,  
12 we will need to know at the time that we are posting the agenda  
13 in order to post that information. And then, again, there are  
14 posting requirements at the location that you would be at for  
15 the meeting.

16                   So you could still join via teleconference or  
17 videoconference. It just has to be posted. There are also  
18 requirements in terms of the public having access at that  
19 location, things of that nature as well. So more information,  
20 and I'll follow up with an email to all of you. Maybe I'll  
21 just kind of keep reminding you each month as we draw nearer to  
22 that because it's been a while since that -- since that has  
23 been in effect.

24                   And then, with that, I'm actually going to  
25 invite Katie up to share with you. As everybody recalls, we

1 started this month off with a bang, opening up The Sound and --  
2 with some shows and things, and so Katie has more information  
3 to share with you on the shows that we have had so far and the  
4 feedback we're getting.

5 MS. MUELLER: Yeah. The feedback we've gotten is  
6 great. You might have seen some of the coverage in the  
7 newspaper, all very positive. People are really excited about  
8 The Sound and what they've seen so far. And we have a little  
9 sizzle reel to play for you.

10 (Video is played.)

11 MS. MUELLER: All right. So I think that video  
12 pretty well captures the essence of it, and any of you that  
13 were able to join us for that soft opening, it was just a  
14 really fun preview night. There was a lot of energy. People  
15 were super excited about it, as they should be. I mean, it's  
16 just a beautiful venue, a great place to see a concert. I tell  
17 everyone that asks about it, if there's anyone you even  
18 remotely like, make sure you get tickets to it because there's  
19 not a bad seat in the house. You are close to the stage, the  
20 sound is amazing, and it's just a really fun place to watch a  
21 show.

22 So our first three shows that we had, we had  
23 Ziggy Marley, of course; opened it on February 3rd, and he sold  
24 out right away. So they added another show, and he also  
25 appeared on February 4th, which was also a sellout. And then,

1 just this past Saturday, we had Steve Aoki. For those of you  
2 that aren't familiar with him, he's kind of a DJ -- look at  
3 Henry because he knows, but anyways, very popular. He was  
4 almost a sellout, about a hundred tickets shy.

5 So, so far, just to give you some numbers, our  
6 total net on those three shows was 92,926 so that's all things  
7 included. We have an agreement with the Belly Up where we have  
8 a minimum amount of rent versus 10 percent of their gross  
9 ticket sales, and we so far hit that 10 percent with each of  
10 these three shows.

11 And then, of course, we have parking revenue  
12 that's involved in that. And then we have, of course, our food  
13 and beverage, provided by Premier. So this is our net after  
14 subtracting all of our expenses for labor, cost of goods, all  
15 of that kind of stuff. So our average across the three shows  
16 is 30,975 per show. And we're averaging our net, as a percent  
17 of our total revenue, about 47 percent. So we're pretty  
18 excited about the start that we've had.

19 The Belly Up has booked 10 shows that are -- you  
20 can buy tickets for. They're on sale. They have many more  
21 that they've got offers out on that are in the queue. They're  
22 also going to be renting the facility out to private events; so  
23 we have a big one coming up on April 1st that we're all really  
24 excited about, as well. So anybody out there that's interested  
25 in booking a private event, you can contact the Belly Up.



1                   But I just want to remind everybody that the  
2 place to learn about the shows is -- the website is  
3 TheSoundSD.com. You go right there, it takes you right to all  
4 of our event listings, how you can buy tickets -- except for  
5 Jason Mraz. Sorry, he's sold out -- and find out all the  
6 details about the different shows on there, and -- as well as  
7 you can sign up for the email list so you can hear about how to  
8 buy tickets in priority using special codes and that kind of  
9 thing.

10                   So very excited. Went off with a great start,  
11 and looking forward to more to come.

12                   PRESIDENT JOYCE ROWLAND: I heard we've had very good  
13 feedback on the sound, which -- the sound of The Sound, the  
14 actual -- the acoustics, et cetera, which is really important  
15 to artists, as well as the audience --

16                   MS. MUELLER: Yes. Yes.

17                   PRESIDENT JOYCE ROWLAND: -- so that's promising.

18                   MS. MUELLER: The artists are loving it. I mean, if  
19 you haven't visited the back stage area, make sure that you  
20 come and take a tour of that area, specifically. The back  
21 stage is beautiful, luxury accommodations, showers, you know,  
22 laundry facilities, you name it. And The Sound -- like you  
23 said, it is The Sound, but the sound is just amazing. The  
24 acoustical elements that was put in place by the architects is  
25 really top notch.

1 PRESIDENT JOYCE ROWLAND: Great. Thank you.

2 MS. MUELLER: And it's so great. The Sound, I have  
3 to say even, you cannot hear the noise outside of the building.  
4 So we even went in there during our horse show, which is  
5 happening over here in the arena, to make sure there was no  
6 conflict -- going to be any conflicts or that kind of thing,  
7 and you can't hear a thing. So it's really, really well done.

8 PRESIDENT JOYCE ROWLAND: So it's a meditation zone  
9 in its off hours.

10 MS. MUELLER: That's right. Exactly. If you need  
11 that too, we can probably get you in.

12 PRESIDENT JOYCE ROWLAND: Probably. Yoga classes in  
13 The Sound.

14 All right. Great.

15 MS. MOORE: And then next, I'm going to have Melinda  
16 come up to give facility updates, but I did want to point to  
17 our board members, as well, in your packet -- because it's in  
18 the information-correspondence section, you know, you had  
19 received an email regarding the safety concerns around the  
20 Coast-to-Crest Trail. And so on -- and that's pages 108 to 113  
21 of the Board packet -- excuse me -- which also includes, then,  
22 just a staff report just letting you know, as Board members,  
23 what staff is -- has been working on and looking to do.

24 Eventually, we'll have something coming forward  
25 as we put forth an application to the Coastal Commission with

1 regard to our coastal development permit to be able to put in  
2 some type of netting or fence. Obviously, there are several  
3 approval processes to go through for what, exactly, that is  
4 going to look like to address that safety concern at the far  
5 end -- whether it's north, south, east, or west, I'm never sure  
6 at this point -- but at the end of the driving range.

7 PRESIDENT JOYCE ROWLAND: Thank you for that.

8 MS. MOORE: Driving south.

9 And so with that, Melinda is going to -- as she  
10 oversees so many of our facility projects and things -- provide  
11 the update on our facilities.

12 MS. CARMICHAEL: Well, good afternoon.

13 So with every sizzle, there's a whizzle behind  
14 the scenes.

15 PRESIDENT JOYCE ROWLAND: You're in charge of those?  
16 Is that what you're saying?

17 MS. CARMICHAEL: I'm in charge of the whizzles. So  
18 to make these wonderful facilities and events go off, we have a  
19 very hard-working facilities team.

20 And with that, we've had a few emergency repairs  
21 that we've had to embark on, which there's a report on page 20  
22 in your board packet. So we engaged California Construction  
23 Authority, also known as CCA, to do some emergency repairs  
24 because as we entered the upstairs kitchen of Surfside, we had  
25 a little water raining down into our long bar. So with that,

1 we were able to get out a plumber and repair the pipes and  
2 things that needed to be cleared and repaired.

3 In addition, we had a -- some heavy rainfall  
4 this year. And with that, we've had some leaking into some of  
5 our buildings. And to give you some specifics, Wyland Building  
6 has approximately 65 skylights on it, which are old and dated,  
7 and so they are starting to leak. So we have Quinn  
8 Entertainment in there now, which is the approximately five-  
9 month show of Beyond King Tut, and with that, they have a lot  
10 of high-end electrical devices in there to make that happen;  
11 any of you that have experienced that wonderful show know. So  
12 we wanted to make sure that no rain was coming in so we did  
13 contract with a roofer to get those covered, and we're also  
14 looking at getting some estimates on what it would look like to  
15 pull them out and replace it with wood and other options for  
16 that building.

17 We had, as I said, some rain coming in on the  
18 arena roof, which we are addressing, from a broken downspout,  
19 and our O'Brien roof is not in good shape. We were not able to  
20 do emergency repairs on that, but we are looking at what that  
21 will be. We need a structural engineer to ensure that it is  
22 safe and we can do to either repair or replace. So that one is  
23 a TBD.

24 On a lighter note, we did book in our budget for  
25 2023 a roof replacement. We may be moving those allocation of

1 funds from Bing Crosby over to O'Brien.

2 Did you have a question, Joyce?

3 PRESIDENT JOYCE ROWLAND: Oh, I was just wondering if  
4 there are any events coming up in O'Brien that might have to be  
5 affected or adjusted because of the roof.

6 MS. CARMICHAEL: Katie, can you answer that? Are  
7 there some events that --

8 MS. MUELLER: We do have some events that are  
9 scheduled. I think the next major -- well, we have one this  
10 weekend, the Fred Hall Fish & Tackle Show, but we're hoping  
11 that those repairs are made, you know, prior to that happening  
12 before we have to move anybody or switch people around. But  
13 we're prepared to do that, if that's the case.

14 MS. CARMICHAEL: We'll flip and move them if we need  
15 to keep -- if they rain out.

16 MS. MOORE: The conditions are not such that the  
17 buildings are unsafe for the public. The safety issue has more  
18 to do with where those leaks are happening that cause --  
19 creating spills and things like that. And so during those  
20 last -- everybody remembers those -- I think it was our last  
21 Board meeting even, when the sky was just coming down during  
22 those, and we had events going on. We've been able to work  
23 with and adjust in that, but it is definitely something  
24 where -- and to Melinda's point -- where a -- this is more than  
25 just a patch -- patch it and fix it. We really need to look at

1 in more depth the roof of the O'Brien Hall.

2 PRESIDENT JOYCE ROWLAND: Right. Well, it's good  
3 that, you know, you all have underway the facilities  
4 assessment, which is going to go through everything in great  
5 detail so it won't be a emergency. We'll have a plan for all  
6 of the buildings, as needed. That's great.

7 MR. MOSIER: Yeah. I was just going to comment that  
8 we need to know whether the roof will support solar or not.

9 PRESIDENT JOYCE ROWLAND: Right.

10 MR. MOSIER: It may not. And it's no longer the Fred  
11 Hall, it's his son, now; Brad Hall --

12 PRESIDENT JOYCE ROWLAND: Bart.

13 MR. MOSIER: Bart Hall?

14 MS. MOORE: Bart.

15 MR. MOSIER: Mark?

16 PRESIDENT JOYCE ROWLAND: Now Bart Hall. Bart.

17 MR. MOSIER: Bart Hall.

18 MS. MEAD: You're absolutely right.

19 MS. CARMICHAEL: President Rowland, that's a  
20 wonderful segway into our facilities assessment.

21 So we had a kickoff meeting on January 31st, and  
22 they'll be embarking on doing that assessment approximate mid-  
23 March. And so, with that, they will take -- we'll probably get  
24 a report probably about eight months from now so -- give or  
25 take a few months.

1           PRESIDENT JOYCE ROWLAND: Right. We have a lot of  
2 aspects to our facilities; not just roofs, but plumbing and  
3 electrical and --

4           MS. MOORE: (Inaudible.)

5           PRESIDENT JOYCE ROWLAND: -- yes. So a lot to go  
6 through.

7           MS. MOORE: Heating and cooling system; yes, a lot to  
8 go through.

9           MS. CARMICHAEL: Yeah. And that concludes my report.

10          MS. MOORE: Thank you.

11          PRESIDENT JOYCE ROWLAND: Thank you.

12          MS. MOORE: And so then, just to wrap up in terms of  
13 industry news, as I've reported before. So the Department of  
14 Food and Agriculture is hosting these monthly collaborative  
15 exchanges with, in essence -- well, so far they really have  
16 been focusing on the district agricultural associations but  
17 will be expanding those to also include the other -- the non-  
18 profit or county fairs, as they're often referred to.

19                 And this -- so this past month, earlier this  
20 month, they just elaborated on -- because back in December they  
21 had -- or in January -- sorry, it's February now -- in January  
22 as well, they had the CDFA auditors there. They had them again  
23 just to dive into a little bit deeper some of these compliance-  
24 related matters that they're seeing at fairgrounds, along with  
25 the Department of Food and Agriculture's legal department was

1 there as well. They provide legal services to all but two of  
2 the district agricultural associations, us being one of them,  
3 the 32nd DAA, being the other, where we contract directly with  
4 the Attorney General's Office. So some updates around that.

5 Also, too, the Fairs and Expositions, which is a  
6 branch within the Department of Food and Agriculture, used to  
7 be a division, prior to the loss of funding back in 2011. They  
8 have put forward a budget change proposal for funding, in  
9 essence, their -- the overhead.

10 So historically with, as far as I know, nearly  
11 every program at the state level, when a program is introduced  
12 or put in place, it receives the funding source from fees that  
13 are collected, you know, tax, however that is funded. Well,  
14 Fairs and Expositions, since they had the loss of that funding,  
15 has been -- and it reduced its staff -- has been operating on  
16 residual revenues that have been coming in.

17 Back in the late 2000s, and even the '90s, the  
18 Department of Food and Agriculture had a loan program that  
19 fairs could participate in for revenue-generating programs, for  
20 equipment and capital purchases and things like that. And --  
21 well, all of those loan payments are coming -- finally coming  
22 in and coming to an end, and that's really what has been  
23 supporting it.

24 So they have put in for this budget change  
25 proposal, it's referred to as BCP. It's part of the State's



1 budgeting process for a portion of the -- what we refer to as  
2 the new fair funds, or the AB 1499 funds, to help fund the  
3 branch that then oversees, and you know, provides oversight to  
4 the fairs. So they provided more information on that.

5 And then, lastly, we had a presentation from the  
6 educational outreach sort of division of the Fair Political  
7 Practices Commission. So the FPPC was there, provided a very  
8 detailed presentation, and then was available for questions.  
9 And I think that one of the biggest takeaways in terms of that  
10 is just that the FPPC is there for any of you, should you have  
11 questions in terms of filling out your Form 700s and things  
12 like that. So please don't hesitate to just reach out to them  
13 directly with any questions.

14 And that would conclude my report.

15 PRESIDENT JOYCE ROWLAND: Okay. Thank you.

16 Any questions from the members of the board  
17 about the Management Report?

18 Okay. We do have two members of the public who  
19 have signed up for comment on the Management Report. And the  
20 first member of the public signed up is Martha Sullivan.

21 MARTHA SULLIVAN: Yes, hi, again.

22 I wanted to follow up on the discussion during  
23 this report last month which was about our proposal to have our  
24 tent vigil in the fair this year.

25 I supplemented that proposal last week or so via

1 email to propose a college professor from the University of  
2 Colorado, Phoebe Young, who has written a book. Basically,  
3 she's a historian. She's written a book about sort of a  
4 history and political and cultural context of camping in  
5 America. And we think it would be extremely relevant and  
6 substantive for the fair to include this in its educational  
7 programming, as well as to its theme of, you know, camping and  
8 outdoor recreation.

9               So we proposed a date of June 25th that the  
10 professor would be here in town to give that speech, give her  
11 remarks, be sort of like, maybe a, you know, book event. And  
12 we would also want to have the tent vigil alongside as an  
13 example of the political context that she has researched and  
14 she writes about in her book.

15               So I would like to encourage consideration of  
16 that. CEO Moore did call me this morning and say it's not in  
17 the books; it's not going to happen. I would like to appeal to  
18 the board that, as I say, we believe that this would be a very  
19 relevant and substantive educational component of programming  
20 for the fair. And we would like for you to give it --

21               MS. O'LEARY: Ms. Sullivan, your time is up.

22               MARTHA SULLIVAN: -- serious consideration.

23               PRESIDENT JOYCE ROWLAND: Okay. The next member of  
24 the public signed up to speak is Lori Saldana.

25               LORI SALDANA: Thank you.

1 I'm actually looking over the theme of the year,  
2 and I'm looking at your events page and I'm not seeing any  
3 programmatic types of activities that relate to the theme. And  
4 maybe that's just the nature of the theme. It's a theme but it  
5 doesn't have an overarching message that carries into events  
6 and programming or even sponsorships. Perhaps if the roof  
7 continues leaking, you can set up tents inside the exhibit hall  
8 and show people how functional they are in emergencies.

9 But I do want to support what Martha is saying,  
10 which is that there is a history of tents in our country. They  
11 have been used not only for recreation and getting out there in  
12 a fun, family-themed way, but they've been used in other ways  
13 throughout the nation's history. And I think it would be of  
14 benefit, in the interest of people who come to the fair for  
15 education, but it's hard for me to evaluate what you have  
16 planned. The only current educational events that I see listed  
17 have to do with raising the flag and opening that up to local  
18 Scout troops to participate.

19 Do you plan additional educational events? Is  
20 that something that normally happens? And is the theme going  
21 to be incorporated in exhibits or in any other way beyond  
22 simply being in the logo about getting out there? So I think  
23 if you're going to put traditional tents in your logo, then why  
24 not educate people about why you're doing it and what that  
25 means for people to get out there, especially now in our post-

1 Covid, or almost -- well, on the edge of Covid, as more people  
2 are encouraged to get out there for the health, recreational  
3 and family time benefits.

4 Thank you.

5 PRESIDENT JOYCE ROWLAND: Thank you for that.

6 So I would just say that when we do programming  
7 for the fair, there's always programming around the theme. I  
8 think if you go back over the years, you can see that -- if you  
9 had been immersed in the fair -- that absolutely occurs. It's  
10 February, and things are really just ramping up. So a lot of  
11 the details on how that will be put forward are in development.  
12 But certainly, you know, you have a theme because you want to  
13 wrap some things around the theme.

14 And I don't know -- I know that there was a  
15 longer conversation at our last meeting, and I think a longer  
16 conversation, other than, you know, it's not in the cards, it's  
17 not happening, that you've also had. I know that, you know, we  
18 do offer space to non-profits, and something has been put  
19 forward there. And I think there are more details.

20 And I don't know, Carlene, if you want to  
21 describe anything more there?

22 MS. MOORE: Happy to.

23 So yes, we do have -- we have a program for non-  
24 profits where they can participate in the fair, and I have  
25 shared, just preliminarily, that information with Ms. Sullivan

1 and let her know that the person who oversees that program for  
2 us will be making that connection for them to be able to  
3 participate in that way, as well as previously, and  
4 Ms. Sullivan and I spoke about it this morning, looking to find  
5 a more opportune time, potentially, here at the fairgrounds  
6 during the year where, really, it brings an opportunity for,  
7 like, the art installation and just really bringing it at a  
8 time where the respect for the lives that were lost, you know,  
9 due to homelessness, especially over these last few years, you  
10 know, and the pandemic and things, and that message having --  
11 potentially having been lost even in the media, you know, as so  
12 many people were grappling with it, that we'll continue to work  
13 with her in that effort, as well.

14 PRESIDENT JOYCE ROWLAND: Right. Yeah.

15 Any more questions from the board on that?

16 Okay. So our next items are the general  
17 business item, and I think we need to make sure that we include  
18 the delegation item here, maybe after Item C.

19 So the first item on general business is the  
20 continuation on the policies development and review.

21 MS. MOORE: Yes. This is very exciting for us.

22 So their -- the staff -- the report starts on  
23 page 21 and runs through pages 56.

24 So if you recall, as has previously been  
25 reported, and at last month's meeting, we brought forward these

1 draft policies, there was some feedback taken from that, as  
2 well as, then, since, in the meantime, then, the Audit and  
3 Governance Committee. So following our process now, then, of  
4 the -- of committees, different ones depending on what those  
5 policies will be, reviewing it further and have done that in  
6 detail and bringing that back to the board for, again, just  
7 awareness and consideration. Also for any public comment that  
8 we may have.

9 And then, with the plan to return, then, next  
10 month with these policies and any updates that we might need to  
11 make to them for approval at next month's. So allowing,  
12 really, about a 60-day process of review for the board, as well  
13 as the public, through this process. Then we would be bringing  
14 forward new draft policies, so additional ones, going forward  
15 and continuing this, like I said, approximately 60-day cycle of  
16 introducing new policies, allowing for the appropriate time for  
17 everybody to really read through, spend some time with them,  
18 provide input and feedback on them, before there would be  
19 action. So there's no action at this month's meeting. We  
20 would anticipate that for the March Board meeting.

21 PRESIDENT JOYCE ROWLAND: Right. And if there is any  
22 input that you would like to give on any of the policies, as  
23 CEO Moore mentioned. Audit and Governance did go through --  
24 have a meeting and we went through them. And so there are a  
25 number of revisions that have been made. And they're not in

1 redline.

2 I think what would be helpful is the next time,  
3 let's make sure we put them in redline so people can see where  
4 the changes were. But we can get that into the next time. We  
5 have at least one more round on this. And I would say that our  
6 goal is that 60-day period. So it may take longer than that.  
7 You know, some are just a little bit more intricate or require  
8 a little bit more comment. So, you know, we'll definitely make  
9 sure that everything gets reviewed.

10 I think the next group, we still have some more  
11 governance-type policies to come through so that will be in the  
12 next round. We'll have finance policies, et cetera, to come  
13 through, and we'll, you know, make sure they get into the  
14 material and then into committee and then back in to the board.  
15 So it's making sure that we do it right --

16 MS. MOORE: Yes.

17 PRESIDENT JOYCE ROWLAND: -- and not necessarily as  
18 fast as it might be. We want to get it right, if we're going  
19 to have a policy book.

20 MS. MOORE: Yes. And with that -- I think that was  
21 well said -- is that we anticipate at a minimum a 60-day  
22 process.

23 PRESIDENT JOYCE ROWLAND: Right.

24 MS. MOORE: Again, it may take longer to --

25 PRESIDENT JOYCE ROWLAND: Exactly.

1 MS. MOORE: -- what these policies are.

2 PRESIDENT JOYCE ROWLAND: Exactly.

3 So with that, any current feedback from the  
4 board on the --

5 MS. MOORE: I think Fred might have his hand up.

6 PRESIDENT JOYCE ROWLAND: Yes, Director Schenk.

7 MR. SCHENK: Yes. So without the redlining, it's  
8 hard to know what some of the changes are, but at I guess it's  
9 at page 2 of 2 in the introduction, it indicates that we are a  
10 nine-person board of directors; and obviously, we don't have  
11 nine people on the board. So I'm suggesting, perhaps, that we  
12 change that language just so that it reads up to nine -- a  
13 board of up to nine persons because we're not always at nine.  
14 And I just want to make sure we're accurate and reflect that  
15 there are, at times, vacancies. And so that we're not required  
16 to be a nine-person board but that the policy's in accordance  
17 with Section 3965 via the Code permits for up to a nine-person  
18 board.

19 PRESIDENT JOYCE ROWLAND: That's a good point.

20 MR. SCHENK: I realize it may be a technical issue,  
21 but --

22 PRESIDENT JOYCE ROWLAND: It's a good clarification.

23 MR. SCHENK: Okay. Thank you.

24 PRESIDENT JOYCE ROWLAND: And I think I saw -- was it  
25 Director Barkett? Did you have your hand up as well?



1 MS. BARKETT: I just wanted to point out -- let me  
2 reset. I've got to find the page here. I just knocked it off.

3 I just wanted to compliment the board  
4 orientation that was listed, and the board of directors  
5 updated, how important it is because many times in the last,  
6 you know, years with the pandemic, we had no idea who was still  
7 and who wasn't. Very difficult to understand who we might need  
8 to talk to. So I think that's really great, just to keep that,  
9 you know, not only for orientation but in the progress of any  
10 people that will be coming and going in those positions.

11 The other thing I wanted to mention was prior to  
12 that, we had talked about -- and I'm sorry; let me go to the  
13 page. I believe it's 53 in our packet. And it did not speak  
14 about, and maybe Carlene, because you hit on it already, it  
15 talks about our meetings, but it doesn't talk about doing them  
16 from Zoom and having to be onsite unless we are in a public  
17 setting. I didn't know if any of that needed to be in here at  
18 all.

19 PRESIDENT JOYCE ROWLAND: That's actually a really --  
20 that's a good point. I think that the electronic access and  
21 the requirements -- I mean, I think we would have to say that  
22 it needs to be current code, which allows for Zoom with  
23 restrictions or with requirements, in terms of notice and  
24 access so.

25 MS. MOORE: Yeah. And what we can do with that would

1 be, then, to reference those relevant sections of the Bagley-  
2 Keene. That's where the requirements are. But yes, we can  
3 absolutely work to add something that references that  
4 capability.

5 PRESIDENT JOYCE ROWLAND: Yeah. Good. Good catch on  
6 that.

7 Anything else before we move to public comment  
8 on this section?

9 Okay. We have two members of the public who are  
10 signed up to speak on policy development and review. And the  
11 first member is Martha Sullivan.

12 MARTHA SULLIVAN: Thank you.

13 I don't have anything for this.

14 PRESIDENT JOYCE ROWLAND: Okay. Thank you.

15 The second member of the public signed up to  
16 speak is Lori Saldana.

17 LORI SALDANA: Thank you.

18 Yes, I am happy to see that you're working on  
19 your DEI, Diversity, Equity and Inclusion, standards. I notice  
20 that when it comes to ethical standard, that under policy, it  
21 is noted that personnel are encouraged to consult with their  
22 supervisor if they have any questions. And I'm just wondering,  
23 who do they refer to when there are questions about diversity,  
24 equity and inclusion? And who is -- do you have a lead person  
25 who is responsible for that?

1 I realize it says everyone is responsible, but  
2 there is a saying that if everyone is responsible, no one is  
3 responsible. So if you see -- if someone sees that you are  
4 falling short in that area, then who is the point person in  
5 charge of your DEI activities and goals? And programmatically  
6 and operationally, not just aspirationally. So who ensures  
7 they are incorporated in a measurable way, where outcomes can  
8 be evaluated, if you are trying to change the culture?

9 And then in terms of diversity, is there a goal  
10 in terms of attracting a more diverse attendance to the fair  
11 for the duration of its run? And do you have a baseline, in  
12 terms of previous years of attendance and community  
13 participation of historically excluded organizations and  
14 participants? So do you have any way to evaluate if you are  
15 doing and improving in DEI?

16 In terms of equity, are there plans to do  
17 outreach, too? Again, historically excluded communities that  
18 may not participate because of cost, because of lack of  
19 transportation, and are you making any arrangements to help  
20 encourage getting them there in a more cost-effective way?

21 And then in terms of inclusion, do you have  
22 plans to have attendees feel welcomed in by providing various  
23 languages, cultural events, and if you've done it in the past,  
24 I'm curious what response and feedback you may have gathered if  
25 you are evaluating the response to having that diversity be --

1 MS. O'LEARY: Ms. Saldana, your time is up.

2 LORI SALDANA: -- part of your fairgrounds.

3 Thank you.

4 PRESIDENT JOYCE ROWLAND: Thank you. And thank you.

5 Those are very good input and the sorts of things we would like  
6 to see incorporated in our programs so -- and certainly,  
7 respect, and providing an inclusive and interactive place is  
8 part of the fundamental institutional values. So those are all  
9 things that I think the board would expect to be incorporated.  
10 So thank you for that.

11 MS. MOORE: I was just -- and with that is, you know,  
12 I think some of those points -- and very much appreciate  
13 that -- for incorporation into, then, how our procedures for  
14 how we go about carrying out, you know, in essence, the  
15 policies and goals. So we will take that into consideration on  
16 both levels.

17 PRESIDENT JOYCE ROWLAND: And thank you for that.

18 And that concludes this month's version of  
19 comprehensive policies and development and review.

20 And so our next is the consideration and vote on  
21 the Don Diego Scholarship Foundation Memorandum of  
22 Understanding. This is a long-standing relationship that we  
23 are creating a more formal structure around.

24 And so, CEO Moore, I hand to you.

25 MS. MOORE: And so with that, actually joining us

1 here today are president of the Don Diego Scholarship  
2 Foundation, Steve Shoemaker, and also their executive director,  
3 Ashley Colburn.

4 This really has been a group effort to get this  
5 far, and so in essence, you know, final review has been had by  
6 both parties with regard to the MOU. And then, we are jointly  
7 taking it to our boards for approval.

8 There were -- since the board packet was sent  
9 out, there were three adjustments made to, in essence, the  
10 final version. And so I am going to point those out to you.  
11 These were not in the packet, but under Item 3C, which can be  
12 found on page -- at the bottom of page 2 -- we have added a  
13 sentence to this that "Additionally, the district will be  
14 responsible for costs associated with relocation of the Legacy  
15 Bricks."

16 The Legacy Bricks Program is in the Fountain  
17 area of Plaza de Mexico, and what the language in here is that,  
18 you know, should we ever notify them, in terms of in looking at  
19 master planning or even just facilities planning, of needing to  
20 relocate those. Should that happen, we would -- that the  
21 district would be responsible for the costs related to that.  
22 Don Diego Scholarship Foundation is responsible for that  
23 ongoing program, the maintenance of it, the installation and  
24 things, of those bricks. So that's the first one.

25 The second one can be found on page -- or the

1 second one, you can't find it, but on page 7 under Item 4, we  
2 added -- this is in terms of how the annual value of the  
3 foundation's contribution to the district will be calculated.  
4 And so we added two sentences here that "At a minimum, the  
5 value of the contribution made by the Foundation to District  
6 shall not be deemed less than the expenditures paid by  
7 Foundation for the Plant\*Grow\*Eat bussing program. Such a  
8 determination" --

9 PRESIDENT JOYCE ROWLAND: I'm sorry, can you say that  
10 again?

11 MS. MOORE: Yeah. "At a minimum, the value of the  
12 contribution made by the Foundation to the District shall not  
13 be deemed less than the expenditures that the Foundation pays  
14 for the Plant\*Grow\*Eat bussing program. Such a determination  
15 will be made by District in its sole and absolute discretion."

16 So Don Diego Scholarship Foundation also helps  
17 to support our Plant\*Grow\*Eat program, the busses for that  
18 getting grants and things. So at a minimum, they are going  
19 to -- the value is what they would spend on that program on our  
20 behalf.

21 The other change that was made is Item 7 at the  
22 bottom of page 7 was removed. The termination language here  
23 because in essence -- so the MOU is for two years. The 180-day  
24 termination language, in essence, was making it almost like a  
25 180-day contract. And so just removal of Item 7, which then

1 just causes renumbering to the rest of the document.

2 PRESIDENT JOYCE ROWLAND: You mean Item 8?

3 MR. MOSIER: Item 8 is termination.

4 MS. MOORE: I'm sorry. Item 8.

5 PRESIDENT JOYCE ROWLAND: Okay. Yes.

6 MS. MOORE: Sorry. It renumbers.

7 PRESIDENT JOYCE ROWLAND: Yes, I understand. Yours  
8 is already renumbered; ours is not.

9 MS. MOORE: Um-hum.

10 And so with that -- and I think that, like I  
11 said, President Steve Shoemaker and Executive Director Ashley  
12 Colburn, would perhaps like to share a few words. Hopefully,  
13 they're good.

14 MR. SHOEMAKER: Thank you, Carlene, President Rowland  
15 and members of the board. And I see a bunch of old friends on  
16 the video screen back there, Abowitz (spelled phonetically),  
17 Caplan and Lisa and Fred.

18 My name is Steven Shoemaker, and I'm actually  
19 Chairman of the Don Diego Scholarship Foundation. I served on  
20 this 22nd DAA board of directors for about seven years. I  
21 ended up being the president of the board of directors at one  
22 point in time. And during that tenure, we dealt with a lot of  
23 difficult and complex issues, gun shows, for example, being one  
24 of them. And I remember going through that. And the only  
25 bright spot on the agenda was when our executive director back

1 then, Chana Mannen, would stand up and talk about the Don Diego  
2 Scholarship Foundation and all the good we've been doing for  
3 kids and highlight a couple of kids and all that. So it was  
4 our chance to smile a little during those long hours of the gun  
5 show discussions.

6 So far, we have awarded \$1.3 million in  
7 scholarships to 236 students in San Diego County, which I think  
8 is remarkable for the size of our organization. And we want to  
9 continue the relationship with the 22nd through this MOU, and  
10 we've worked long and hard hours on it. And thank you,  
11 Carlene, very much, for getting this to this position in this  
12 point in time. As Carlene said, we're in a position now to go  
13 and vote on it for the Don Diego Foundation, and hopefully,  
14 you'll do the same here.

15 For those of you who don't know, Chana Mannen  
16 was our executive director for I don't know how many years, but  
17 a long time. And Chana retired last June to spend more time  
18 with her husband, Frank, who unfortunately passed away this  
19 past November. And we were lucky enough to have a replacement  
20 already, you know, in the office, and that's Ashley McCaughan,  
21 and so I want to formally introduce you to Ashley and let her  
22 speak about herself a little bit and what the mission is at the  
23 Don Diego Foundation -- Scholarship Foundation.

24 Thank you.

25 MS. COLBURN MCCAUGHAN: Thank you, Steve, and good



1 afternoon, everyone. It's a pleasure to be here to speak on  
2 behalf of the Don Diego Scholarship Foundation. I also have  
3 big shoes to fill. Chana Mannen was an amazing executive  
4 director for many years.

5 But basically, I wanted to just give you a  
6 little overview about what we're all about, if you aren't  
7 familiar with us. But we are a scholarship foundation that's  
8 promoting education and providing opportunities for students in  
9 the San Diego area.

10 So the foundation was established with the  
11 mission of providing scholarships to graduating high school  
12 seniors who are associated with activities at the fairgrounds,  
13 including the San Diego County Fair. And we also have two  
14 scholarships available for graduates who will be attending a  
15 trade school.

16 We also provide grants for agricultural  
17 education because we recognize the importance of gaining  
18 knowledge and skills in this field, and our Plant\*Grow\*Eat  
19 Program is a testament of this, in which we pay for the busses  
20 for Title I schools to come to the fair and learn more about  
21 agriculture education.

22 We are very proud to work closely with all of  
23 you here at the fairgrounds and very thankful for the  
24 opportunity to collaborate and make a difference in our  
25 community. And I know our goal all together is to continue to

1 support new generations, the next generation of leaders and,  
2 you know, give them materials so that they can have success and  
3 attend university and get educated as well.

4 I personally am very grateful for the Don Diego  
5 Scholarship Foundation because I was a recipient in 2005, and  
6 now I am serving as the executive director so it went full  
7 circle.

8 And so, on behalf of the Don Diego Scholarship  
9 Foundation board of directors and myself, we want to thank you  
10 for this opportunity that we can share more about us, and we  
11 hope that in the coming months we'll continue to do that to  
12 hear some of the success stories of our scholars and what they  
13 are doing. I can say that this year, we are going to be  
14 awarding \$65,500 in scholarships, and applications are out; so  
15 if anyone knows of anyone that is eligible, they can visit  
16 DonDiegoScholarship.org and apply.

17 So thank you very much, and Happy Valentine's  
18 Day.

19 MS. MOORE: Thank you.

20 PRESIDENT JOYCE ROWLAND: Thank you.

21 So this is, you know, after public comment, this  
22 is an action item for us. So just -- if the members of the  
23 board have any questions, this is the time to ask them, and  
24 then we'll go to public comment.

25 Vice President Shenk.

1           MR. SHENK: Mine is not a comment but an endorsement.  
2 I've been, along with Lisa, a very active on Don Diego  
3 Scholarship Foundation Award for many years and have worn  
4 various hats between these two organizations.

5           I just want to encourage everyone to come -- I  
6 don't believe the date for the Gala has been selected yet  
7 because we don't have our talent identified for which to have  
8 the Gala date selected, but it's always a very, you know,  
9 active, engaging evening where we get all of the scholarship  
10 awardees together. We get to applaud their success and  
11 congratulate them and to have a little auction that takes place  
12 to help raise money for the foundation. There is always some  
13 very kind donations and some very exciting things to bid on,  
14 and I want to encourage everyone to join and be active, be  
15 generous, and have a great time when that date is selected.

16           Steve, I don't know if you have any more  
17 information about that to share, but just those are my  
18 thoughts.

19           MR. SHOEMAKER: No, Fred, we have not selected a date  
20 yet, but we're looking for an auctioneer, since you said you're  
21 going to retire. So I'm going to try to talk you out of  
22 retiring as the auctioneer. I'm going to try my best. I'm  
23 going to bribe you. I'm going to do something. So be aware.

24           PRESIDENT JOYCE ROWLAND: Thank you.

25           Okay. If there's nothing else from the board,

1 then we have --

2 MR. GELFAND: Lisa Barkett had her hand up.

3 PRESIDENT JOYCE ROWLAND: Oh, I'm sorry.

4 Director Barkett.

5 MR. SCHENK: May I just reply to him, just real  
6 quick.

7 Hey, Steve. You wear a Padres hat during a  
8 Dodger-Padres game, and I'll do it for you.

9 MR. SHOEMAKER: I'm not sure I can do that for you.

10 Dodger that. I'll do that.

11 PRESIDENT JOYCE ROWLAND: Uh-oh. Challenge met.

12 Challenge met.

13 MS. BARKETT: I just wanted to say, having sat on the  
14 interview committee many times for the scholarship applicants,  
15 Ashley was one of our scholarship recipients, as she mentioned,  
16 and I was on that interview panel. And the quality we get is  
17 just amazing -- of students. And I can't tell you how it  
18 really gives a very warm-hearted feeling about the future and,  
19 you know, who gets back involved, too, into their own  
20 community, which is so important here. They are testimonial.

21 So I would like to encourage all of our board  
22 members to maybe sit on an interview panel and get to know some  
23 of these recipients because it's quite rewarding.

24 So thank you.

25 PRESIDENT JOYCE ROWLAND: Thank you for that.

1                   We have one member of the public signed up to  
2 speak, and that is Lori Saldana.

3                   LORI SALDANA: Yes. Thank you for doing a  
4 scholarship program.

5                   In the past, when I have served on the American  
6 Association of University Women, we did a lot of scholarships  
7 and events to raise funds for that, and it's such a good cause.  
8 And because this is an agricultural district, I'm wondering if  
9 you are looking at reaching out to the culinary arts and  
10 educational programs at our colleges and universities.

11                   To the Plant\*Grow\*Eat that was mentioned, we  
12 have so much local food production. We have the most small,  
13 organic farms in the country right here in San Diego County,  
14 and the value of our local agricultural district is -- it used  
15 to be the second highest in the state. We're not the big,  
16 industrial scale, but we have so many boutique farms, and I'm  
17 just curious, when you're looking for sponsors to raise money,  
18 if you reach out to some of these chefs that could donate their  
19 skills, their talent, because -- and especially if you create,  
20 maybe a specific culinary scholarship for students.

21                   And I'm a partner in a restaurant. It's always  
22 a challenge to find good employees. It got very cut-throat  
23 during Covid where good people were being hired away from  
24 restaurants, and it really reminded all of us how important  
25 that training and promotion and partnership is.

1                   So those are my suggestions, if they are not  
2 already being included in the scholarship program, to look at  
3 culinary, hospitality, and the local Plant\*Grow\*Eat programs  
4 with -- so many chefs are doing that in San Diego. So I would  
5 encourage you to consider that, if you haven't already.

6                   Oh, and rooftop gardening. There's actually now  
7 a lot of rooftop gardening going on at some of the kitchens on  
8 the campuses that are very interesting for micro-agricultural  
9 activities.

10                  Thank you.

11                  PRESIDENT JOYCE ROWLAND: All right. Thank you for  
12 those ideas.

13                  And with that, I need a --

14                  MR. GELFAND: Joyce?

15                  PRESIDENT JOYCE ROWLAND: Yes.

16                  MR. GELFAND: I don't know if --

17                  PRESIDENT JOYCE ROWLAND: Yes.

18                  MR. GELFAND: Can I ask a question?

19                  PRESIDENT JOYCE ROWLAND: Sure.

20                  MR. GELFAND: Can you describe the sources of the  
21 funding for the foundation?

22                  STEVE SHOEMAKER: A lot of the funding comes from the  
23 Gala that we have once a year. And that, as Fred pointed out,  
24 that's auctioning off items, the ticket itself. We also have a  
25 Raise The Paddle at the Gala. We get a lot of money that way.

1 But most of the money comes from donations, from private  
2 donations. Most, if not all, of the board members actually  
3 donate not just their time but also money, as well.

4 We then also look for grants outside of, you  
5 know, private donations. I think we get an annual grant from  
6 the Walter J. Zable Foundation. I used to work for  
7 Walter J. Zable, and he set up a foundation years ago, and we  
8 get about 15,000 a year from them. And we're reaching out to  
9 other foundations as well.

10 Can you add to that?

11 MS. COLBURN MCCAUGHAN: We also have our brick  
12 program that was mentioned. So -- the Legacy Bricks -- so that  
13 is also funds, you know, that kind of support the foundation  
14 and we put towards the scholarships. But we're very careful  
15 and accurate on, you know, if someone makes a donation for  
16 Plant\*Grow\*Eat, then that's going to Plant\*Grow\*Eat to support  
17 those busses. So that's a separate program that operates, you  
18 know, within itself.

19 PRESIDENT JOYCE ROWLAND: Thank you.

20 And with that, then, I need a motion and a  
21 second on adoption of the Memorandum of Understanding.

22 MR. MOSIER: I move to approve the MOU.

23 PRESIDENT JOYCE ROWLAND: Director Mosier.

24 MR. SCHENK: Second.

25 PRESIDENT JOYCE ROWLAND: Director Schenk got in

1       there for the second.

2                       Roll call, please.

3               MS. O'LEARY:   President Rowland.

4               PRESIDENT JOYCE ROWLAND:    Aye.

5               MS. O'LEARY:   Vice President Schenk.

6               MR. SCHENK: Aye.

7               MS. O'LEARY:   Vice President Valdez.

8               MR. VALDEZ:   Aye.

9               MS. O'LEARY:   Director Barkett.

10              MS. BARKETT:   Aye.

11              MS. O'LEARY:   Director Gelfand.

12              MR. GELFAND:   Aye.

13              MS. O'LEARY:   Director Mead.

14              MS. MEAD:    Aye.

15              MS. O'LEARY:   Director Mosier.

16              MR. MOSIER:   Aye.

17              MS. O'LEARY:   Director Nejabat.

18              MR. NEJABAT:   Aye.

19              PRESIDENT JOYCE ROWLAND:   Motion passes.

20                       And so the next item is the consent to  
21       assignment of the Horsepark Operating Agreement.   There was  
22       some conversation on this at the last meeting.

23                       And you want to go ahead, Carlene.

24               MS. MOORE:   And so, although I am noticing that --  
25       was just trying to figure out, but for some reason, the staff



1 report on page 67 printed very oddly. It sort of dropped  
2 sections of it.

3 But really to provide you with some of the  
4 background, which is that -- which I reported on at last  
5 month's, but really, this item was missing a staff report with  
6 it so we did include it. And that is this request to assign  
7 the contract, Contract No. 22-006, from Struzzieri Ventures,  
8 Inc., which was the original proposer, to HITS Del Mar Leasing.

9 This really just puts into documents really what  
10 the working relationship is and has been with regard to  
11 Horsepark, our equestrian center operations, the capital  
12 improvements and things that are being made there because Tom  
13 Struzzieri, who is the owner of Struzzieri Ventures, Inc., in  
14 essence, was the founder of HITS, sold part of his interest in  
15 HITS earlier in 2022, and that's the HITS -- there's HITS, LLC,  
16 and there's HITS Del Mar Leasing, of which those two are  
17 working together.

18 And so we did require that HITS provide the same  
19 documentation that was required in the original RFP itself,  
20 which they did. So they satisfied those same needs, financial  
21 capability, that they have the insurance, statements on any  
22 legal action pending or otherwise, of which there is none. So  
23 they do meet those requirements and so this request is to  
24 approve this consent to assignment so that once executed by the  
25 other two parties, which it's en route for, then I can give it

1 the final signature and approval for that.

2 PRESIDENT JOYCE ROWLAND: Right. And we did our work  
3 with the Attorney General's Office to make sure that this was  
4 all according to the contract and it is something that is  
5 assignable in this fashion.

6 MS. MOORE: Yes. And the RFP language itself and the  
7 contract language actually allows for the board to consent to  
8 an assignment.

9 PRESIDENT JOYCE ROWLAND: Right. So with that, any  
10 questions or comments from the members of the board before we  
11 go to the public? We have two members of the public signed up  
12 to speak on this.

13 MR. GELFAND: So --

14 PRESIDENT JOYCE ROWLAND: Into your mic.

15 MR. GELFAND: Is there any change -- I mean, is the  
16 original entity off the hook, in terms of liability under the  
17 terms of the contract, and the new entity takes over  
18 completely, or is there still some tail on liability to the  
19 original entity?

20 MS. MOORE: It's my understanding -- and our Deputy  
21 Attorney General may be able to correct me on this -- but once  
22 executed -- so from that point going forward -- the liability  
23 is with HITS Del Mar Leasing. Anything prior to that would be  
24 Struzzieri Ventures, Inc.

25 MR. GELFAND: Okay. And you're satisfied that the

1 new entity has equal to or greater financial capability --

2 MS. MOORE: Yes.

3 MR. GELFAND: -- and satisfies all the requirements.

4 MS. MOORE: Yes. And really, it has been the active  
5 entity in terms of the work on -- that we have been doing with  
6 regard to Horsepark and getting it to where we can resume  
7 equestrian operations there.

8 MR. GELFAND: Okay. Thank you.

9 PRESIDENT JOYCE ROWLAND: Yes, Director Valdez.

10 MR. VALDEZ: Thank you.

11 Just to touch upon what Director Gelfand just  
12 stated, I think that in addition to, you know, legally being  
13 able to assign, I think that there is a due diligence component  
14 of it as well to -- that staff should perform or has performed  
15 to ensure that the new entity, the assignee, has financial  
16 wherewithal, and I think that is something that is expected and  
17 has been performed to your satisfaction; is that correct,  
18 Carlene?

19 MS. MOORE: Yes.

20 PRESIDENT JOYCE ROWLAND: Yes. And I think that was  
21 what she intended in her prior remarks, that they had actually  
22 gone through and made sure that they met the same standards as  
23 the original contract assignee so.

24 MS. MOORE: Yes.

25 PRESIDENT JOYCE ROWLAND: Any other questions or

1 comments from the board?

2 Okay. We have, as I said, two members of the  
3 public who are signed up to speak on this. And the first is  
4 Lori Saldana.

5 LORI SALDANA: Was this item 5C?

6 PRESIDENT JOYCE ROWLAND: Yes. This is item 5C.

7 LORI SALDANA: Okay. I signed up for that in error.  
8 I don't have a comment.

9 Thank you.

10 PRESIDENT JOYCE ROWLAND: Okay. Thank you.

11 And the second member is in person, Carla Hayes.

12 CARLA HAYES: Hi.

13 PRESIDENT JOYCE ROWLAND: Hello.

14 CARLA HAYES: No? Can you hear me?

15 MR. RIVERA: Put the lights on.

16 CARLA HAYES: The light is on.

17 MR. RIVERA: Okay. You're on.

18 CARLA HAYES: Okay. Cool. Here I am again.

19 The horses are really doing great this winter.

20 So there's a couple of things that I'm -- I wish all of you had  
21 been able to come to Ali's opening for the Seaside Circuit. It  
22 was wonderful. The man really puts on a great show, a great  
23 event. But as a horse lover, what I look at is the dirt. I  
24 look at exactly what kind of cushioning he's putting in so that  
25 all the horses are safe. I looked at every single ring,

1 including what he had way out the heck and gone in the infield  
2 which you had to hike to, which was okay. And it was really,  
3 really wonderful. And I really think it's a huge opportunity  
4 for a winter festival to help that lumpy cash flow in the  
5 winter. I was here with the -- last time I saw the financials.  
6 It would be really nice to get some more money in in, you know,  
7 January, February, March, which is exactly when he's planning  
8 it.

9                   Horsepark is going great guns. It really is.  
10 Now, I walk my dog down the trail every day, practically, and  
11 check it out because I want to see what's going on. They have  
12 smooth stall fronts in. You would not believe the amount of  
13 dead lumber that they're throwing -- they're already filling up  
14 incredible, huge bins full of stuff. They are really making  
15 your facility a world-class place. And people are so excited  
16 now in the equine community that people are starting to say,  
17 "Oh, I'm coming here next year instead of Wellington, Florida."

18                   Wellington gets 15,000 horses a year. We get 2,  
19 maybe 3, with Thermal. So if we can get even 3,000 horses to  
20 come down from Canada and from Colorado and from Utah and from  
21 New Mexico and from Arizona, here where everybody likes to be,  
22 as opposed to all the way across the country, we are in great  
23 shape.

24                   MS. O'LEARY: Ms. Hayes, your time is up.

25                   CARLA HAYES: Thank you.

1 PRESIDENT JOYCE ROWLAND: Thank you.

2 So unless there are any further comments.

3 Yes, Director Gelfand.

4 MR. GELFAND: Well, I do have a question sort of  
5 peripheral to all of this.

6 With the work that's being done in the River  
7 Valley, there is basically a -- like a dike that's been built  
8 to direct the river that is immediately south of the river in  
9 Horsepark. It seems to me just hydrologically that in a heavy  
10 rain situation, that could result in any flooding or any  
11 overflow going directly onto the Horsepark property.

12 Has any consideration occurred --

13 PRESIDENT JOYCE ROWLAND: So what I -- I think we  
14 would like probably, since it's not a calendared item, I'd like  
15 to send that to staff to get back to us at the next meeting to  
16 report on that. That would be very interesting to know if  
17 there are any implications. Usually, they are very careful  
18 about that sort of thing.

19 MR. GELFAND: Yeah. I mean, the elevation of that  
20 thing is significantly higher than the elevation of  
21 Horsepark --

22 PRESIDENT JOYCE ROWLAND: Um-hum. Um-hum.

23 MR. GELFAND: -- and just visually, it's kind of  
24 concerning.

25 PRESIDENT JOYCE ROWLAND: Yeah. No, I agree that's a

1 good thing for us to be aware of.

2 MR. GELFAND: Okay.

3 PRESIDENT JOYCE ROWLAND: Okay.

4 And with that, I need a motion for the consent  
5 to assignment.

6 MR. GELFAND: So moved.

7 PRESIDENT JOYCE ROWLAND: Moved by Director Gelfand.

8 My second?

9 Oh, people on the screen.

10 Director Mead.

11 MS. MEAD: Second.

12 PRESIDENT JOYCE ROWLAND: And the roll call, please.

13 MS. O'LEARY: President Rowland.

14 PRESIDENT JOYCE ROWLAND: Aye.

15 MS. O'LEARY: Vice President Schenk.

16 MR. SCHENK: Aye.

17 MS. O'LEARY: Vice President Valdez.

18 MR. VALDEZ: Aye.

19 MS. O'LEARY: Director Barkett.

20 MS. BARKETT: Aye.

21 MS. O'LEARY: Director Gelfand.

22 MR. GELFAND: Aye.

23 MS. O'LEARY: Director Mead.

24 MS. MEAD: Aye.

25 MS. O'LEARY: Director Mosier.

1 MR. MOSIER: Aye.

2 MS. O'LEARY: And Director Nejabat.

3 MR. NEJABAT: Aye.

4 PRESIDENT JOYCE ROWLAND: So we -- here, we need to  
5 add the item that was moved from the consent calendar, and  
6 Carlene -- Director -- excuse me. CEO Moore, would you like to  
7 articulate the delegation.

8 And then, my question is, since it's a newly-moved  
9 item, if anyone needs to or wants to still sign up for public  
10 comment, on this, they can go in online and do that still?

11 Okay. So if there's anyone in the public who  
12 would want to sign up for comment on this particular contract  
13 that got moved off of consent, that's something that you can  
14 do.

15 So CEO Moore.

16 MS. MOORE: Great.

17 So earlier today, I sent out this staff report  
18 to the board. We also added it to the website as a supplement  
19 to the packet. But, you know, recognizing that some,  
20 especially members of our audience, may not have had the  
21 opportunity yet, I'm going to go ahead and read the report into  
22 the record.

23 So this is regarding the standard agreements 23-  
24 022, which was just pulled from consent, but more importantly,  
25 23- -- in this case -- 014 A, B, and C, regarding the



1 computerized ticketing services. So the district's process to  
2 approve competitively-solicited opportunities valued over  
3 \$100,000 typically involves staff awarding the contract to the  
4 winning proposer, followed by the board approving the contract.  
5 The district -- we issued the request for proposal or RFP 23-  
6 014 for computerized ticketing services back in December, with  
7 an anticipated timeline that would bring at least one and  
8 possibly up to three contracts for this board's approval at  
9 this meeting.

10 Ultimately, the original RFP was cancelled, and  
11 we rebid that RFP, which was issued near the end of January.  
12 That delay pushed the evaluation process later than was  
13 originally expected, which has now impacted the schedule to  
14 bring forward the contracts of the -- or contract or  
15 contracts -- the winning proposers at this time. And then, of  
16 course, we already spoke on 23-022. There was just -- not  
17 necessary to enter into a contract because we were instead  
18 hiring those folks from Midway Management as employees.

19 So under Section 3965 of the Food and  
20 Agriculture Code, the board has the authority to delegate to  
21 its officers or employees any of the powers that are vested in  
22 the board to manage the affairs of the district. Section  
23 3965.1 of the Food and Ag Code provides in part that the board  
24 may arrange for and conduct or cause to be conducted or by  
25 contract permit to be contracted any activity by any

1 individual, institution, corporation or association upon its  
2 property at a time as it may be deemed advisable. And so when  
3 read together, these two sections authorize the board to  
4 delegate to district officers or employees the authority to  
5 enter into contracts on behalf of the district.

6 I'm going to ad lib here for a moment. So  
7 that's where, like, the delegation of authority that exists for  
8 what I -- up to the limits that I am authorized for.

9 So the recommendation here is that -- and in the  
10 interests of time for these services and us to be able to move  
11 forward with the winning proposers -- is for the board to  
12 actually delegate to Joyce Rowland, as the board president, the  
13 authority to enter into at least one and up to the three  
14 contracts with the winning proposers under this RFP. So in  
15 essence, that she would have the approval authority. Staff  
16 would continue with the awarding of the contracts, and then to  
17 have Joyce be able to approve those contracts.

18 All of that would be done in compliance with  
19 California law and any contracts that were issued as a result  
20 of that. And at the March board meeting, we would just bring  
21 back those contracts, similar to how contracts are listed under  
22 my delegation, but those one, up to three, under this  
23 particular -- because there are three components to this RFP  
24 that companies could bid on.

25 PRESIDENT JOYCE ROWLAND: And they could be combined

1 or they could be separate.

2 MS. MOORE: Correct.

3 PRESIDENT JOYCE ROWLAND: So there could be one, two,  
4 or three, depending upon what the conclusion of the process is.

5 MR. GELFAND: And this is something we discussed in  
6 the Finance Committee, and it makes sense given the timing of  
7 getting all this done.

8 PRESIDENT JOYCE ROWLAND: Um-hum.

9 MS. MOORE: Yes. And so that is -- that's what we  
10 have before you.

11 PRESIDENT JOYCE ROWLAND: So any input or comments  
12 from the members of the board on this item?

13 Seeing none, do we have any members of the  
14 public signed up to speak on this one?

15 MR. RIVERA: No, we do not.

16 PRESIDENT JOYCE ROWLAND: Okay. Then we can move to  
17 a motion and a second.

18 MR. GELFAND: Moved.

19 PRESIDENT JOYCE ROWLAND: Moved by Director Gelfand.

20 MR. MOSIER: I'll second it.

21 PRESIDENT JOYCE ROWLAND: Second by Director Mosier.

22 And roll call, please.

23 MS. O'LEARY: President Rowland.

24 PRESIDENT JOYCE ROWLAND: Aye.

25 MS. O'LEARY: Vice President Schenk.

1 MR. SCHENK: Aye.

2 MS. O'LEARY: Vice President Valdez.

3 MR. VALDEZ: Aye.

4 MS. O'LEARY: Director Barkett.

5 MS. BARKETT: Aye.

6 MS. O'LEARY: Director Gelfand.

7 MR. GELFAND: Aye.

8 MS. O'LEARY: Director Mead.

9 MS. MEAD: Aye.

10 MS. O'LEARY: Director Mosier.

11 MR. MOSIER: Aye.

12 MS. O'LEARY: And Director Nejabat.

13 MR. NEJABAT: Aye.

14 PRESIDENT JOYCE ROWLAND: Thank you.

15 The next item is the Community and Government  
16 Relations report.

17 Director Mosier.

18 MR. MOSIER: Yes. We met last month, and I wanted to  
19 spend time just to say that we had redistricting and we have  
20 two new representatives, State Senator Catherine Blakespear and  
21 State Assembly Member Tasha Boerner Horvath. And their staff  
22 will be attending the future meetings.

23 Jack Christensen was the staff member from  
24 Catherine Blakespear's office. He was in the audience until  
25 just two minutes ago so we still need to introduce him, but now

1 he's gone.

2 I also wanted to tell the public that the next  
3 Community Relations Committee meeting is going to be in The  
4 Sound in person so that our committee will be reviewing the new  
5 concert venue, and we'll have our first in-person committee  
6 meeting in coming up to three years.

7 PRESIDENT JOYCE ROWLAND: Wow. Yeah.

8 Any other comments or questions from the members  
9 of the board before we go to our public?

10 Hearing none, we have three members of the  
11 public signed up for the Community and Government Relations  
12 Committee report. The first member of the public signed up is  
13 Martha Sullivan.

14 MARTHA SULLIVAN: Hello, again.

15 I wanted to say briefly because I didn't have  
16 time earlier, I was in the music venue business for several  
17 years, hosting my own small venue. It was here in San Diego  
18 County. So I've said before how much I hoped The Sound  
19 prospers, and I really want to emphasize that.

20 You know, I've been hearing a lot of really good  
21 buzz from my network too, so congratulations, and all the best  
22 on that.

23 Secondly, I wanted to also just mention that  
24 CEO Moore, in our phone conversation this morning, also offered  
25 to bring up Professor Young as a speaker on the history and

1 political context of camping, asking that community relations  
2 committee meeting to see if neighbors might be interested or  
3 willing in hosting her speaking and also having our tent vigil  
4 installation on June 25th. So I just wanted to acknowledge  
5 that, and I look forward to hearing back on that.

6 Thank you.

7 PRESIDENT JOYCE ROWLAND: Thank you for that  
8 addition. CEO had mentioned that to me as well so good thing  
9 to bring up as well.

10 And the next member of the public signed up to  
11 speak on the Community and Government Relations Committee is  
12 Lori Saldana.

13 LORI SALDANA: Thank you.

14 I was just taking a look at this email about  
15 someone who is hiking and was panicked by this.

16 I think since you are -- going back to my  
17 question about programmatically what you are doing for getting  
18 out there, I led outings for many years, I worked for various  
19 outdoor retailers, I was a community outreach director. We  
20 have people come in and speak and do lectures and  
21 demonstrations of safe camping and hiking, and I just really  
22 encourage you. We have some really strong outdoor retail shops  
23 still in San Diego, not as many as before, but there are still  
24 a few that are hanging on there, and I wanted to encourage you  
25 to consider bringing them in so if people do take your advice

1 to get out there, that they do so safely and with the proper  
2 equipment.

3 And I want to return, just briefly, to what  
4 Martha was saying about some of the stigma of how some people  
5 are forced to be out there, and unfortunately, that carries  
6 into our public policies. And the governor, for example, sent  
7 dozens of trailers to San Diego, not even tents, but nice,  
8 modern trailers. And for some reason, they've been in storage  
9 for three years and not used. They are about to be put into  
10 use. So there really is -- I think it is an educational  
11 opportunity to show why these are viable options and sometimes  
12 essential options for people in emergency situations. And for  
13 those people who do want to get out there, make sure that they  
14 are not in a situation that is going to be frightening to them,  
15 when they do decide to get out there and take your advice.

16 Thank you.

17 PRESIDENT JOYCE ROWLAND: And thank you.

18 We had one more member, but it looks like that  
19 they are no longer in the queue?

20 They are no longer in the queue. Okay.

21 So the next item is the Finance Committee  
22 Report. And Director Valdez is going to kick that off.

23 MR. VALDEZ: Thank you very much.

24 Located on pages 71 and 72 of the board packet  
25 is the Finance Committee Report. And importantly, located on

1 pages 73 and 74 of the board packet are the district's  
2 financial statements as of December 31, 2022. So we have our  
3 year-end financials for you, as well as on page 75, the Premier  
4 December 2022 P&L, as well.

5 And before I pass it on over to Carlene and  
6 staff to kind of report on the contents, I think a very  
7 positive takeaway of commonality between all the financials is  
8 the really great results and how the net profits for us all far  
9 exceeded budget. So I want to congratulate staff for that and  
10 pass it on over to Carlene to report further.

11 MS. MOORE: Thank you. And at the end, I will kick  
12 it back to you for your last and parting words as chair of this  
13 committee.

14 But with that, I guess what I do want to point  
15 out is these are preliminary financial results through -- for  
16 the year through 2022. And so, our staff is working to close  
17 that out. If you recall, on an annual basis, the year, in  
18 essence, is closed once we submit our statement of operations  
19 to the Department of Food and Agriculture, and that is due  
20 March 31st of this year. And so, they are still just making  
21 sure that those, you know, residual -- primarily residual  
22 bills, invoices, any accruals for things that need to be done,  
23 that all of that has been taken care of.

24 And so, yes, it's showing that, you know, a  
25 healthy bottom line, but we do anticipate some adjustments.



1 What those are, don't know exactly, but please just note, this  
2 is preliminary. And then when you get -- so at the April board  
3 meeting, the statement of operations, that really will show the  
4 final of 2022 operating year.

5 And then, unless there are any specific  
6 questions with regard to the financials, cash position  
7 continues to remain strong. You know, some of this  
8 profitability -- we've spoken about previously some of the  
9 grant funding and things that we received. Also, too, that  
10 we -- a budget is really a map of, you know, where we  
11 anticipate going and expenses, as well as revenues, that we  
12 anticipate incurring. And so some of this is really a  
13 reflection of -- as we have talked about previously -- just the  
14 challenges with regard to hiring staff.

15 We might have had a few more expenses had we  
16 gotten all of those positions and things filled that we had  
17 anticipated, and as a result, it's just, you know, placed a lot  
18 of work on the rest of our team to really keep going. And it's  
19 great to see the numbers that we have seen for supporting  
20 operations in the future and some of these capital projects, as  
21 we have talked about being able to fund those, as well.

22 And then, the other thing that we have in terms  
23 of for the Finance Committee Report -- and this is an action  
24 item for today. If you -- is the item which can be found on  
25 page 76 of your packet, and that is the approval of out-of-

1 state travel.

2                   So if you recall last month, when we presented  
3 the 2023 operating budget, within that, it included  
4 contemplation of the out-of-state travel, as included here on  
5 page 76. There was a slide information about it. So it's  
6 already a part of the budget process, but really what you have  
7 before you today is just to formalize the approval of that out-  
8 of-state travel, all of which is subject to AB 1887, in terms  
9 of the states, as listed, either remaining on the states that  
10 we can travel to as state-funded, state-sponsored travel and/or  
11 coming off of the AB 1887, the prohibited list, based -- and  
12 that is a determination that is ultimately made with the  
13 governor and attorney general.

14                   So with that, put forward to you for your  
15 consideration and approval.

16                   PRESIDENT JOYCE ROWLAND: So the -- in terms of the  
17 request, there are what, two on here that are currently in  
18 states that aren't allowed; is that right?

19                   MS. MOORE: There are --

20                   PRESIDENT JOYCE ROWLAND: That could change?

21                   MS. MOORE: Correct. So currently, Arizona is on the  
22 banned state, but that is later this year, as well as Utah. So  
23 the Western Fairs Association Feature Fair Tour and the  
24 International Association of Fairs and Expositions Annual  
25 Conference and Convention. But as we saw last year, there can

1 be changes --

2 PRESIDENT JOYCE ROWLAND: Right.

3 MS. MOORE: -- even throughout the year so --

4 PRESIDENT JOYCE ROWLAND: Well, Missouri and Utah;  
5 right?

6 MS. MOORE: No, Utah and Arizona.

7 PRESIDENT JOYCE ROWLAND: Utah and Arizona?

8 MS. MOORE: Utah, Arizona and Indiana were added last  
9 year.

10 PRESIDENT JOYCE ROWLAND: Okay.

11 MS. MOORE: No, at this time, Missouri is an  
12 allowable state --

13 PRESIDENT JOYCE ROWLAND: Oh, they are. Okay.

14 MS. MOORE: -- to travel to.

15 And so from a procedure standpoint, with staff,  
16 we will keep track of AB 1887 in terms of any updates on that  
17 to apply it to whether or not travel would be allowed at that  
18 time.

19 PRESIDENT JOYCE ROWLAND: Okay. At that time. Okay.  
20 Understood.

21 Any input from the board on out-of-state travel?  
22 Questions? Comments?

23 Okay.

24 MS. MOORE: And then, I guess I did say I would then,  
25 after that, kick back to Director Valdez, as he transitions off

1 of being the Finance Committee chair. It's his last report.

2 MR. VALDEZ: Thank you.

3 PRESIDENT JOYCE ROWLAND: Before we go to public  
4 comment; go ahead, Director Valdez.

5 MR. VALDEZ: Thank you. Yeah. I just -- I'll be  
6 brief.

7 I think when I became president of the board in  
8 July of 2019, we had a budget committee, but I don't even think  
9 that there was an actual Finance Committee. And I constituted  
10 that committee because I thought it was really important that  
11 we have an ongoing presence with reviewing our financials as a  
12 board and with our key staff members.

13 Obviously, soon after I took over as president,  
14 things happened that affected our finances drastically. So  
15 we've had quite a rollercoaster ride with this over the last  
16 three years or so. And I just want to compliment the staff for  
17 their diligence throughout, and I really think that the  
18 transparency with respect to our financials is much greater  
19 now, and I really appreciate that effort from staff. And for  
20 my fellow board members, I think previously Director Sleiman  
21 served on the Finance Committee with me, and for the last year-  
22 plus, Director Gelfand, and I look forward to him taking over  
23 as chair and thank Director Nejabat for joining as well.

24 So thank you.

25 PRESIDENT JOYCE ROWLAND: And a thank you, too, to

1 you. I think all of us saw the level of effort that not only  
2 staff but also you and other members of the committee dedicated  
3 to our most difficult hours during the pandemic and the  
4 shutdown, in particular. And we know that those were much  
5 needed and much appreciated and have helped put us in the good  
6 stead that we appear to be in now. So thank you for that.

7 So if I can go back to our action items, we need  
8 to get our public comment. We have two members of the public  
9 signed up for comment on the Finance Committee Report, and the  
10 first member of the public signed up is Martha Sullivan.

11 MARTHA SULLIVAN: Sorry for that delay. I had  
12 another call coming in. And I don't have anything on this.

13 Thank you.

14 PRESIDENT JOYCE ROWLAND: Thank you.

15 The next member of the public signed up to speak  
16 is Lori Saldana.

17 LORI SALDANA: Thank you.

18 And I want to echo congratulations to weathering  
19 a historic challenge in your operations for the last few years.

20 I'm looking ahead and wondering how much  
21 inflation is impacting some of the operational expenses, if  
22 you're able to be staying ahead of that. And likewise, what  
23 you're predicting in terms of revenues at the fair, and also  
24 how that is going to affect your attendees. I know that's not  
25 really your financing, but your finances are dependent upon

1 attendees, and if attendees are struggling with inflation,  
2 other unanticipated high, sudden, unpredicted high expenses  
3 like heating your homes, it will have an impact on your  
4 attendance potentially. So I'm just curious how you take that  
5 into account as you're doing your estimates and projections.

6 Thanks.

7 PRESIDENT JOYCE ROWLAND: Thank you.

8 Well, it's always interesting to balance things  
9 like how much to charge for parking, how much to incent public  
10 transportation. But affordability is part of the -- kind of  
11 our fundamentals. You know, we want to make sure that the fair  
12 and our other events are accessible, and by accessibility, we  
13 mean not just physical accommodations, but affordability as  
14 well. And so, that's something that, you know, as the months  
15 go on, that they take seriously. I don't know if there's  
16 anything more that you can add to that, but it's certainly  
17 something that we're all keenly aware of.

18 MS. MOORE: Well, and with that, we did take into  
19 consideration, as you recall when we presented the budget,  
20 inflation, you know, larger, you know, global, even, economic  
21 factors and things like that. So those have been taken into  
22 consideration, both with regard to how we approached our  
23 expenses, as well as anticipation of revenues.

24 And, to President Rowland, to your point of  
25 ensuring that we are providing opportunities, and we have, you

1 know, various and multiple opportunities for maintaining that  
2 affordability.

3 And then when you look at things historically  
4 with regard to county fairs, at times of recession and at times  
5 of high inflation, actually fairs --

6 PRESIDENT JOYCE ROWLAND: Do better.

7 MS. MOORE: -- do fairly well because -- and not that  
8 we are, you know, sitting back on our laurels, but the reality  
9 is that we are that affordable, you know, family entertainment  
10 and opportunity, you know, local, kind of staycations. You  
11 know that term we anticipate starting to hear a lot more of,  
12 potentially in the coming months and years.

13 And so there is some historical knowledge there  
14 as well that we look to from an industry perspective of what to  
15 anticipate.

16 PRESIDENT JOYCE ROWLAND: And if you try to go to  
17 Disneyland, you know of what she speaks. Yeah. I mean, there  
18 are some tradeoffs.

19 MS. MOORE: Yes.

20 PRESIDENT JOYCE ROWLAND: Okay. So we do have a  
21 motion that's required on the portion that's around approval of  
22 out-of-state travel. The list is in the book, and  
23 understanding that we won't go to states we can't go to, but  
24 they're on the list in case we can.

25 MR. GELFAND: Moved.

1                   PRESIDENT JOYCE ROWLAND: And I have a motion from  
2 Director Gelfand. I need a second.

3                   MR. VALDEZ: Second.

4                   PRESIDENT JOYCE ROWLAND: Roll call, please.

5                   MS. O'LEARY: President Rowland.

6                   PRESIDENT JOYCE ROWLAND: Aye.

7                   MS. O'LEARY: Vice President Schenk.

8                   MR. SCHENK: Aye.

9                   MS. O'LEARY: Vice President Valdez.

10                  MR. VALDEZ: Aye.

11                  MS. O'LEARY: Director Barkett.

12                  MR. BARKETT: Aye.

13                  MS. O'LEARY: Director Gelfand.

14                  MR. GELFAND: Aye.

15                  MS. O'LEARY: Director Mead.

16                  MS. MEAD: Aye.

17                  MS. O'LEARY: Director Mosier.

18                  MR. MOSIER: Aye.

19                  MS. O'LEARY: Director Nejabat.

20                  MR. NEJABAT: Aye.

21                  PRESIDENT JOYCE ROWLAND: Thank you. Motion passes.

22                               We now have our Fair Operations --

23                  MR. GELFAND: President Rowland --

24                  PRESIDENT JOYCE ROWLAND: Yes.

25                  MR. GELFAND: Can I just make a comment?



1 PRESIDENT JOYCE ROWLAND: How am I going to stop you?

2 MR. GELFAND: I know.

3 I just want to echo your comments regarding  
4 Director Valdez.

5 I -- you know, as part of the board, with his  
6 being president, but also as part of the Finance Committee,  
7 he's just done an amazing job. His dedication, the amount of  
8 time and effort that he put in and the stresses that were  
9 involved over the past several years, and he rose to the  
10 challenge. And I just want to thank him for efforts.

11 PRESIDENT JOYCE ROWLAND: Thank you. Much  
12 appreciated, I'm sure.

13 MR. VALDEZ: Thank you.

14 PRESIDENT JOYCE ROWLAND: So now on to -- yes, is he  
15 clapping? I guess, thank you.

16 Now on to Fair Ops, and Director Schenk.

17 MR. SCHENK: Thank you. I think by acclimation, we  
18 acknowledge Director Valdez. Well done, Richard.

19 I know this is a moment that everybody always  
20 has wanted to hear, you know. What is going to be the talent  
21 that we're going to be showing at the fair? And I'm excited to  
22 tell you that, well, in about a month, we'll start letting you  
23 know. But for those of you who happen to turn me off because  
24 I'm not going to give you any, you know, talent to be excited  
25 about, you're going to miss out on some really important

1 information so stay tuned.

2 I want to comment on a couple of things that  
3 former Assembly Member Saldana pointed out, and I really  
4 appreciated her observations.

5 One, I want to mention -- one thing I want to  
6 mention is that there are ways that we provide a very  
7 economical way for the community to come to the fair and to  
8 save money. There are ways to come and park for free, if one  
9 parks at one of the schools that we have shuttle service for,  
10 bus service to come to the fair and have free parking. Others  
11 include working with some of our vendor partners in the  
12 supermarkets and at Costco to have discounted access to the  
13 fair.

14 So we partner with the community, with vendors,  
15 to find a way to make attending the fair for families much more  
16 reasonable, and those opportunities are there. And we always  
17 encourage people to use those services and opportunities to  
18 take advantage of discounted entrance and parking.

19 The other comment I want to make with regard to  
20 former Assembly Member Saldana's observation about thematic  
21 promotion. And I want to really emphasize the fact that if one  
22 attended -- one of the many hundreds of thousands of people  
23 that attended the fair last summer saw that our theme was  
24 Heroes Reunite. And it was not just a reuniting of fictional  
25 but real-life heroes. And we promoted that tremendously. We

1 had an exhibit hall that spoke about fictional and real-life  
2 heroes. We celebrated real-life heroes that we needed to  
3 celebrate for the last several years. And it was important, it  
4 was essential, and it was appreciated by our community.

5 So I would suggest that if anybody has attended  
6 the fair over the last several years, one would know well that  
7 we do celebrate the theme, whatever that theme might be. We  
8 promote it. We share it. And we embrace it, as we did this  
9 last summer. And we will be doing the same thing in the year  
10 ahead.

11 And to point out some of the ways that we were  
12 able to successfully achieve so many of these great results in  
13 this past year, I'm very excited to have Katie Mueller talk  
14 about some of the recognition that the 22nd DAA received.  
15 These are very highly-competitive and extremely coveted awards  
16 and recognition that is throughout the industry, sort of our  
17 Academy Awards, our Golden Globe Awards. And we were highly  
18 recognized in this past year for tremendous achievement.

19 And so Katie, with that, if you would be kind  
20 enough to share the recognition that was so well-deserved by  
21 the team that ran the 22nd DAA summer fair.

22 MS. MUELLER: Happy to. Thank you, Fred, for that  
23 introduction.

24 Yes, we received 42 industry awards from our  
25 peers over this -- for this past fair in 2022. And it's always

1 just an honor to be recognized by a group of your own peers for  
2 outstanding programs and marketing.

3 Just to touch briefly, all the awards are listed  
4 on pages 78 and 79, but the International Association of Fairs  
5 and Expositions, and unfortunately, we haven't been able to  
6 attend that convention the past few years, but we have  
7 continued to enter our programs into our competitive entry  
8 categories. And I'm really excited about this year's awards,  
9 especially because if you look under the first-place awards, we  
10 received four first places for Hall of Communications, which is  
11 also your marketing programs.

12 I think in the past, since I've been at this  
13 fair, we've maybe been lucky to receive an award or two each  
14 year, annually. It's very, very competitive. Almost every  
15 fair enters the program that's able to because it's pretty easy  
16 to enter. You're just submitting, you know, your TV ad that  
17 was already produced or your poster that you already produced  
18 or that kind of thing. And to receive four awards when we're  
19 competing against all the heavy-hitters in the fair industry  
20 really says a lot about our marketing program. So I'm really,  
21 really proud of our marketing team for what they were able to  
22 pull together for 2022.

23 And then, moving down to our WFA contest  
24 results -- that's the Western Fairs Association so kind of  
25 fairs that are west of the Rockies and Canada. We were

1 recognized in a number of areas that I'm just really thrilled  
2 about. There are featured programs for the year, which are  
3 kind of -- one they call out and highlight, I guess, in  
4 comparison to all the others, was for the community outreach.  
5 And we also received a first-place in our overall fair  
6 marketing campaign, just to reaffirm what a great job our  
7 marketing team did this year.

8 But the community outreach, the Care and Share  
9 Toy Drive, I don't know how many are familiar with that, but I  
10 just want to talk a little bit about it because it's a really  
11 special program, even in the fair industry. I've never seen  
12 anything like it.

13 It's organized by a local Rotarian out of Torrey  
14 Pines. Her name is Nancy Stokes, and she does this with her  
15 mother, just out of the kindness of her heart. She started it  
16 many years ago. Our -- Kathy, our non-profit coordinator,  
17 actually helps organize it for her. And if you've ever seen,  
18 there's giant toy bins at each exit of the fair. There's one  
19 at O'Brien, one at Arena Gate, and one at West Gate.

20 So the idea was let's see if we can get people  
21 to donate the toys that they've won at -- the big, plus toys  
22 that they've won at the games, and then, they will collect them  
23 all and donate them down -- they take them to Baja, California,  
24 to children in need, various children's hospitals, they just  
25 distribute them throughout the county in Mexico to any places

1 that are in need. And there were some skeptics that thought,  
2 you know, people spend a lot of money to win that stuff.  
3 They're not going to let go of it at the end of the fair.

4 Well, amazingly, this program, through the  
5 pandemic and everything, has just gone strong. They fill those  
6 bins every single day. People just donate the plush that  
7 they've won at those games. And she comes every night after  
8 the fair closes with her mother, and they collect the toys out  
9 of those bins. And on the very last night of the fair, they'll  
10 even go around on golf carts and the game operators will  
11 oftentimes just donate some plush and things like that towards  
12 the cause.

13 But it's really a special program in the  
14 collection of those toys and in the redistribution back to the  
15 community. So I think it's really cool and just really  
16 worth -- and I'm so happy that we got recognized for that  
17 program because it's not something that we really talk a lot  
18 about. We don't advertise it; we don't, you know, put it out  
19 there. People just do it out of the generosity of their hearts  
20 so.

21 And then, of course, you know, thrilled to be  
22 recognized again for marketing, but especially our foreign  
23 language radio and television. We make a very concerted effort  
24 to have television ads and radio ads running in Spanish to  
25 reach out to our Spanish-speaking community.

1                   And then, also, of course, getting recognized  
2   for our theme program, and then a number of our other programs  
3   related to agriculture. We had an avocado exhibit this past  
4   year. If you happened to see it, you got to touch this wall  
5   and feel what a ripe avocado feels like and what a unripe  
6   avocado feels like.

7                   PRESIDENT JOYCE ROWLAND: Very important here; very  
8   important.

9                   MS. MUELLER: It is very important, yes. Avocados  
10   are in the top 10 agriculture commodities in San Diego so we  
11   all need to know that.

12                   And then, our auction got recognized, as well as  
13   our partnership -- I call it a partnership even though it is  
14   truly a sponsorship. It is a partnership with Hollandia Dairy,  
15   who provided us the milking demonstrations, the milking  
16   trailer, the staff, the cows, everything to operate that so  
17   that we could have that important component of agriculture  
18   education at the fair.

19                   So once again, I would just like to thank the  
20   entire board for their support of these programs that we budget  
21   for annually and just thank you to our entire team for putting  
22   on not only these great programs but a very successful fair and  
23   the ability to bring all these programs to the community so.

24                   Any questions?

25                   PRESIDENT JOYCE ROWLAND: Okay. Thank you very much.

1 MR. SCHENK: Well, thank you, Katie.

2 There are no action items yet this month, since  
3 we don't have entertainment contracts to approve. So that's  
4 the end of this report.

5 Thank you.

6 PRESIDENT JOYCE ROWLAND: Okay. Thank you.

7 We have two members of the public signed up to  
8 speak on Fair Operations Committee report. And the first  
9 member signed up is Marth Sullivan.

10 MARTHA SULLIVAN: Well, as you can imagine, I would  
11 like to put our case to Director Schenk as the chair of the  
12 Fair Ops Committee to please consider a very relevant and  
13 substantive academic researcher and professor at University of  
14 Colorado to come and speak on the history and cultural and  
15 political context of camping and outdoor recreation in America.  
16 I think it would be a real asset to the fair programming, and I  
17 think it would, you know, frankly, take it to another level.

18 So please give it consideration. I think it  
19 would be a really great feature for this year's fair.

20 Thank you.

21 PRESIDENT JOYCE ROWLAND: Thank you very much.

22 The second member of the public signed up to  
23 speak is Lori Saldana.

24 LORI SALDANA: Thank you for the overview of the  
25 themes for the park. It has been many years.



1 I actually worked at the park one year many  
2 moons ago and so I was there every day and I know that it  
3 really is an amazing community that comes together in a very  
4 intensive way for a short period of time. And all the work  
5 that you are doing is part of getting ready for that very short  
6 and intensive month. Probably when I was there it wasn't quite  
7 a month. I know you've expanded and extended considerably over  
8 the years. So I appreciate you explaining that.

9 And if there are some ways to incorporate some  
10 of the local businesses because just as your revenues have  
11 fallen off, to have more vendors, to have more activities, that  
12 can support the community and do more cross-over outreach kinds  
13 of events.

14 There's a Patagonia store, for example, that is  
15 doing a lot of interesting outreach work as a corporation. So  
16 I just hope that you will at least explore the possibilities.  
17 Recreational Equipment, Inc., which is the world's largest co-  
18 op for outdoor retail equipment, they have a few stores here in  
19 San Diego. It's a very interesting operation. That's the  
20 store I worked at and was their outreach coordinator. We  
21 worked in partner with KPBS and other community organizations,  
22 and I think that they might welcome a chance to do something,  
23 if they're not already too engaged in some of your activities  
24 related to your theme this year.

25 So thank you for updating me on some of the

1 latest themes and activities.

2 PRESIDENT JOYCE ROWLAND: And so thank you very much.

3 And that concludes Fair Ops.

4 And our next report is for the DMTC Liaison  
5 Committee. And I think, Director Valdez, you're taking the  
6 lead on that. And there is an action item on this.

7 MR. VALDEZ: Yes. Thank you very much.

8 So we have with us Josh Rubenstein and  
9 Mike Ernst from DMTC which -- I will hand it over to them in a  
10 second.

11 I just want to set forth, set forth on pages 81  
12 to 103 of your board packet is -- actually, I think it's 81 to  
13 101 in the packet. Typically and every year, DMTC provides us  
14 with a comprehensive narrative setting forth all the various  
15 items that make up their budget, as well as an overview of  
16 their previous year, which was a very successful one, and  
17 they're going to talk about that as well.

18 But importantly, as part of the process for  
19 the -- under the operating agreement, DMTC provides the  
20 district, specifically provides it to the CEO, their proposed  
21 budget for the year. That comes in in December. Then the  
22 Liaison Committee reviews it and meets with DMTC, and to remind  
23 you, the Liaison Committee is myself and Director Barkett.

24 So we, together with Carlene, meet with DMTC to  
25 go over any questions, concerns, tweaks we request, and that is

1 always -- sometimes it's been quite robust conversations over  
2 the years and their -- they continue, "they" being DMTC,  
3 continue to prove to be a very good partner with us. And we  
4 conferred. They came forward with consideration of approval  
5 for their operating budget for 2023, located on page 102, and  
6 then the detailed report to provide a little more information,  
7 is 103.

8 So I'm going to pass it on over to Josh and Mike  
9 to kind of give us an overview of -- perhaps if you wanted to  
10 talk about the last year, but most importantly, the proposed  
11 budget.

12 MR. ERNST: This is Mike Ernst, the CFO of DMTC. And  
13 before we get into the 2023 budget, let me briefly review our  
14 operating results for 2022.

15 Our race meets last year enjoyed record field  
16 sizes and resulted in a nice growth in wagering revenues. Our  
17 on-track attendance also increased, and we had a nice growth in  
18 attendance-related revenues. Nice increase also in sponsorship  
19 revenues, and with the Federal Reserve's efforts to fight  
20 inflation and raising interest rates, we generated significant  
21 cash balances during our race meets; so we had a nice bump in  
22 interest income.

23 All totaled, the combined return from racing  
24 from both DMTC and race weeks, net revenues totaled \$11.9  
25 million. These are preliminary results, but that will be

1 finalized once we complete the audit. DMTC's rent last year is  
2 projected to be \$6.66 million, \$1,225,000 in direct payments to  
3 the district, and then the balance of \$5,430,000 of payments to  
4 the RTA.

5 So I mentioned we had nice growth in on-track  
6 attendance as we resumed our lifestyle promotions, such as beer  
7 fests and food events, and that, along with growth in high-  
8 margin food and beverage revenues in our Turf Club, our  
9 restaurants, and our booth area have resulted in a 29 percent  
10 increase in race week food and beverage revenues and food and  
11 beverage net revenues, which all flow to the district, for a  
12 total of \$5.26 million.

13 As I mentioned, the \$5.43 million of our rent  
14 payment is paid to the RTA this year, and we combined that with  
15 the 2021 RTA payment of \$8.85 million, which was benefitted in  
16 2021, when we hosted the Breeder's Cup and had the benefit of  
17 the PPP loan. This total -- this two-year total amounted to  
18 \$14.3 million, and we're pleased that that will cover four-and-  
19 a-half years of the RTA debt service and allow the district to  
20 retain all of the F&B net revenues.

21 Moving on to the 2023 budget, our assumptions,  
22 when we prepared the budget back in December, we had assumed  
23 modest slowing in the regional economy as a result of the  
24 higher interest rates and above-average inflation, and we were  
25 assuming modest declines in wagering and F&B per caps. The

1 Federal Reserve is expected to continue to increase interest  
2 rates which, again, because of our significant cash balances,  
3 will result in additional interest income for us in 2023.

4 We assumed the unemployment would increase a  
5 little bit, but so far, we're seeing that San Diego's  
6 employment has remained very strong. In fact, the last numbers  
7 that we saw, they're at record low levels. So hopefully, the  
8 employment will remain strong.

9 So those are the broad assumptions that we made  
10 in preparing the budget. Let me turn it over to Josh, who will  
11 talk about the specific operating plan in greater detail for  
12 2023.

13 MR. RUBENSTEIN: Thanks, Mike.

14 I will start with the marketing side of things.

15 Our budget includes expanding marketing efforts,  
16 adding lifestyle promotions, as Mike mentioned. These events  
17 attract our non-core racing customers to the races, and they  
18 have been quite successful. Events such as craft beer  
19 festivals, local food events, wine tastings are all proven to  
20 drive attendance and generate high-margin F&B sales, which, as  
21 Mike pointed out, falls directly to the district.

22 We are also enhancing digital and social media  
23 campaigns, which provide a cost-effective and targeted approach  
24 to our consumer communication.

25 The 2023 racing calendar is very similar to the

1 past year. We'll have an eight-week, 31-day race meet this  
2 summer, opening on July 2st and concluding on September 10th.  
3 And again, as was the case last year, we will race a week past  
4 Labor Day. The fall season is 13 days over four weeks,  
5 beginning November 10th and concluding on Sunday, December 3rd.

6 We will continue our aggressive horse  
7 recruitment efforts, and these -- you've heard us talk about  
8 these before. Very successful in attracting out-of-state  
9 stables to compete at Del Mar. We will be announcing shortly  
10 that there will be record purses this summer at Del Mar, and  
11 that's not just a record for the races here but throughout  
12 California in horseracing's history in the state.

13 On the wagering side, we are projecting positive  
14 out-of-state betting on Del Mar content, and that's largely due  
15 to a new digital-merged wallet which allows online sports  
16 wagering customers outside of California to wager with their  
17 sports-wagering wallet on horseracing content. And what we  
18 have seen for the first six weeks of the year, that those out-  
19 of-state customers like betting on California racing so we  
20 expect that positive trend to continue at Del Mar this summer  
21 and fall.

22 On the non-wagering revenue side, while ticket  
23 pricing will remain fairly flat, we will have a modest increase  
24 in some of our high-demand areas. We will add some additional  
25 lifestyle promotions, which I mentioned earlier, that will

1 benefit non-core patron attendance. We are projecting  
2 sponsorship growth through incremental social and digital media  
3 opportunities.

4 So in total, our '23 budget is projecting \$6.46  
5 million for the district and the Racetrack Authority. That's  
6 \$1.225 million in rent to the DAA and 5.235 million to the RTA.

7 Race meet food and beverage net revenues are  
8 projected to total 5.45 million. So the combined return from  
9 racing is projected to be \$12 million, compared to the 11.9  
10 that Mike referenced in 2022.

11 And while we're here to discuss the budget,  
12 we're happy to answer any questions that you may have. I'd be  
13 remiss if I didn't mention Del Mar's industry-leading equine  
14 safety initiatives, which -- there's always more work to be  
15 done and it continues to be a priority for us, but these equine  
16 safety initiatives have led to Del Mar being the safest  
17 racetrack in the country now four years running.

18 So with that, Mike and I are happy to answer any  
19 questions that you may have.

20 PRESIDENT JOYCE ROWLAND: Members of the board,  
21 questions?

22 Okay. We have members of the public signed up  
23 to speak on this. We have three members of the public signed  
24 up. The first member of the public signed up to speak is  
25 Martha Sullivan.

1           MARTHA SULLIVAN: I would like to make sure that the  
2 board is fully aware that as of yesterday, 15 racehorse deaths  
3 have been recorded by the California Horseracing Board here in  
4 California in the first seven weeks of the 2023 racing season.

5           So if you cast back -- and by the way, six of  
6 those are at Santa Anita, two just this past weekend in  
7 races -- if you cast back, you'll recall that the spike of  
8 horse deaths at Santa Anita in 2019 resulted in a precipitous  
9 drop of revenue at Del Mar the following summer. And I know  
10 you are aware, you've been aware, that this is an ongoing risk,  
11 and it's shaping up to be a really bad year. So I want you to  
12 contemplate that and understand that this is still an extremely  
13 risky business, besides being an abusive business for horses,  
14 as well as their workers.

15           Thank you.

16           PRESIDENT JOYCE ROWLAND: The next member of the  
17 public signed up to speak is Lori Saldana.

18           LORI SALDANA: Thank you.

19           And I appreciate the report and that the races  
20 are improving in terms of safety and the standards have  
21 improved. But I believe that there are still an increase in  
22 fatalities in some of the training activities. And that's  
23 something that needs equal attention, as much as possible, to  
24 protect the health and safety of the horses, as well as the  
25 trainers.



1 I think we can agree that people's interests are  
2 changing. The failure of the ballot measures to legalize  
3 sports gambling reflects some -- maybe it was confusion, but  
4 also some discontent about gambling. And I think it's part of  
5 the culture that increasingly it is very different with younger  
6 people.

7 Unfortunately, within the agency there's also a  
8 culture that tends to restrict public participation and  
9 reaction in ways that aren't just troubling. I'm talking about  
10 the California Horseracing Board. Unlike you, the board  
11 meeting now, where you are allowing comments and allowing us to  
12 be interactive, they don't allow that any longer, even with  
13 Covid restrictions still in place in some ways. And I hope  
14 that the board would ask them to consider being more  
15 interactive.

16 And just in full disclosure, I did have to sue  
17 the board over their failure to allow us to comment on their  
18 social media accounts. We reached a settlement regarding the  
19 public's right to post comments on social media about the  
20 horseracing board, and it's troubling. Again, it's a cultural  
21 difference that they are not accustomed to being criticized. I  
22 appreciate the board members today hearing our -- both our  
23 praise and our criticism and letting us interact remotely, and  
24 it would be great if the horseracing board would learn from  
25 successful hybrid-style interactive meetings like this one.

1 Thank you.

2 PRESIDENT JOYCE ROWLAND: Thank you.

3 And I have a notation here that Wayne Johnson  
4 wished to speak as well. Is he --

5 WAYNE JOHNSON: Yes, I would like to speak. Can you  
6 hear me?

7 PRESIDENT JOYCE ROWLAND: Yes. Yes, we can hear you.

8 WAYNE JOHNSON: And I'm sorry. I didn't see where to  
9 check the boxes on the email so I would like to thank the  
10 chairman for the courtesy when I just raised my hand. My name  
11 is Dr. Wayne Johnson. I live in Santa Monica, California.

12 Richard, it wasn't really that good of a year  
13 for Kazuhiko, who died at Del Mar of a sudden death on the 11th  
14 day of November last year. It wasn't such a good day for Pony  
15 Court, who died on the 13th day of November at Del Mar from  
16 colic. It wasn't a good year for Coast of Roan, who died at  
17 Del Mar from sudden death on the 13th of November.

18 Can you imagine if seven -- and that's the  
19 number of deaths for last year at Del Mar -- if seven San Diego  
20 Padres had died last year, can you imagine -- would they allow  
21 the sport to continue? When just one football player suffered  
22 a heart attack, we had a national crisis, practically. Seven  
23 horses died at Del Mar. That's not a good year. That's not a  
24 good year at all.

25 So I am asking this board -- and I congratulate

1 you on the interactive tone and tenor too -- I ask this board  
2 to look at what's really going on at Del Mar. The safest track  
3 in America had seven deaths, three on one weekend last  
4 November. Is that a safe track? Is that something that San  
5 Diegans and Californians can be proud of? I don't think so.

6 Thank you.

7 PRESIDENT JOYCE ROWLAND: Okay. Thank for the public  
8 comments.

9 And so we do have an action item associated with  
10 the DMTC Liaison Committee Report, which is to -- whether or  
11 not to approve the 2023 budget. So I need a motion, a second,  
12 and then a vote.

13 MR. VALDEZ: Move.

14 PRESIDENT JOYCE ROWLAND: Director Valdez moves.

15 MR. MOSIER: Second.

16 PRESIDENT JOYCE ROWLAND: Director Mosier is  
17 seconding.

18 May we have roll call, please.

19 MS. O'LEARY: President Rowland.

20 PRESIDENT JOYCE ROWLAND: Aye.

21 MS. O'LEARY: Vice President Schenk.

22 MR. SCHENK: Aye.

23 MS. O'LEARY: Vice President Valdez.

24 MR. VALDEZ: Aye.

25 MS. O'LEARY: Director Barkett.

1 MR. BARKETT: Aye.

2 MS. O'LEARY: Director Gelfand.

3 MR. GELFAND: Aye.

4 MS. O'LEARY: Director Mead.

5 MS. MEAD: Aye.

6 MS. O'LEARY: Director Mosier.

7 MS. MOSIER: Aye.

8 MS. O'LEARY: And Director Nejabat.

9 MR. NEJABAT: Aye.

10 PRESIDENT JOYCE ROWLAND: Okay. And so now, we move  
11 to the general public comment for items that are not on the  
12 current agenda. And we have two members of the public signed  
13 up to speak under public comment. And the first member of the  
14 public signed up to speak is Martha Sullivan.

15 MARTHA SULLIVAN: Can you hear me?

16 PRESIDENT JOYCE ROWLAND: Yes, we can.

17 MARTHA SULLIVAN: I'm sorry. I was having some kind  
18 of technical difficulty unmuting myself.

19 PRESIDENT JOYCE ROWLAND: Yes, we have you now.

20 MARTHA SULLIVAN: Okay. Thank you.

21 I wanted to take this opportunity to elaborate a  
22 bit more on my hopefulness about The Sound.

23 As I mentioned, I hosted a small live music  
24 venue for several years in San Diego and so I am very plugged  
25 into the local music network. And I know how thrilled and

1 excited people are, both performers and fans, to have this new  
2 venue in a central location that's, you know, readily  
3 accessible, you know, near the freeway and also near some  
4 transit. And the fact that it's a new facility and it was  
5 really built and designed for this purpose makes a huge, huge  
6 difference.

7 And so I want to, again, applaud the district  
8 and the board for the foresight in pursuing this, and I want  
9 to, you know, wish you all the very best and success because as  
10 I said before, I hope to see this supplant horseracing as a  
11 very positive, celebratory, you know, source of revenue and  
12 cost for the district.

13 Thank you.

14 PRESIDENT JOYCE ROWLAND: Thank you.

15 The next member of the public signed up to speak  
16 on the public comment is Lori Saldana.

17 LORI SALDANA: Thank you.

18 I'm going to take off my previous hats and put  
19 on my non-profit hat.

20 I'm president of a foundation here in San Diego  
21 called Protect Our Communities. We work on reducing rate-payor  
22 bills as part of our energy situation, and I wanted to inquire  
23 and ask for some follow-up information on what the fair board  
24 is doing on solar power, how you are becoming more sustainable  
25 in your operations, and if you are doing anything to -- again,

1 part of getting out there is people are increasingly bringing  
2 small- to medium-sized solar panels to power and charge their  
3 electronics. So those are ways that people can generate  
4 sustainable, renewable, and local energy, and I am wondering  
5 how -- if -- how you are making progress on both a large scale  
6 for your operations, but also on an educational scale.

7 And I was looking at your website trying to  
8 figure out how I can request a packet in case our foundation  
9 wants to do something this summer at the fairgrounds.

10 So I know in the past, we've talked about  
11 climate change, about retreat -- planned retreat from the  
12 coastal areas; our bluffs not far from your grounds are having  
13 problems with the train tracks. So clearly, what you do is  
14 being impacted by climate change, by increasing water and  
15 runoff; heavy winds are happening right now.

16 So I'm just curious what your long-term  
17 resiliency and adaptation plans are, and maybe that's part of  
18 one of your documents, and I'll look more carefully at your  
19 packet. But -- so if you're already doing a lot those things,  
20 thank you, and I hope you continue.

21 PRESIDENT JOYCE ROWLAND: Yeah. And this is  
22 something that we can probably do more of a topic on, an item  
23 on, so we are appropriate relative to all of the open meeting  
24 requirements, as far as not commenting broadly on things that  
25 aren't specifically on the agenda. But thank you for bringing

1 that up.

2 But I would say that as part of our strategic  
3 planning process, you know, dealing with being coastal and  
4 appropriate use and development, all of those have an  
5 overarching, sustainability and environmental component that  
6 will be absolutely fundamental to what is the future of the  
7 fairgrounds, certainly part of our current values, as well.

8 When we were talking about roofing earlier and  
9 Don was indicating we need to make sure that anything we do is  
10 consistent with support of solar panels, which hasn't always  
11 been the case in our old roofing system. So it's something  
12 that definitely permeates.

13 Now as far as access to current programs and  
14 information, that's something we can reach out to you on and  
15 make sure that you have the most current information about  
16 access and access at the fair and anything else that might be  
17 appropriate material.

18 Okay. We have no other members of the public  
19 signed up to speak. So what that means is that we are going to  
20 move into closed session for the closed-session items that were  
21 noticed on the agenda. And I estimate that we will be out in  
22 closed session for about an hour. `

23 And so we'll reconvene to open session in about  
24 an hour. If it will be significantly longer than that, so  
25 indicating that so the public can rejoin us at that time. So

1 we're moving to closed session now.

2 Thank you all.

3

4 (The meeting adjourned to closed  
5 session at 3:47 p.m.)

6

7 (At 5:25 p.m., the meeting reconvened  
8 from closed session.)

9

10 PRESIDENT JOYCE ROWLAND: Okay. This is the 22nd  
11 DAA board, and we are reconvening from our executive session to  
12 open session, and we do not have any actions to report on from  
13 the closed executive session.

14 I would just direct you to the matters of  
15 information, correspondence, and our 2023 committee  
16 appointments, which are and have now been finalized.

17 And with that, we are adjourned.

18

19 (At 5:27 p.m., the meeting of the  
20 22nd DAA was adjourned.)

21

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25

26



1 STATE OF CALIFORNIA )  
2 ) ss.  
3 COUNTY OF LOS ANGELES )  
4

5 I do hereby certify that the testimony in the  
6 foregoing hearing was taken at the time and place therein  
7 stated; that the testimony of said witnesses were recorded by  
8 the electronic reporting method and transcribed into  
9 typewriting under my supervision.

10 And I further certify that I am not of counsel nor  
11 attorney for either or any of the parties to said hearing nor  
12 in any way interested in the outcome of the cause named in said  
13 caption.

14 I certify that the foregoing is a correct transcript,  
15 to the best of my ability, from the electronic sound recording  
16 of the proceedings in the above-entitled matter.

17 IN WITNESS WHEREOF, I have hereunto set my hand this  
18 27th day of February, 2023.

19  
20   
21

22 MARY JULIA COLEMAN-KIEFER  
23 Certified Electronic Reporter  
24 No. CER-1468  
25

**WORD INDEX**

&lt; \$ &gt;

\$1,225,000 84:2

\$1.225 87:6

\$1.3 40:6

\$100,000 57:3

\$11.9 83:24

\$12 87:9

\$14.3 84:18

\$5,430,000 84:3

\$5.26 84:12

\$5.43 84:13

\$50,000 7:1 8:25

9:4

\$6.46 87:4

\$6.66 84:2

\$65,500 42:14

\$8.85 84:15

&lt; 0 &gt;

014 10:9 56:25

57:6

022 56:24

&lt; 1 &gt;

1:34 1:14 5:2

10 16:8, 9, 19

79:10

100,000 8:7 9:4

101 82:13

102 83:5

103 82:12 83:7

108 18:20

10th 86:2, 5

11 3:7

11.9 87:9

113 18:20

11th 90:13

13 3:8 86:4

13th 90:15, 17

14 1:13 5:1

1468 1:23

1499 25:2

15 3:9 88:2

15,000 47:8 53:18

18 3:10

180-day 38:23, 25

1887 66:8, 11

67:16

1st 14:10 16:23

&lt; 2 &gt;

2 32:9 37:12

53:18

20 19:21

2000s 24:17

2005 42:5

2011 24:7

2019 68:8 88:8

2021 84:15, 16

2022 49:15 64:2,

4, 16 65:4 75:25

76:22 83:14

87:10

2023 1:13 5:1

20:25 66:3 83:5,

13 84:21 85:3, 12,

25 88:4 91:11

96:15 97:18

21 29:23

22-006 49:7

2260 1:7

22ND 1:5 2:15,

16, 18, 19 5:6

39:20 40:9 75:14,

21 96:10, 20

23 3:11 10:7, 8

56:23, 25 57:5

87:4

23-014 6:13 8:22

23-022 6:11 57:16

236 40:7

23-902 7:2

25 3:13

25th 26:9 62:4

26 3:14

27th 97:18

29 3:15, 16 84:9

2st 86:2

&lt; 3 &gt;

3 53:19

3,000 53:19

3:47 96:5

30,975 16:16

31 64:2

31-day 86:1

31st 22:21 64:20

32nd 24:3

34 3:18

36 3:20

3965 32:17 57:19

3965.1 57:23

3C 37:11

3rd 15:23 86:5

&lt; 4 &gt;

4 38:1

42 75:24

45 3:22

47 16:17

48 3:24

4th 15:25

&lt; 5 &gt;

5 3:2, 3

5.235 87:6

5.45 87:8

5:25 96:7

5:27 96:19

50,000 7:21, 23

8:6

52 4:1

53 33:13

56 29:23

5C 52:5, 6

&lt; 6 &gt;

6 3:4

60 4:4

60-day 30:12, 15

31:6, 21

61 4:5

62 4:6

63 4:7

65 4:8 20:6

67 49:1

69 4:10

&lt; 7 &gt;

7 3:6 38:1, 21, 22,

25

700s 25:11

71 63:24

72 63:24

73 4:11 64:1

74 64:1

75 64:3

76 65:25 66:5

78 76:4

79 76:4

&lt; 8 &gt;

8 39:2, 3, 4

80 4:13, 14

81 82:11, 12

82 4:15

88 4:17, 18

&lt; 9 &gt;

9 7:2 9:2

90 4:19

902 8:24

903 8:25

90s 24:17

92 4:21

92,926 16:6

92014 1:8

93 4:22

95 4:23

96 4:24, 25

&lt; A &gt;

AB 25:2 66:8, 11

67:16

ability 79:23

97:15

able 15:13 19:1

20:1, 19 21:22

29:2 50:21 51:13

52:21 58:10, 17

65:21 69:22

75:12 76:5, 15, 21

above-average

84:24

above-entitled

97:16

Abowitz 39:16

absolute 38:15

absolutely 22:18

28:9 34:3 95:6

abusive 88:13

academic 80:13

Academy 75:17

access 14:18

33:20, 24 74:12

95:13, 16

accessibility 70:12

accessible 70:12

93:3

acclimation 73:17

accommodations

17:21 70:13

account 70:5

accounts 89:18

accruals 64:22

accurate 32:14

47:15

accustomed 89:21

achieve 75:12

achievement 75:18

acknowledge 62:4

73:18

acoustical 17:24

acoustics 17:14

Act 14:5

action 30:19

42:22 49:22

65:23 69:7 80:2

82:6 91:9

actions 96:12

active 43:2, 9, 14

51:4

activities 27:3

35:5 41:12 46:9

81:11, 23 82:1

88:22

activity 57:25

Acts 14:4

actu 9:5

actual 17:14 68:9

ad 58:6 76:16

adaptation 94:17

add 34:3 47:10

56:5 70:16 86:24

added 15:24

37:12 38:2, 4

56:18 67:8

adding 85:16

addition 6:9 20:3

51:12 62:8

additional 6:15

12:6 27:19 30:14

85:3 86:24

Additionally 37:13

address 19:4

addressing 20:18

adjourned 96:4,

17, 20

Adjournment

4:23, 25

adjust 21:23

adjusted 21:5

adjustments 37:9

64:25

Administrative

2:19

adoption 47:21

ads 78:24

advantage 74:18

advertise 78:18

advice 62:25

63:15

advisable 58:2

affairs 57:22

affect 69:24

affordability

70:10, 13 71:2

affordable 71:9

afternoon 7:10

19:12 41:1

Ag 57:23

agency 89:7

agenda 6:10

14:12 39:25

92:12 94:25

95:21

aggressive 86:6

ago 47:7 60:25

77:16 81:2

agree 54:25 89:1

Agreement 3:24

10:3 12:2 16:7

48:21 82:19

agreements 6:10

7:11, 14 8:10, 17

9:12 10:23 56:23

AGRICULTURAL

1:5 23:16 24:2

41:16 45:8, 14

Agriculture 23:14

24:6, 18 41:21

57:20 64:19 79:3,

10, 17

Agriculture's

23:25

a-half 84:19

ahead 8:4 48:23

56:21 68:4 69:20,

22 75:10

Ali's 52:21

allocation 20:25

<p>allow 84:19 89:12, 17 90:20 allowable 67:12 allowed 14:3 66:18 67:17 allowing 30:11, 16 89:11 allows 33:22 50:7 86:15 alongside 26:12 amazing 15:20 17:23 41:3 44:17 73:7 81:3 amazingly 78:4 America 26:5 80:15 91:3 American 45:5 amount 7:16, 22, 23 9:1 10:5 16:8 53:12 73:7 amounted 84:17 and/or 66:10 ANGELES 97:3 Anita 88:6, 8 announcing 86:9 annual 38:2 47:5 64:17 66:24 annually 76:14 79:21 answer 7:25 21:6 87:12, 18 answered 11:9 anticipate 30:20 31:21 64:25 65:11, 12 71:11, 15 anticipated 57:7 65:17 anticipation 70:23 anybody 16:24 21:12 75:5 anyways 16:3 Aoki 16:1 appeal 26:17 appear 69:6 appeared 15:25 applaud 43:10 93:7 applicants 44:14 application 18:25 applications 42:14 apply 42:16 67:17 appointments 96:16 appreciate 36:12 68:19 81:8 88:19 89:22 appreciated 69:5 73:12 74:4 75:4 approach 85:23 approached 70:22</p>	<p>appropriate 30:16 94:23 95:4, 17 Approval 4:2 10:12 19:3 30:11 37:7 50:1 57:8 58:15 65:25 66:7, 15 71:21 83:4 approve 47:22 49:24 57:2 58:17 80:3 91:11 approving 57:4 approximate 22:22 approximately 20:6, 8 30:15 April 16:23 65:2 architects 17:24 area 17:19, 20 35:4 37:17 41:9 84:9 areas 12:8 77:1 86:24 94:12 arena 18:5 20:18 77:19 Arizona 53:21 66:21 67:6, 7, 8 arrange 57:24 arrangements 35:19 art 29:7 articulate 56:7 artists 17:15, 18 arts 45:9 Ashley 2:22 37:3 39:11 40:20, 21 44:15 asking 62:1 90:25 asks 15:17 aspects 23:2 aspirationally 35:6 Assembly 60:21 74:3, 20 assessment 22:4, 20, 22 asset 80:16 assign 49:6 51:13 assignable 50:5 assignee 51:15, 23 Assignment 3:23 48:21 49:24 50:8 55:5 Assistant 2:16 associated 37:14 41:12 91:9 ASSOCIATION 1:5 45:6 58:1 66:23, 24 76:4, 24 associations 23:16 24:2 assumed 84:22 85:4 assuming 84:25</p>	<p>assumptions 84:21 85:9 attack 90:22 attend 42:3 76:6 ATTENDANCE 2:1 14:11 35:10, 12 70:4 83:17 84:6 85:20 87:1 attendance-related 83:18 attended 74:22, 23 75:5 attendees 35:22 69:24 70:1 attending 41:14 60:22 74:15 attention 10:2 88:23 Attorney 2:17 24:4 50:3, 21 66:13 97:11 attract 85:17 attracting 35:10 86:8 auction 43:11 79:12 auctioneer 43:20, 22 auctioning 46:24 audience 17:15 56:20 60:24 Audit 30:2, 23 84:1 auditors 23:22 Authority 4:2 6:17 7:1, 12, 21 8:7, 13, 25 9:3, 6, 7, 22 10:23 19:23 57:20 58:4, 7, 13, 15 87:5 authorize 58:3 authorized 58:8 available 25:8 41:14 average 16:15 averaging 16:16 avocado 79:3, 5, 6 Avocados 79:9 Award 43:3 76:13 Awarded 7:14 10:4 40:6 awardees 43:10 awarding 42:14 57:3 58:16 awards 75:15, 17, 24 76:3, 8, 9, 18 aware 14:3 43:23 55:1 70:17 88:2, 10 awareness 30:7</p>	<p>Aye 12:24 13:1, 3, 5, 7, 9, 11, 13 48:4, 6, 8, 10, 12, 14, 16, 18 55:14, 16, 18, 20, 22, 24 56:1, 3 59:24 60:1, 3, 5, 7, 9, 11, 13 72:6, 8, 10, 12, 14, 16, 18, 20 91:20, 22, 24 92:1, 3, 5, 7, 9  &lt; B &gt; back 17:19, 20 23:20 24:7, 17 28:8 30:6 31:14 39:16, 25 44:19 54:15 57:6 58:21 62:5, 16 64:12 67:25 69:7 71:8 78:14 84:22 88:5, 7 background 49:4 bad 15:19 88:11 Bagley 34:1 Bagley-Keene 14:5, 6 Baja 77:23 balance 70:8 84:3 balances 83:21 85:2 ballot 89:2 bang 15:1 banned 66:22 bar 19:25 Barkett 2:8 5:15, 16 12:17, 19, 20 13:4, 5 32:25 33:1 44:2, 4, 13 48:9, 10 55:19, 20 60:4, 5 72:11, 12 82:23 91:25 92:1 Bart 22:12, 13, 14, 16, 17 based 9:18 11:15, 20 12:3 66:11 baseline 11:11 35:11 Basically 26:2 41:5 54:7 basis 11:21 64:17 BCP 24:25 beautiful 15:16 17:21 becoming 93:24 beer 84:6 85:18 beginning 86:5 behalf 38:20 41:2 42:8 58:5 believe 7:2 26:18 33:13 43:6 53:12</p>	<p>88:21 Belly 16:7, 19, 25 benefit 27:14 84:16 87:1 benefits 28:3 benefitted 84:15 best 43:22 61:21 93:9 97:15 better 71:6 betting 86:14, 19 beverage 16:13 84:8, 10, 11 87:7 Beyond 20:9 27:21 bid 43:13 58:24 big 16:23 41:3 45:15 77:21 biggest 25:9 bill 14:3, 9 bills 64:22 93:22 Bing 21:1 bins 53:14 77:18 78:6, 9 bit 23:23 31:7, 8 40:22 77:10 85:5 92:22 Blakespear 60:20 Blakespear's 60:24 bluffs 94:12 BOARD 1:4 3:1 6:20 13:18 14:2 18:17, 21, 22 19:22 21:21 25:16 26:18 29:15 30:6, 12, 20 31:14 32:4, 10, 11, 13, 16, 18 33:3, 4 36:9 37:8 39:15, 20, 21 42:9, 23 43:25 44:21 47:2 50:7, 10 52:1 56:18 57:4, 20, 22, 23 58:3, 11, 12, 20 59:12 61:9 63:24 64:1 65:2 67:21 68:7, 12, 20 73:5 79:20 82:12 87:20 88:2, 3 89:10, 14, 17, 20, 22, 24 90:25 91:1 93:8, 23 96:11 boards 37:7 board's 57:8 Boerner 60:21 book 11:3 20:24 26:2, 3, 11, 14 31:19 71:22 booked 16:19 booking 16:25 books 26:17 booth 84:9</p>
---	---	--	--	--

<p>bottom 9:3 37:12 38:22 64:25 <b>BOULEVARD</b> 1:7 boutique 45:16 boxes 90:9 Brad 22:11 branch 24:6 25:3 Breeder's 84:16 bribe 43:23 brick 47:11 Bricks 37:15, 16, 24 47:12 brief 68:6 briefly 61:15 63:3 76:3 83:13 bright 39:25 bring 57:7, 14 58:20 61:25 62:9 79:23 bringing 10:2 29:7 30:6, 13 62:25 94:1, 25 brings 29:6 broad 85:9 broadly 94:24 broken 20:18 brought 11:10 29:25 Brown 14:5 budget 12:7 20:24 24:8, 24 64:9 65:10 66:3, 6 68:8 70:19 79:20 82:15, 21 83:5, 11, 13 84:21, 22 85:10, 15 87:4, 11 91:11 budgeting 25:1 building 18:3 20:5, 16 buildings 20:5 21:17 22:6 built 54:7 93:5 bump 83:21 bunch 39:15 bus 74:10 Business 3:15 6:16 9:19 10:12 11:3, 13 29:17, 19 61:16 88:13 businesses 81:10 busses 38:17 41:19 47:17 bussing 38:7, 14 buy 16:20 17:4, 8 buzz 61:21  &lt; C &gt; calculated 38:3 calculation 11:15</p>	<p>Calendar 3:4 6:1 10:11 56:5 85:25 calendared 54:14 <b>CALIFORNIA</b> 1:8 5:1 19:22 58:19 77:23 86:12, 16, 19 88:3, 4 89:10 90:11 97:1 Californians 91:5 Call 3:2, 3 5:6, 8 12:15, 21 26:16 48:2 55:12 59:22 69:12 72:4 77:3 79:13 91:18 called 93:21 campaign 77:6 campaigns 85:23 camping 26:4, 7 62:1, 21 80:15 campuses 46:8 Canada 53:20 76:25 cancelled 57:10 capabilities 14:8 capability 34:4 49:21 51:1 capital 24:20 49:11 65:20 Caplan 2:17 39:17 caps 84:25 caption 97:13 captures 15:12 cards 28:16 care 64:23 77:8 careful 47:14 54:17 carefully 94:18 Carla 4:1 52:11, 12, 14, 16, 18 53:25 Carlene 2:15 6:16 7:25 8:4 28:20 33:14 39:14 40:11, 12 48:23 51:18 56:6 64:5, 10 82:24 Carmichael 2:19 19:12, 17 21:6, 14 22:19 23:9 carries 27:5 63:5 carrying 36:14 carts 78:10 case 21:13 56:25 71:24 80:11 86:3 94:8 95:11 cash 53:4 65:6 83:21 85:2 cast 88:5, 7</p>	<p>catch 34:5 categories 76:8 category 9:10 Catherine 60:20, 24 cause 21:18 45:7 57:24 78:12 97:12 causes 39:1 CCA 19:23 CDFA 23:22 celebrate 75:3, 7 celebrated 75:2 celebratory 93:11 center 49:11 central 93:2 CEO 13:15 26:16 30:23 36:24 56:6, 15 61:24 62:8 82:20 CER 1:23 CER-1468 97:22 certainly 7:5 28:12 36:6 70:16 95:7 CERTIFIED 1:1 97:22 certify 97:5, 10, 14 cetera 17:14 31:12 CFO 2:24 83:12 chair 64:12 68:1, 23 80:11 Chairman 2:21 39:19 90:10 Challenge 44:11, 12 45:22 69:19 73:10 challenges 65:14 Chana 40:1, 15, 17 41:3 chance 40:4 81:22 change 24:8, 24 32:12 35:8 38:21 50:15 66:20 94:11, 14 changes 31:4 32:8 67:1 changing 89:2 charge 19:15, 17 35:5 70:9 94:2 check 13:20, 23 53:11 90:9 chefs 45:18 46:4 Chief 2:15, 18, 19 children 77:24 children's 77:24 chosen 7:22 Christensen 60:23</p>	<p>circle 42:7 Circuit 52:21 clapping 73:15 clarification 8:9 32:22 clarity 9:23 10:21 classes 18:12 clear 8:23 cleared 20:2 clearly 94:13 climate 94:11, 14 close 15:19 64:16 Closed 4:23, 24 64:18 95:20, 22 96:1, 4, 8, 13 closed-session 95:20 closely 41:22 closes 78:8 cloud 13:21 Club 84:8 Coast 90:16 Coastal 18:25 19:1 94:12 95:3 Coast-to-Crest 18:20 Code 32:17 33:22 57:20, 23 codes 17:8 Colburn 2:22 37:3 39:12 40:25 47:11 cold 10:15 COLEMAN- KIEFER 1:23 97:21 colic 90:16 collaborate 41:24 collaboration 13:22 collaborative 23:14 collect 77:22 78:8 collected 24:13 collection 78:14 college 26:1 colleges 45:10 Colorado 26:2 53:20 80:14 combined 58:25 83:23 84:14 87:8 come 6:10 11:4, 13 17:11, 20 18:16 27:14 31:11, 12 41:20 43:5 52:21 53:20 62:20 74:7, 8, 10 80:14 comes 34:20 46:22 47:1 78:7 81:3 82:21</p>	<p>coming 6:11, 14 16:23 18:24 20:12, 17 21:4, 21 24:16, 21, 22 33:10 42:11 53:17 61:6 66:11 69:12 71:12 Comment 3:5, 12, 17, 21, 25 4:3, 9, 12, 16, 20 7:7, 8 22:7 25:19 30:7 31:8 34:7 42:21, 24 43:1 52:8 56:10, 12 68:4 69:8, 9 72:25 74:2, 19 89:17 92:11, 13 93:16 commenting 94:24 comments 50:10 52:1 54:2 59:11 61:8 67:22 73:3 89:11, 19 91:8 Commission 18:25 25:7 Committee 4:4, 7, 11, 15 30:3 31:14 44:14 59:6 61:3, 4, 5, 12 62:2, 11 63:21, 25 64:13 65:23 68:1, 8, 9, 10, 21 69:2, 9 73:6 80:8, 12 82:5, 22, 23 91:10 96:15 committees 30:4 commodities 79:10 commonality 64:7 communication 85:24 Communications 76:10 communities 35:17 93:21 Community 4:4 35:12 41:25 44:20 53:16 60:15 61:3, 11 62:1, 11, 19 74:7, 14 75:4 77:4, 8 78:15, 25 79:23 81:3, 12, 21 companies 58:24 compared 87:9 comparison 77:4 compete 86:9 competing 76:19 competitive 76:7, 14 competitively- solicited 57:2</p>
---	--	---	--	---

<b>complete</b> 84:1 <b>completed</b> 8:2 <b>completely</b> 50:18 <b>complex</b> 39:23 <b>compliance</b> 23:23 58:18 <b>compliment</b> 33:3 68:16 <b>component</b> 26:19 51:13 79:17 95:5 <b>components</b> 58:23 <b>comprehensive</b> 36:19 82:14 <b>computerized</b> 57:1, 6 <b>concern</b> 19:4 <b>concerning</b> 54:24 <b>concerns</b> 18:19 82:25 <b>concert</b> 15:16 61:5 <b>concerted</b> 78:23 <b>conclude</b> 25:14 <b>concludes</b> 23:9 36:18 82:3 <b>concluding</b> 86:2, 5 <b>conclusion</b> 59:4 <b>conditions</b> 21:16 <b>conduct</b> 57:24 <b>conducted</b> 57:24 <b>Conference</b> 66:25 <b>conferred</b> 83:4 <b>conflict</b> 18:6 <b>conflicts</b> 18:6 <b>confusing</b> 10:14 <b>confusion</b> 7:13 89:3 <b>congratulate</b> 43:11 64:9 90:25 <b>congratulations</b> 61:21 69:18 <b>connection</b> 29:2 <b>Consent</b> 3:4 6:1, 20 10:11 48:20 49:24 50:7 55:4 56:5, 13, 24 <b>consider</b> 46:5 62:25 80:12 89:14 <b>considerably</b> 81:7 <b>consideration</b> 6:21 26:15, 22 30:7 36:15, 20 54:12 66:15 70:19, 22 80:18 83:4 <b>consistent</b> 95:10 <b>constituted</b> 68:9 <b>Construction</b> 3:10 19:22	<b>consult</b> 34:21 <b>consumer</b> 85:24 <b>contact</b> 16:25 <b>contemplate</b> 88:12 <b>contemplation</b> 66:4 <b>content</b> 86:14, 17 <b>contents</b> 64:6 <b>contest</b> 76:23 <b>context</b> 26:4, 13 62:1 80:15 <b>continuation</b> 29:20 <b>continue</b> 29:12 40:9 41:25 42:11 58:16 83:2, 3 85:1 86:6, 20 90:21 94:20 <b>continued</b> 76:7 <b>continues</b> 27:7 65:7 87:15 <b>continuing</b> 30:15 <b>continuous</b> 13:22 <b>contract</b> 6:12 7:2 8:23 10:5, 8 20:13 24:3 38:25 49:7 50:4, 7, 17 51:23 56:12 57:3, 4, 14, 17, 25 <b>contracted</b> 57:25 <b>contractor</b> 7:15 <b>contracts</b> 7:1, 12, 21 8:8, 10, 19, 25 9:4, 5, 8, 9, 11, 22 11:18 57:8, 14, 15 58:5, 14, 16, 17, 19, 21 80:3 <b>contribution</b> 38:3, 5, 12 <b>Convention</b> 66:25 76:6 <b>conversation</b> 28:15, 16 48:22 61:24 <b>conversations</b> 83:1 <b>Cool</b> 52:18 78:15 <b>cooling</b> 23:7 <b>coordinator</b> 77:16 81:20 <b>copied</b> 13:25 <b>COPY</b> 1:1 <b>corporation</b> 58:1 81:15 <b>correct</b> 6:3 7:4 8:14 9:24 50:21 51:17 59:2 66:21 97:14 <b>corrected</b> 9:16 <b>correction</b> 6:2 7:6 <b>correspondence</b> 96:15	<b>cost</b> 16:14 35:18 93:12 <b>Costco</b> 74:12 <b>cost-effective</b> 35:20 85:23 <b>costs</b> 37:14, 21 <b>counsel</b> 97:10 <b>country</b> 27:10 45:13 53:22 87:17 <b>county</b> 23:18 40:7 41:13 45:13 61:18 71:4 77:25 97:3 <b>couple</b> 6:9 40:3 52:20 74:2 <b>course</b> 15:23 16:11, 12 57:16 78:21 79:1 <b>courses</b> 11:25 <b>Court</b> 90:15 <b>courtesy</b> 90:10 <b>cover</b> 84:18 <b>coverage</b> 15:6 <b>covered</b> 20:13 <b>coveted</b> 75:15 <b>Covid</b> 28:1 45:23 89:13 <b>cows</b> 79:16 <b>craft</b> 85:18 <b>create</b> 45:19 <b>creating</b> 21:19 36:23 <b>crisis</b> 90:22 <b>criticism</b> 89:23 <b>criticized</b> 89:21 <b>Crosby</b> 21:1 <b>cross-over</b> 81:12 <b>culinary</b> 45:9, 20 46:3 <b>cultural</b> 26:4 35:23 80:14 89:20 <b>culture</b> 35:8 89:5, 8 <b>Cup</b> 84:16 <b>curious</b> 11:10 35:24 45:17 70:4 94:16 <b>current</b> 27:16 32:3 33:22 92:12 95:7, 13, 15 <b>currently</b> 66:17, 21 <b>cushioning</b> 52:24 <b>customers</b> 85:17 86:16, 19 <b>cut-throat</b> 45:22 <b>cycle</b> 30:15  <b>&lt; D &gt;</b>	<b>DAA</b> 2:15, 16, 18, 19 5:6 24:3 39:20 75:14, 21 87:6 96:11, 20 <b>Dairy</b> 79:14 <b>date</b> 26:9 43:6, 8, 15, 19 <b>dated</b> 20:6 <b>Day</b> 5:7 42:18 53:10 78:6 81:2 86:4 90:14, 15 97:18 <b>days</b> 86:4 <b>de</b> 37:17 <b>dead</b> 53:13 <b>dealing</b> 95:3 <b>dealt</b> 39:22 <b>death</b> 90:13, 17 <b>deaths</b> 88:2, 8 90:19 91:3 <b>debt</b> 84:19 <b>December</b> 23:20 57:6 64:2, 4 82:21 84:22 86:5 <b>decide</b> 63:15 <b>declines</b> 84:25 <b>dedicated</b> 69:2 <b>dedication</b> 73:7 <b>deemed</b> 38:6, 13 58:2 <b>deeper</b> 23:23 <b>definitely</b> 21:23 31:8 95:12 <b>DEI</b> 34:19 35:5, 15 <b>DEL</b> 1:6, 8 5:1 49:8, 16 50:23 86:9, 10, 14, 20 87:13, 16 88:9 90:13, 15, 17, 19, 23 91:2 <b>delay</b> 57:12 69:11 <b>delegate</b> 57:20 58:4, 12 <b>delegated</b> 7:1, 12, 21 8:25 9:3, 21 10:23 <b>Delegation</b> 4:2 6:17 8:7, 12 9:6, 7 12:14 29:18 56:7 58:7, 22 <b>demonstrations</b> 62:21 79:15 <b>Department</b> 23:13, 25 24:6, 18 64:19 <b>dependent</b> 69:25 <b>depending</b> 30:4 59:4 <b>depth</b> 22:1 <b>Deputy</b> 2:17 50:20	<b>describe</b> 6:17 28:21 46:20 <b>designed</b> 93:5 <b>detail</b> 22:5 30:6 85:11 <b>detailed</b> 25:8 83:6 <b>details</b> 12:6 17:6 28:11, 19 <b>determination</b> 38:8, 14 66:12 <b>Development</b> 3:16 19:1 28:11 29:20 34:10 36:19 95:4 <b>devices</b> 20:10 <b>died</b> 90:13, 15, 16, 20, 23 <b>Diegans</b> 91:5 <b>Diego</b> 2:21, 22 3:19 36:21 37:1, 22 38:16 39:19 40:1, 7, 13, 23 41:2, 9, 13 42:4, 8 43:2 45:13 46:4 61:17 62:23 63:7 79:10 81:19 90:19 92:24 93:20 <b>Diego's</b> 85:5 <b>difference</b> 41:24 89:21 93:6 <b>different</b> 17:6 30:4 89:5 <b>difficult</b> 33:7 39:23 69:3 <b>difficulty</b> 92:18 <b>digital</b> 85:22 87:2 <b>digital-merged</b> 86:15 <b>dike</b> 54:7 <b>diligence</b> 51:13 68:17 <b>direct</b> 54:8 84:2 96:14 <b>directly</b> 13:24 24:3 25:13 54:11 85:21 <b>Director</b> 2:8, 9, 10, 11, 12, 22 5:15, 17, 19, 21, 23 12:18 13:4, 6, 8, 10, 12 32:6, 25 37:2 39:11, 25 40:16 41:4 42:6 44:4 47:23, 25 48:9, 11, 13, 15, 17 51:9, 11 54:3 55:7, 10, 19, 21, 23, 25 56:2, 6 59:19, 21 60:4, 6, 8, 10, 12, 17 62:19 63:22 67:25 68:4, 20, 22, 23 72:2, 11,
---	---	---	---	---

<p>13, 15, 17, 19 73:4, 16, 18 80:11 82:5, 23 91:14, 16, 25 92:2, 4, 6, 8 <b>DIRECTORS</b> 1:4 2:7 3:1 32:10 33:4 39:20, 21 42:9 <b>dirt</b> 52:23 <b>disclose</b> 14:9 <b>disclosure</b> 89:16 <b>discontent</b> 89:4 <b>discounted</b> 74:12, 18 <b>discretion</b> 38:15 <b>discuss</b> 87:11 <b>discussed</b> 59:5 <b>discussion</b> 25:22 <b>discussions</b> 40:5 <b>Disneyland</b> 71:17 <b>distribute</b> 77:25 <b>DISTRICT</b> 1:5 9:12 23:16 24:2 37:13, 21 38:3, 5, 12, 15 45:8, 14 57:5, 22 58:4, 5 82:20 84:3, 11, 19 85:21 87:5 93:7, 12 <b>district's</b> 57:1 64:1 <b>dive</b> 23:23 <b>diverse</b> 35:10 <b>Diversity</b> 34:19, 23 35:9, 25 <b>division</b> 24:7 25:6 <b>DJ</b> 16:2 <b>DMT</b> 4:15 <b>DMTC</b> 2:23, 24 82:4, 9, 13, 19, 22, 24 83:2, 12, 24 91:10 <b>DMTC's</b> 84:1 <b>document</b> 8:9 39:1 <b>documentation</b> 49:19 <b>documents</b> 49:9 94:18 <b>Dodger</b> 44:10 <b>Dodger-Padres</b> 44:8 <b>dog</b> 53:10 <b>doing</b> 22:22 27:24 33:15 35:15 40:2 42:13 45:3 46:4 51:5 52:19 62:17 70:5 75:9 81:5, 15 93:24, 25 94:19</p>	<p><b>Don</b> 2:10, 21, 22 3:19 6:7 36:21 37:1, 22 38:16 39:19 40:1, 13, 23 41:2 42:4, 8 43:2 95:9 <b>donate</b> 45:18 47:3 77:21, 23 78:6, 11 <b>donation</b> 47:15 <b>donations</b> 43:13 47:1, 2, 5 <b>DonDiegoScholarsh ip.org</b> 42:16 <b>Donna</b> 2:16 5:8 13:24 <b>downspout</b> 20:18 <b>dozens</b> 63:7 <b>Dr</b> 4:19 90:11 <b>draft</b> 30:1, 14 <b>drastically</b> 68:14 <b>draw</b> 14:21 <b>Drive</b> 77:9 85:20 <b>driving</b> 11:24 19:6, 8 <b>drop</b> 88:9 <b>dropped</b> 49:1 <b>due</b> 29:9 51:13 64:19 86:14 <b>DURANTE</b> 1:7 <b>duration</b> 35:11  &lt; E &gt; <b>earlier</b> 13:19 23:19 49:15 56:17 61:16 86:25 95:8 <b>east</b> 19:5 <b>easy</b> 76:15 <b>echo</b> 12:5 69:18 73:3 <b>economic</b> 70:20 <b>economical</b> 74:7 <b>economy</b> 84:23 <b>edge</b> 28:1 <b>educate</b> 27:24 <b>educated</b> 42:3 <b>education</b> 27:15 41:8, 17, 21 79:18 <b>educational</b> 25:6 26:6, 19 27:16, 19 45:10 63:10 94:6 <b>effect</b> 14:23 <b>effort</b> 29:13 37:4 68:19 69:1 73:8 78:23 <b>efforts</b> 73:10 83:19 85:15 86:7 <b>eight</b> 22:24 <b>eight-week</b> 86:1</p>	<p><b>either</b> 13:24 20:22 66:9 97:11 <b>elaborate</b> 92:21 <b>elaborated</b> 23:20 <b>electrical</b> 20:10 23:3 <b>electronic</b> 33:20 97:8, 15, 22 <b>electronics</b> 94:3 <b>elements</b> 17:24 <b>elevation</b> 54:19, 20 <b>eligible</b> 42:15 <b>email</b> 13:19, 23, 25 14:20 17:7 18:19 26:1 62:14 90:9 <b>emails</b> 13:20, 21 <b>embark</b> 19:21 <b>embarking</b> 22:22 <b>embrace</b> 75:8 <b>emergencies</b> 27:8 <b>emergency</b> 19:20, 23 20:20 22:5 63:12 <b>emphasize</b> 61:19 74:21 <b>employees</b> 6:12 45:22 57:18, 21 58:4 <b>employment</b> 85:6, 8 <b>en</b> 49:25 <b>encourage</b> 26:15 35:20 43:5, 14 44:21 46:5 62:22, 24 74:17 <b>encouraged</b> 28:2 34:21 <b>ended</b> 39:21 <b>endorsement</b> 43:1 <b>ends</b> 11:1 <b>energy</b> 15:14 93:22 94:4 <b>engaged</b> 19:22 81:23 <b>engaging</b> 43:9 <b>engineer</b> 20:21 <b>enhancing</b> 85:22 <b>enjoyed</b> 83:15 <b>ensure</b> 20:21 51:15 <b>ensures</b> 35:6 <b>ensuring</b> 70:25 <b>enter</b> 9:8 57:17 58:5, 13 76:7, 16 <b>entered</b> 19:24 <b>enters</b> 76:15 <b>Entertainment</b> 20:8 71:9 80:3 <b>entire</b> 79:20, 21</p>	<p><b>entity</b> 50:16, 17, 19 51:1, 5, 15 <b>entrance</b> 74:18 <b>entry</b> 76:7 <b>environmental</b> 95:5 <b>equal</b> 51:1 88:23 <b>equestrian</b> 49:11 51:7 <b>equine</b> 53:16 87:13, 15 <b>equipment</b> 24:20 63:2 81:17, 18 <b>Equity</b> 34:19, 24 35:16 <b>Ernst</b> 2:24 82:9 83:12 <b>error</b> 52:7 <b>especially</b> 27:25 29:9 45:19 56:20 76:9 78:22 <b>essence</b> 14:3, 7 15:12 23:15 24:9 36:14 37:5, 9 38:23, 24 49:14 58:15 64:18 <b>essential</b> 63:12 75:4 <b>established</b> 41:10 <b>estimate</b> 11:11 95:21 <b>estimates</b> 11:19 20:14 70:5 <b>et</b> 17:14 31:12 <b>ethical</b> 34:20 <b>evaluate</b> 27:15 35:14 <b>evaluated</b> 35:8 <b>evaluating</b> 35:25 <b>evaluation</b> 57:12 <b>Evan</b> 13:19, 24 <b>evening</b> 43:9 <b>event</b> 16:25 17:4 26:11 52:23 <b>events</b> 16:22 19:18 21:4, 7, 8, 22 27:2, 5, 16, 19 35:23 45:7 70:12 81:13 84:7 85:16, 18, 19 <b>Eventually</b> 18:24 <b>everybody</b> 14:25 17:1 21:20 30:17 53:21 73:19 <b>exactly</b> 9:19, 24 18:10 19:3 31:25 32:2 52:24 53:7 65:1 <b>example</b> 9:17 26:13 39:23 63:6</p>	<p>81:14 <b>exceeded</b> 64:9 <b>exchanges</b> 23:15 <b>excited</b> 15:7, 15 16:18, 24 17:10 53:15 73:21, 24 75:13 76:8 93:1 <b>exciting</b> 29:21 43:13 <b>excluded</b> 35:13, 17 <b>excuse</b> 5:5 18:21 56:6 <b>executed</b> 49:24 50:22 <b>Executive</b> 2:15, 16, 22 37:2 39:11, 25 40:16 41:3 42:6 96:11, 13 <b>exhibit</b> 27:7 75:1 79:3 <b>exhibits</b> 27:21 <b>exists</b> 58:7 <b>exit</b> 77:18 <b>expanded</b> 81:7 <b>expanding</b> 23:17 85:15 <b>expect</b> 36:9 86:20 <b>expected</b> 51:16 57:13 85:1 <b>expenditures</b> 38:6, 13 <b>expense</b> 9:5, 12 <b>expenses</b> 8:8 9:10 16:14 65:11, 15 69:21 70:2, 23 <b>experienced</b> 20:11 <b>explaining</b> 81:8 <b>explains</b> 7:13 <b>explore</b> 81:16 <b>Expositions</b> 24:5, 14 66:24 76:5 <b>extended</b> 81:7 <b>extremely</b> 26:5 75:15 88:12  &lt; F &gt; <b>F&amp;B</b> 84:20, 25 85:20 <b>Facilities</b> 3:10 17:22 19:11, 18, 19 22:3, 20 23:2 37:19 <b>facility</b> 16:22 18:16 19:10 53:15 93:4 <b>fact</b> 74:21 85:6 93:4 <b>factors</b> 70:21 <b>failure</b> 89:2, 17 <b>Fair</b> 4:11 25:2, 6, 24 26:6, 20 27:14</p>
--	---	---	--	--

28:7, 9, 24 35:10 41:13, 20 66:23 69:23 70:11 72:22 73:16, 21 74:7, 10, 13, 15, 23 75:6, 21, 25 76:13, 15, 19 77:5, 11, 18 78:3, 8, 9 79:18, 22 80:8, 12, 16, 19 82:3 93:23 95:16 <b>FAIRGROUNDS</b> 1:6 14:11 23:24 29:5 36:2 41:12, 23 94:9 95:7 <b>fairly</b> 71:7 86:23 <b>fairs</b> 23:18 24:5, 14, 19 25:4 66:23, 24 71:4, 5 76:4, 24, 25 <b>fall</b> 9:10 86:4, 21 <b>fallen</b> 81:11 <b>falling</b> 35:4 <b>falls</b> 85:21 <b>familiar</b> 16:2 41:7 77:9 <b>families</b> 74:15 <b>Family</b> 7:3 28:3 71:9 <b>family-themed</b> 27:12 <b>fans</b> 93:1 <b>far</b> 15:3, 8 16:5, 9 19:4 23:15 24:10 37:5 40:6 64:8 85:5 94:12, 24 95:13 <b>farms</b> 45:13, 16 <b>fashion</b> 50:5 <b>fast</b> 31:18 <b>fatalities</b> 88:22 <b>Feature</b> 66:23 80:19 <b>featured</b> 77:2 <b>FEBRUARY</b> 1:13 5:1, 5 15:23, 25 23:21 28:10 53:7 97:18 <b>Federal</b> 83:19 85:1 <b>feedback</b> 15:4, 5 17:13 30:1, 18 32:3 35:24 <b>feel</b> 13:23 35:22 79:5 <b>feeling</b> 44:18 <b>feels</b> 79:5, 6 <b>fees</b> 24:12 <b>fellow</b> 68:20 <b>fence</b> 19:2 <b>festival</b> 53:4	<b>festivals</b> 85:19 <b>feats</b> 84:7 <b>fictional</b> 74:24 75:1 <b>field</b> 41:18 83:15 <b>fight</b> 83:19 <b>figure</b> 48:25 94:8 <b>fill</b> 41:3 78:5 <b>filled</b> 8:3 65:16 <b>filling</b> 25:11 53:13 <b>final</b> 37:5, 10 50:1 65:4 <b>finalized</b> 84:1 96:16 <b>finally</b> 24:21 <b>Finance</b> 4:7 31:12 59:6 63:21, 25 65:23 68:1, 9, 21 69:9 73:6 <b>finances</b> 68:14 69:25 <b>financial</b> 49:20 51:1, 15 64:2, 15 <b>financials</b> 53:5 64:3, 7 65:6 68:11, 18 <b>financing</b> 69:25 <b>find</b> 17:5 29:4 33:2 38:1 45:22 74:15 <b>First</b> 2:4 6:4, 7, 10 7:9 10:22 15:22 25:20 29:19 34:11 37:24 52:3 61:5, 12 69:10 76:10 80:8 86:18 87:24 88:4 92:13 <b>first-place</b> 76:9 77:5 <b>Fish</b> 21:10 <b>five</b> 20:8 <b>fix</b> 21:25 <b>flag</b> 27:17 <b>flat</b> 86:23 <b>flip</b> 21:14 <b>flooding</b> 54:10 <b>Florida</b> 53:17 <b>flow</b> 53:4 84:11 <b>focusing</b> 23:16 <b>folks</b> 57:18 <b>follow</b> 10:15 14:20 25:22 <b>followed</b> 57:4 <b>following</b> 9:2 30:3 88:9 <b>follow-up</b> 93:23 <b>food</b> 16:12 23:14, 25 24:6, 18 45:12 57:19, 23 64:19	84:7, 8, 10 85:19 87:7 <b>football</b> 90:21 <b>forced</b> 63:5 <b>foregoing</b> 97:6, 14 <b>foreign</b> 78:22 <b>foresight</b> 93:8 <b>Form</b> 25:11 <b>formal</b> 36:23 <b>formalize</b> 66:7 <b>formally</b> 40:21 <b>former</b> 74:3, 20 <b>forth</b> 18:25 82:11, 14 <b>forward</b> 8:9 9:25 17:11 18:24 24:8 28:11, 19 29:25 30:14 50:22 57:14 58:11 62:5 66:14 68:22 83:4 <b>found</b> 37:12, 25 65:24 <b>Foundation</b> 2:21, 22 3:20 36:21 37:2, 22 38:5, 7, 12, 13, 16 39:19 40:2, 13, 23 41:2, 7, 10 42:5, 9 43:3, 12 46:21 47:6, 7, 13 93:20 94:8 <b>foundations</b> 47:9 <b>foundation's</b> 38:3 <b>founder</b> 49:14 <b>Fountain</b> 37:16 <b>four</b> 76:10, 18 86:4 87:17 <b>four-and</b> 84:18 <b>FPPC</b> 25:7, 10 <b>Frank</b> 40:18 <b>frankly</b> 80:17 <b>Fred</b> 21:10 22:10 32:5 39:17 43:19 46:23 75:22 <b>Frederick</b> 2:4 <b>free</b> 13:24 74:8, 10 <b>freeway</b> 93:3 <b>friends</b> 39:15 <b>frightening</b> 63:14 <b>fronts</b> 53:12 <b>full</b> 42:6 53:14 89:16 <b>fully</b> 88:2 <b>fun</b> 15:14, 20 27:12 <b>functional</b> 27:8 <b>fund</b> 25:2 65:21 <b>fundamental</b> 36:8 95:6 <b>fundamentals</b>	70:11 <b>funded</b> 24:13 <b>funding</b> 24:7, 8, 12, 14 46:21, 22 65:9 <b>funds</b> 21:1 25:2 45:7 47:13 <b>further</b> 30:5 54:2 64:10 97:10 <b>future</b> 44:18 60:22 65:20 95:6  < G > <b>gaining</b> 41:17 <b>Gala</b> 43:6, 8 46:23, 25 <b>gambling</b> 89:3, 4 <b>game</b> 44:8 78:10 <b>games</b> 77:22 78:7 <b>gardening</b> 46:6, 7 <b>Gate</b> 77:19 <b>gathered</b> 35:24 <b>Gelfand</b> 2:9 5:17, 18 12:16 13:6, 7 44:2 46:14, 16, 18, 20 48:11, 12 50:13, 15, 25 51:3, 8, 11 54:3, 4, 19, 23 55:2, 6, 7, 21, 22 59:5, 18, 19 60:6, 7 68:22 71:25 72:2, 13, 14, 23, 25 73:2 92:2, 3 <b>General</b> 2:17 3:15 4:20 6:16 10:12 29:16, 19 50:21 66:13 92:11 <b>General's</b> 24:4 50:3 <b>generate</b> 85:20 94:3 <b>generated</b> 11:14 83:20 <b>generation</b> 42:1 <b>generations</b> 42:1 <b>generosity</b> 78:19 <b>generous</b> 43:15 <b>getting</b> 15:4 20:14 27:11, 22 35:20 38:18 40:11 51:6 59:7 62:17 79:1 81:5 94:1 <b>giant</b> 77:18 <b>give</b> 11:18 16:5 18:16 20:5 22:24 26:10, 20 30:22 41:5 42:2 49:25	73:24 80:18 83:9 <b>given</b> 59:6 <b>gives</b> 44:18 <b>global</b> 70:20 <b>Globe</b> 75:17 <b>go</b> 6:21 8:2, 4 10:25 11:1, 4 17:3 19:3, 18 22:4 23:5, 8 28:8 30:23 33:12 36:14 40:12 42:24 48:23 50:11 56:10, 21 61:9 68:3, 4 69:7 70:15 71:16, 23 78:3, 10 82:25 <b>goal</b> 31:6 35:9 41:25 <b>goals</b> 35:5 36:15 <b>going</b> 8:9 9:25 10:25 11:14 14:11, 24 16:22 18:6, 15 19:4, 9 21:22 22:4, 7 26:17 27:20, 23 30:14 31:18 33:10 37:10 38:18 39:24 42:13 43:21, 22, 23 46:7 47:16 50:22 53:9, 11 54:11 56:21 58:6 61:3 62:16 63:14, 22 65:11, 18 69:24 73:1, 20, 21, 24, 25 78:3 82:17 83:8 91:2 93:18 95:19 <b>Golden</b> 75:17 <b>Golf</b> 9:18 11:12, 23, 24 12:2 78:10 <b>Good</b> 7:10 17:12 19:12 20:19 22:2 32:19, 22 33:20 34:5 36:5 39:13 40:2, 25 45:7, 22, 23 55:1 61:20 62:8 69:5 83:3 90:12, 14, 16, 23, 24 <b>goods</b> 16:14 <b>gotten</b> 15:5 65:16 <b>Governance</b> 30:3, 23 <b>governance-type</b> 31:11 <b>Government</b> 4:4 60:15 61:11 62:11 <b>governor</b> 63:6
--	---	---	--	--

66:13 <b>graduates</b> 41:14 <b>graduating</b> 41:11 <b>Graham</b> 13:19 <b>grant</b> 47:5 65:9 <b>grants</b> 38:18 41:16 47:4 <b>grappling</b> 29:12 <b>grateful</b> 42:4 <b>great</b> 15:6, 16 17:10 18:1, 2, 14 22:4, 6 33:8 43:15 52:19, 22 53:9, 22 56:16 64:8 65:19 75:12 77:6 79:22 80:19 89:24 <b>greater</b> 8:9 51:1 68:18 85:11 <b>gross</b> 11:15, 23 16:8 <b>grounds</b> 94:12 <b>Group</b> 9:18 31:10 37:4 76:1 <b>growth</b> 83:16, 17 84:5, 7 87:2 <b>guess</b> 32:8 64:14 67:24 73:15 77:3 <b>gun</b> 39:23 40:4 <b>guns</b> 53:9  < H > <b>Hall</b> 21:10 22:1, 11, 13, 16, 17 27:7 75:1 76:10 <b>hand</b> 32:5, 25 36:24 44:2 82:9 90:10 97:17 <b>hanging</b> 62:24 <b>happen</b> 20:10 26:17 37:20 73:23 <b>happened</b> 68:14 79:4 <b>happening</b> 18:5 21:11, 18 28:17 94:15 <b>happens</b> 27:20 <b>Happy</b> 5:7 28:22 34:18 42:17 75:22 78:16 87:12, 18 <b>hard</b> 10:15 27:15 32:8 40:10 <b>hard-working</b> 19:19 <b>hat</b> 44:7 93:19 <b>hats</b> 43:4 93:18 <b>Hayes</b> 4:1 52:11, 12, 14, 16, 18	53:24, 25 <b>head</b> 11:22 <b>heading</b> 9:21 <b>health</b> 28:2 88:24 <b>healthy</b> 64:25 <b>hear</b> 17:7 18:3, 7 42:12 52:14 71:11 73:20 90:6, 7 92:15 <b>heard</b> 17:12 86:7 <b>Hearing</b> 61:10, 20 62:5 89:22 97:6, 11 <b>heart</b> 77:15 90:22 <b>hearts</b> 78:19 <b>Heating</b> 23:7 70:3 <b>heavy</b> 20:3 54:9 94:15 <b>heavy-hitters</b> 76:19 <b>heck</b> 53:1 <b>Hello</b> 7:10 52:13 61:14 <b>help</b> 25:2 35:19 43:12 53:4 <b>helped</b> 69:5 <b>helpful</b> 12:6 31:2 <b>helps</b> 38:16 77:17 <b>Henry</b> 2:20 16:3 <b>hereunto</b> 97:17 <b>Heroes</b> 74:24, 25 75:2 <b>hesitate</b> 25:12 <b>Hey</b> 44:7 <b>hi</b> 25:21 52:12 <b>high</b> 41:11 70:2 71:5 84:7 <b>high-demand</b> 86:24 <b>high-end</b> 20:10 <b>higher</b> 54:20 84:24 <b>highest</b> 45:15 <b>highlight</b> 40:3 77:3 <b>highly</b> 75:17 <b>highly-competitive</b> 75:15 <b>high-margin</b> 85:20 <b>hike</b> 53:2 <b>hiking</b> 62:15, 21 <b>hired</b> 6:12 45:23 <b>hiring</b> 57:18 65:14 <b>historian</b> 26:3 <b>historic</b> 69:19 <b>historical</b> 71:13 <b>historically</b> 24:10 35:13, 17 71:3	<b>history</b> 26:4 27:10, 13 61:25 80:14 86:12 <b>hit</b> 16:9 33:14 <b>HITS</b> 49:8, 14, 15, 16, 18 50:23 <b>Hollandia</b> 79:14 <b>homelessness</b> 29:9 <b>homes</b> 70:3 <b>honor</b> 76:1 <b>hook</b> 50:16 <b>hope</b> 42:11 81:16 89:13 93:10 94:20 <b>hoped</b> 61:18 <b>Hopefully</b> 39:12 40:13 85:7 <b>hopefulness</b> 92:22 <b>hoping</b> 21:10 <b>horse</b> 18:4 52:23 86:6 88:8 <b>Horsepark</b> 3:23 48:21 49:11 51:6 53:9 54:9, 11, 21 <b>horseracing</b> 86:17 88:3 89:10, 20, 24 93:10 <b>horseracing's</b> 86:12 <b>horses</b> 52:19, 25 53:18, 19 88:13, 24 90:23 <b>Horvath</b> 60:21 <b>hospitality</b> 46:3 <b>hospitals</b> 77:24 <b>hosted</b> 84:16 92:23 <b>hosting</b> 23:14 61:17 62:3 <b>hour</b> 95:22, 24 <b>hours</b> 18:9 40:4, 10 69:3 <b>house</b> 15:19 <b>huge</b> 53:3, 14 93:5 <b>hundred</b> 16:4 <b>hundreds</b> 74:22 <b>husband</b> 40:18 <b>hybrid-style</b> 89:25 <b>hydrologically</b> 54:9  < I > <b>idea</b> 33:6 77:20 <b>ideas</b> 46:12 <b>identified</b> 43:7 <b>imagine</b> 80:10 90:18, 20 <b>immediately</b> 54:8 <b>immersed</b> 28:9 <b>impact</b> 70:3	<b>impacted</b> 57:13 94:14 <b>impacting</b> 69:21 <b>implications</b> 54:17 <b>importance</b> 41:17 <b>important</b> 17:14 33:5 44:20 45:24 68:10 73:25 75:3 79:7, 8, 9, 17 <b>importantly</b> 56:24 63:25 82:18 83:10 <b>improved</b> 88:21 <b>improvements</b> 49:12 <b>improving</b> 35:15 88:20 <b>Inaudible</b> 6:5 23:4 <b>incent</b> 70:9 <b>include</b> 23:17 26:6 29:17 49:6 74:11 <b>included</b> 16:7 46:2 66:3, 4 <b>includes</b> 18:21 85:15 <b>including</b> 41:13 53:1 <b>Inclusion</b> 34:19, 24 35:21 <b>inclusive</b> 36:7 <b>income</b> 11:19 83:22 85:3 <b>incorporate</b> 81:9 <b>incorporated</b> 27:21 35:7 36:6, 9 <b>incorporation</b> 36:13 <b>increase</b> 83:18 84:10 85:1, 4 86:23 88:21 <b>increased</b> 83:17 <b>increasing</b> 94:14 <b>increasingly</b> 89:5 94:1 <b>incredible</b> 53:14 <b>incremental</b> 87:2 <b>incurring</b> 65:12 <b>Indiana</b> 67:8 <b>indicates</b> 32:9 <b>indicating</b> 95:9, 25 <b>individual</b> 58:1 <b>individuals</b> 6:11 <b>Industrial</b> 45:16 <b>Industry</b> 3:11 23:13 71:14 75:16, 24 76:19 77:11	<b>industry-leading</b> 87:13 <b>infield</b> 53:1 <b>inflation</b> 69:21 70:1, 20 71:5 83:20 84:24 <b>information</b> 9:15 14:9, 13, 19 15:2 25:4 28:25 43:17 66:5 74:1 83:6 93:23 95:14, 15 96:15 <b>information-</b> <b>correspondence</b> 18:18 <b>initiatives</b> 87:14, 16 <b>in-person</b> 61:5 <b>input</b> 11:5 30:18, 22 36:5 59:11 67:21 <b>inquire</b> 93:22 <b>inside</b> 27:7 <b>installation</b> 29:7 37:23 62:4 <b>institution</b> 58:1 <b>institutional</b> 36:8 <b>insurance</b> 49:21 <b>intended</b> 51:21 <b>intensive</b> 81:4, 6 <b>interact</b> 89:23 <b>interactive</b> 36:7 89:12, 15, 25 91:1 <b>interest</b> 27:14 49:14 83:20, 22 84:24 85:1, 3 <b>interested</b> 16:24 62:2 97:12 <b>interesting</b> 46:8 54:16 70:8 81:15, 19 <b>interests</b> 58:10 89:1 <b>International</b> 66:24 76:4 <b>interview</b> 44:14, 16, 22 <b>intricate</b> 31:7 <b>introduce</b> 40:21 60:25 <b>introduced</b> 24:11 <b>introducing</b> 30:16 <b>introduction</b> 32:9 75:23 <b>invite</b> 14:25 <b>invoices</b> 64:22 <b>involved</b> 16:12 44:19 73:9 <b>involves</b> 57:3 <b>issue</b> 21:17 32:20
---	--	--	--	---



<p><b>issued</b> 57:5, 11 58:19</p> <p><b>issues</b> 39:23</p> <p><b>item</b> 6:16 10:12 29:17, 18, 19 37:11 38:1, 21, 25 39:2, 3, 4 42:22 48:20 49:5 52:5, 6 54:14 56:5, 9 59:12 60:15 63:21 65:24 82:6 91:9 94:22</p> <p><b>items</b> 6:19 10:22 11:5 12:13 29:16 46:24 69:7 80:2 82:15 92:11 95:20</p> <p><b>its</b> 18:9 24:15 26:6, 7 35:11 38:15 57:21 58:1</p> <p>&lt; J &gt;</p> <p><b>Jack</b> 60:23</p> <p><b>January</b> 5:5 22:21 23:21 53:7 57:11</p> <p><b>Jason</b> 17:5</p> <p><b>JIMMY</b> 1:7</p> <p><b>job</b> 73:7 77:6</p> <p><b>Johnson</b> 4:19 90:3, 5, 8, 11</p> <p><b>join</b> 14:16 15:13 43:14</p> <p><b>joining</b> 5:5 36:25 68:23</p> <p><b>jointly</b> 37:6</p> <p><b>Josh</b> 2:17, 23 82:8 83:8 85:10</p> <p><b>Joyce</b> 2:3 5:4, 10, 25 6:6, 23 7:4, 19, 25 8:12, 15, 18, 20, 22 9:13, 20 10:1, 17, 20 12:1, 10, 18, 21, 24 13:14 17:12, 17 18:1, 8, 12 19:7, 15 21:2, 3 22:2, 9, 12, 16 23:1, 5, 11 25:15 26:23 28:5 29:14 30:21 31:17, 23, 25 32:2, 6, 19, 22, 24 33:19 34:5, 14 36:4, 17 38:9 39:2, 5, 7 42:20 43:24 44:3, 11, 25 46:11, 14, 15, 17, 19 47:19, 23, 25 48:4, 19 50:2, 9, 14 51:9, 20, 25 52:6, 10, 13 54:1, 13, 22, 25 55:3, 7,</p>	<p>12, 14 56:4 58:12, 17, 25 59:3, 8, 11, 16, 19, 21, 24 60:14 61:7 62:7 63:17 66:16, 20 67:2, 4, 7, 10, 13, 19 68:3, 25 69:14 70:7 71:6, 16, 20 72:1, 4, 6, 21, 24 73:1, 11, 14 79:7, 25 80:6, 21 82:2 87:20 88:16 90:2, 7 91:7, 14, 16, 20 92:10, 16, 19 93:14 94:21 96:10</p> <p><b>JULIA</b> 1:23 97:21</p> <p><b>July</b> 14:10 68:8 86:2</p> <p><b>June</b> 14:10 26:9 40:17 62:4</p> <p>&lt; K &gt;</p> <p><b>Kathlyn</b> 2:11</p> <p><b>Kathy</b> 77:16</p> <p><b>Katie</b> 2:18 14:25 15:2 21:6 75:13, 19 80:1</p> <p><b>Kazuhiko</b> 90:13</p> <p><b>Keene</b> 34:2</p> <p><b>keenly</b> 70:17</p> <p><b>keep</b> 14:21 21:15 33:8 65:18 67:16</p> <p><b>key</b> 68:12</p> <p><b>kick</b> 63:22 64:11 67:25</p> <p><b>kickoff</b> 22:21</p> <p><b>kids</b> 40:3</p> <p><b>kind</b> 10:18 14:3, 21 16:2, 15 17:8 18:6 43:13 47:13 52:24 54:23 64:6 70:10 71:10 75:19 76:18, 24 77:3 83:9 92:17</p> <p><b>kindness</b> 77:15</p> <p><b>kinds</b> 81:12</p> <p><b>King</b> 20:9</p> <p><b>kitchen</b> 19:24</p> <p><b>kitchens</b> 46:7</p> <p><b>knocked</b> 33:2</p> <p><b>know</b> 7:23 10:21, 22 14:12 17:21 18:18, 22 20:11 21:11 22:3, 8 24:10, 13 25:3 26:7, 11 28:12, 14, 16, 17, 20 29:1, 8, 10, 11 31:7, 8, 13 32:8 33:6, 9, 17</p>	<p>36:11, 14 37:5, 18 40:15, 16, 20 41:25 42:2, 21 43:8, 16 44:19, 22 46:16 47:5, 13, 15, 18 51:12 53:6 54:16 56:19 61:20 64:21, 24 65:1, 7, 10, 17 69:4, 24 70:11, 14, 15, 20 71:1, 8, 9, 10, 11, 17 73:2, 5, 19, 20, 23, 24 75:6 76:16 77:9 78:2, 18, 21 79:11 80:17 81:2, 7 88:9 92:25 93:2, 3, 9, 11 94:10 95:3</p> <p><b>knowledge</b> 41:18 71:13</p> <p><b>known</b> 9:19 19:23</p> <p><b>knows</b> 16:3 42:15</p> <p><b>KPBS</b> 81:21</p> <p>&lt; L &gt;</p> <p><b>labor</b> 16:14 86:4</p> <p><b>lack</b> 10:21 35:18</p> <p><b>lacks</b> 9:22</p> <p><b>language</b> 32:12 37:17 38:22, 24 50:6, 7 78:23</p> <p><b>languages</b> 35:23</p> <p><b>large</b> 94:5</p> <p><b>largely</b> 86:14</p> <p><b>larger</b> 70:20</p> <p><b>largest</b> 81:17</p> <p><b>lastly</b> 25:5</p> <p><b>late</b> 24:17</p> <p><b>latest</b> 82:1</p> <p><b>laundry</b> 17:22</p> <p><b>laurels</b> 71:8</p> <p><b>law</b> 58:19</p> <p><b>lead</b> 34:24 82:6</p> <p><b>leaders</b> 42:1</p> <p><b>leak</b> 20:7</p> <p><b>leaking</b> 20:4 27:7</p> <p><b>leaks</b> 21:18</p> <p><b>learn</b> 17:2 41:20 89:24</p> <p><b>Leasing</b> 49:8, 16 50:23</p> <p><b>lectures</b> 62:20</p> <p><b>led</b> 62:18 87:16</p> <p><b>Legacy</b> 37:14, 16 47:12</p> <p><b>legal</b> 23:25 24:1 49:22</p> <p><b>legalize</b> 89:2</p> <p><b>legally</b> 51:12</p>	<p><b>length</b> 9:9</p> <p><b>lesson</b> 11:1</p> <p><b>letting</b> 18:22 73:22 89:23</p> <p><b>level</b> 24:11 69:1 80:17</p> <p><b>levels</b> 36:16 85:7</p> <p><b>liability</b> 50:16, 18, 22</p> <p><b>Liaison</b> 4:15 82:4, 22, 23 91:10</p> <p><b>lib</b> 58:6</p> <p><b>lifestyle</b> 84:6 85:16 86:25</p> <p><b>light</b> 52:16</p> <p><b>lighter</b> 20:24</p> <p><b>lights</b> 52:15</p> <p><b>likes</b> 53:21</p> <p><b>likewise</b> 69:22</p> <p><b>limits</b> 58:8</p> <p><b>line</b> 64:25</p> <p><b>Lisa</b> 2:8 39:17 43:2 44:2</p> <p><b>list</b> 17:7 66:11 71:22, 24</p> <p><b>listed</b> 9:3 27:16 33:4 58:21 66:9 76:3</p> <p><b>listing</b> 7:14</p> <p><b>listings</b> 17:4</p> <p><b>little</b> 15:8 19:25 23:23 31:7, 8 40:4, 22 41:6 43:11 77:10 83:6 85:5</p> <p><b>live</b> 90:11 92:23</p> <p><b>lives</b> 29:8</p> <p><b>LLC</b> 49:15</p> <p><b>loan</b> 24:18, 21 84:17</p> <p><b>local</b> 27:17 45:12, 14 46:3 71:10 77:13 81:10 85:19 92:25 94:4</p> <p><b>Located</b> 63:24, 25 83:5</p> <p><b>location</b> 14:14, 19 93:2</p> <p><b>locations</b> 14:7</p> <p><b>logo</b> 27:22, 23</p> <p><b>long</b> 19:25 40:4, 10, 17</p> <p><b>longer</b> 6:15 22:10 28:15 31:6, 24 63:19, 20 89:12 95:24</p> <p><b>long-standing</b> 36:22</p> <p><b>long-term</b> 94:16</p> <p><b>look</b> 16:2 19:4 20:14 21:25 46:2</p>	<p>47:4 52:23, 24 62:5, 14 68:22 71:3, 14 76:9 91:2 94:18</p> <p><b>looked</b> 52:25</p> <p><b>looking</b> 17:11 18:23 20:14, 20 27:1, 2 29:4 37:18 43:20 45:9, 17 69:20 94:7</p> <p><b>looks</b> 63:18</p> <p><b>Lori</b> 3:7, 14, 18, 22 4:6, 10, 14, 18, 22 11:7, 8, 17 12:2, 5 26:24, 25 34:16, 17 36:2 45:2, 3 52:4, 5, 7 62:12, 13 69:16, 17 80:23, 24 88:17, 18 93:16, 17</p> <p><b>LOS</b> 97:3</p> <p><b>loss</b> 24:7, 14</p> <p><b>lost</b> 29:8, 11</p> <p><b>lot</b> 15:14 20:9 23:1, 5, 7 28:10 39:22 45:6 46:7, 22, 25 61:20 65:17 71:11 76:20 78:2, 17 81:15 94:19</p> <p><b>lover</b> 52:23</p> <p><b>loving</b> 17:18</p> <p><b>low</b> 85:7</p> <p><b>lucky</b> 40:19 76:13</p> <p><b>lumber</b> 53:13</p> <p><b>lumpy</b> 53:4</p> <p><b>luxury</b> 17:21</p> <p>&lt; M &gt;</p> <p><b>maintaining</b> 71:1</p> <p><b>maintenance</b> 37:23</p> <p><b>major</b> 21:9</p> <p><b>making</b> 29:2 31:15 35:19 38:24 53:14 64:20 94:5</p> <p><b>man</b> 52:22</p> <p><b>manage</b> 57:22</p> <p><b>Management</b> 3:8 6:11 13:15 25:17, 19 57:18</p> <p><b>Manager</b> 2:20</p> <p><b>Mannen</b> 40:1, 15 41:3</p> <p><b>map</b> 65:10</p> <p><b>MAR</b> 1:6, 8 5:1 49:8, 16 50:23 86:9, 10, 14, 20 87:16 88:9 90:13, 15, 17, 19, 23 91:2</p>
---	--	---	---	---

<b>March</b> 22:23 30:20 53:7 58:20 64:20 <b>margin</b> 84:8 <b>Mark</b> 22:15 <b>marketing</b> 76:2, 11, 20, 21 77:6, 7 78:22 85:14, 15 <b>Marley</b> 15:23 <b>Mar's</b> 87:13 <b>Mart</b> 11:23 <b>Marth</b> 80:9 <b>Martha</b> 3:6, 13 4:5, 13, 17, 21 6:4, 6, 7 7:9, 10, 20 8:19, 24 9:15 10:3, 10, 13, 18 25:20, 21 26:22 27:9 34:11, 12 61:13, 14 63:4 69:10, 11 80:10 87:25 88:1 92:14, 15, 17, 20 <b>MARY</b> 1:23 97:21 <b>master</b> 37:19 <b>material</b> 31:14 95:17 <b>materials</b> 42:2 <b>matter</b> 97:16 <b>matters</b> 23:24 96:14 <b>McCaughan</b> 40:20, 25 47:11 <b>Mead</b> 2:11 5:19, 20 13:8, 9 22:18 48:13, 14 55:10, 11, 23, 24 60:8, 9 72:15, 16 92:4, 5 <b>mean</b> 15:15 17:18 33:21 39:2 50:15 54:19 70:13 71:17 <b>means</b> 13:21 27:25 95:19 <b>measurable</b> 35:7 <b>measures</b> 89:2 <b>media</b> 29:11 85:22 87:2 89:18, 19 <b>meditation</b> 18:8 <b>medium-sized</b> 94:2 <b>meet</b> 49:23 82:24 86:1 87:7 <b>MEETING</b> 1:4 3:1 4:25 5:5, 6 14:4, 15 21:21 22:21 28:15 29:25 30:19, 20, 24 48:22 54:15 57:9 58:20 61:3,	6 62:2 65:3 89:11 94:23 96:4, 7, 19 <b>meetings</b> 33:15 60:22 89:25 <b>meets</b> 82:22 83:15, 21 <b>Melinda</b> 2:19 18:15 19:9 <b>Melinda's</b> 21:24 <b>member</b> 11:6 25:20 26:23 34:11, 15 45:1 52:11 60:21, 23 61:12 62:10 63:18 69:10, 15 74:3, 20 80:9, 22 87:24 88:16 92:13 93:15 <b>members</b> 7:8 12:11 13:18 14:2 18:17, 22 25:16, 18 34:9 39:15 42:22 44:22 47:2 50:10, 11 52:2 56:20 59:12, 13 61:8, 10 68:12, 20 69:2, 8 80:7 87:20, 22, 23 89:22 92:12 95:18 <b>Memorandum</b> 3:19 36:21 47:21 <b>mention</b> 33:11 61:23 74:5, 6 87:13 <b>mentioned</b> 7:13 30:23 44:15 45:11 47:12 62:8 84:5, 13 85:16 86:25 92:23 <b>mess</b> 10:14 <b>message</b> 27:5 29:10 <b>met</b> 44:11, 12 51:22 60:18 <b>method</b> 97:8 <b>Mexico</b> 37:17 53:21 77:25 <b>mic</b> 50:14 <b>Michael</b> 2:9 <b>micro-agricultural</b> 46:8 <b>mid</b> 22:22 <b>Midway</b> 6:10 57:18 <b>migrating</b> 13:21 <b>Mike</b> 2:24 82:9 83:8, 12 85:13, 16, 21 87:10, 18 <b>milking</b> 79:15	<b>million</b> 40:6 83:25 84:2, 12, 13, 15, 18 87:5, 6, 8, 9 <b>Mine</b> 43:1 <b>miniature</b> 11:24 <b>minimum</b> 16:8 31:21 38:4, 11, 18 <b>minutes</b> 6:2 60:25 <b>missing</b> 49:5 <b>mission</b> 40:22 41:11 <b>Missouri</b> 67:4, 11 <b>Moderator/Product</b> <b>ion</b> 2:20 <b>modern</b> 63:8 <b>modernization</b> 13:22 <b>modest</b> 84:23, 25 86:23 <b>moment</b> 58:6 73:19 <b>money</b> 43:12 45:17 46:25 47:1, 3 53:6 74:8 78:2 <b>Monica</b> 90:11 <b>month</b> 14:2, 21 15:1 20:9 23:19, 20 25:23 30:10 60:18 66:2 73:22 80:2 81:6, 7 <b>monthly</b> 11:21 23:14 <b>months</b> 22:24, 25 42:11 70:14 71:12 <b>month's</b> 29:25 30:11, 19 36:18 49:5 <b>moons</b> 81:2 <b>Moore</b> 2:15 8:5, 14, 16, 21 9:2, 17, 24 10:6, 8, 11 11:15, 20 12:4 13:15, 17 18:15 19:8 21:16 22:14 23:4, 7, 10, 12 26:16 28:22 29:21 30:23 31:16, 20, 24 32:1, 5 33:25 36:11, 24, 25 38:11 39:4, 6, 9 42:19 48:24 50:6, 20 51:2, 4, 19, 24 56:6, 15, 16 59:2, 9 61:24 64:11 66:19, 21 67:3, 6, 8, 11, 14, 24 70:18 71:7, 19 <b>morning</b> 26:16 29:4 61:24	<b>Mosier</b> 2:10 5:21, 22 6:5 13:10, 11 22:7, 10, 13, 15, 17 39:3 47:22, 23 48:15, 16 55:25 56:1 59:20, 21 60:10, 11, 17, 18 72:17, 18 91:15, 16 92:6, 7 <b>mother</b> 77:15 78:8 <b>motion</b> 10:24 12:14 47:20 48:19 55:4 59:17 71:21 72:1, 21 91:11 <b>MOU</b> 37:6 38:23 40:9 47:22 <b>move</b> 7:7 21:12, 14 34:7 47:22 58:10 59:16 91:13 92:10 95:20 <b>moved</b> 6:20 8:3 10:12 12:14, 16 55:6, 7 56:5, 13 59:18, 19 71:25 <b>moves</b> 91:14 <b>moving</b> 6:1 20:25 76:23 84:21 96:1 <b>Mr</b> 17:5 <b>Mraz</b> 17:5 <b>Mueller</b> 2:18 15:5, 11 17:16, 18 18:2, 10 21:8 75:13, 22 79:9 <b>multiple</b> 71:1 <b>music</b> 61:16 92:23, 25  < N > <b>name</b> 6:4, 7 17:22 39:18 77:14 90:10 <b>named</b> 97:12 <b>Nancy</b> 77:14 <b>narrative</b> 82:14 <b>national</b> 90:22 <b>nation's</b> 27:13 <b>nature</b> 11:2 14:19 27:4 <b>near</b> 57:11 93:3 <b>nearer</b> 14:21 <b>nearly</b> 24:10 <b>necessarily</b> 31:17 <b>necessary</b> 57:17 <b>need</b> 6:10 8:8 12:14 14:12 18:10 20:21 21:14, 25 22:8 29:17 30:10 33:7 46:13 47:20 55:4	56:4 60:25 64:22 69:7 72:2 77:24 78:1 79:11 91:11 95:9 <b>needed</b> 20:2 22:6 33:17 69:5 75:2 <b>needing</b> 37:19 <b>needs</b> 8:6 33:22 49:20 56:9 88:23 <b>neighbors</b> 62:2 <b>Nejabat</b> 2:12 5:23, 24 13:12, 13 48:17, 18 56:2, 3 60:12, 13 68:23 72:19, 20 92:8, 9 <b>net</b> 16:6, 13, 16 64:8 83:24 84:11, 20 87:7 <b>netting</b> 19:2 <b>network</b> 61:21 92:25 <b>never</b> 19:5 77:11 <b>new</b> 25:2 30:14, 16 42:1 50:17 51:1, 15 53:21 60:20 61:4 86:15 93:1, 4 <b>newest</b> 8:6 <b>newly-moved</b> 56:8 <b>News</b> 3:11 23:13 <b>newspaper</b> 15:7 <b>nice</b> 53:6 63:7 83:16, 17, 18, 21 84:5 <b>night</b> 15:14 78:7, 9 <b>nine</b> 32:11, 12, 13 <b>nine-person</b> 32:10, 16, 17 <b>noise</b> 18:3 <b>non</b> 23:17 28:23 <b>non-core</b> 85:17 87:1 <b>non-profit</b> 77:16 93:19 <b>non-profits</b> 28:18 <b>non-wagering</b> 86:22 <b>Noon</b> 7:3, 5 <b>Noonan</b> 7:3, 4 <b>normally</b> 27:20 <b>north</b> 19:5 <b>notation</b> 90:3 <b>notch</b> 17:25 <b>note</b> 20:24 65:1 <b>noted</b> 34:21 <b>notice</b> 33:23 34:19 <b>noticed</b> 95:21 <b>noticing</b> 48:24
---	---	---	---	---

<p><b>notification</b> 14:7</p> <p><b>notify</b> 37:18</p> <p><b>November</b> 40:19 86:5 90:14, 15, 17 91:4</p> <p><b>number</b> 7:2 30:25 77:1 79:2 90:19</p> <p><b>numbers</b> 8:23 16:5 65:19 85:6</p> <p>&lt; O &gt;</p> <p><b>o0o</b> 5:3 96:22</p> <p><b>O'Brien</b> 20:19 21:1, 4 22:1 77:19</p> <p><b>observation</b> 74:20</p> <p><b>observations</b> 74:4</p> <p><b>Obviously</b> 19:2 32:10 68:13</p> <p><b>occurred</b> 54:12</p> <p><b>occurs</b> 28:9</p> <p><b>oddly</b> 49:1</p> <p><b>offer</b> 28:18</p> <p><b>offered</b> 61:24</p> <p><b>offers</b> 16:21</p> <p><b>Office</b> 24:4 40:20 50:3 60:24</p> <p><b>Officer</b> 2:15, 18, 19</p> <p><b>OFFICERS</b> 2:2 57:21 58:4</p> <p><b>of-state</b> 66:8 86:19</p> <p><b>oftentimes</b> 78:11</p> <p><b>Oh</b> 21:3 44:3 46:6 53:17 55:9 67:13</p> <p><b>Okay</b> 5:4 8:18 10:13 12:21 13:14 25:15, 18 26:23 29:16 32:23 34:9, 14 39:5 43:25 50:25 51:8 52:2, 7, 10, 17, 18 53:2 55:2, 3 56:11 59:16 63:20 67:10, 13, 19, 23 71:20 79:25 80:6 87:22 91:7 92:10, 20 95:18 96:10</p> <p><b>old</b> 20:6 39:15 95:11</p> <p><b>O'Leary</b> 2:16 5:9, 11, 13, 15, 17, 19, 21, 23 12:22, 25 13:2, 4, 6, 8, 10, 12 26:21 36:1 48:3, 5, 7, 9, 11, 13, 15, 17 53:24 55:13,</p>	<p>15, 17, 19, 21, 23, 25 56:2 59:23, 25 60:2, 4, 6, 8, 10, 12 72:5, 7, 9, 11, 13, 15, 17, 19 91:19, 21, 23, 25 92:2, 4, 6, 8 once 46:23 49:24 50:21 64:18 79:19 84:1</p> <p><b>ones</b> 30:4, 14</p> <p><b>one-year</b> 8:16, 17 9:11</p> <p><b>ongoing</b> 11:17 37:23 68:11 88:10</p> <p><b>online</b> 56:10 86:15</p> <p><b>onsite</b> 33:16</p> <p><b>on-track</b> 83:17 84:5</p> <p><b>op</b> 81:18</p> <p><b>Open</b> 14:4 94:23 95:23 96:12</p> <p><b>opened</b> 15:23</p> <p><b>opening</b> 15:1, 13 27:17 52:21 86:2</p> <p><b>operate</b> 79:16</p> <p><b>operates</b> 47:17</p> <p><b>Operating</b> 3:23 24:15 48:21 65:4 66:3 82:19 83:5, 14 85:11</p> <p><b>operation</b> 81:19</p> <p><b>operational</b> 69:21</p> <p><b>operationally</b> 35:6</p> <p><b>Operations</b> 2:18 4:11 49:11 51:7 64:18 65:3, 20 69:19 72:22 80:8 93:25 94:6</p> <p><b>operators</b> 78:10</p> <p><b>opportune</b> 29:5</p> <p><b>opportunities</b> 13:22 41:8 57:2 70:25 71:1 74:16, 17 87:3</p> <p><b>opportunity</b> 29:6 41:24 42:10 53:3 56:21 63:11 71:10 92:21</p> <p><b>opposed</b> 53:22</p> <p><b>Ops</b> 73:16 80:12 82:3</p> <p><b>options</b> 20:15 63:11, 12</p> <p><b>Order</b> 3:2 5:6 14:13</p> <p><b>organic</b> 45:13</p> <p><b>organization</b> 40:8</p>	<p><b>organizations</b> 35:13 43:4 81:21</p> <p><b>organize</b> 77:17</p> <p><b>organized</b> 77:13</p> <p><b>orientation</b> 33:4, 9</p> <p><b>original</b> 49:8, 19 50:16, 19 51:23 57:10</p> <p><b>originally</b> 57:13</p> <p><b>outcome</b> 97:12</p> <p><b>outcomes</b> 35:7</p> <p><b>outdoor</b> 26:8 62:19, 22 80:15 81:18</p> <p><b>outings</b> 62:18</p> <p><b>out-of</b> 65:25</p> <p><b>Out-of-State</b> 4:8 66:4 67:21 71:22 86:8, 14</p> <p><b>outreach</b> 25:6 35:17 62:19 77:4, 8 81:12, 15, 20</p> <p><b>outside</b> 18:3 47:4 86:16</p> <p><b>outstanding</b> 76:2</p> <p><b>overall</b> 77:5</p> <p><b>overarching</b> 27:5 95:5</p> <p><b>overflow</b> 54:11</p> <p><b>overhead</b> 24:9</p> <p><b>oversees</b> 19:10 25:3 29:1</p> <p><b>oversight</b> 25:3</p> <p><b>overview</b> 41:6 80:24 82:15 83:9</p> <p><b>owner</b> 49:13</p> <p>&lt; P &gt;</p> <p><b>P&amp;L</b> 64:4</p> <p><b>P.M</b> 1:14 5:2 96:5, 7, 19</p> <p><b>packet</b> 18:17, 21 19:22 33:13 37:8, 11 56:19 63:24 64:1 65:25 82:12, 13 94:8, 19</p> <p><b>Paddle</b> 46:25</p> <p><b>Padres</b> 44:7 90:20</p> <p><b>PAGE</b> 3:1 7:2 9:2 10:14, 22 19:21 27:2 29:23 32:9 33:2, 13 37:12, 25 38:1, 22 49:1 64:3 65:25 66:5 83:5</p> <p><b>pages</b> 18:20 29:23 63:24 64:1 76:4 82:11</p> <p><b>paid</b> 38:6 84:14</p>	<p><b>pandemic</b> 29:10 33:6 69:3 78:5</p> <p><b>panel</b> 44:16, 22</p> <p><b>panels</b> 94:2 95:10</p> <p><b>panicked</b> 62:15</p> <p><b>park</b> 74:8 80:25 81:1</p> <p><b>parking</b> 16:11 70:9 74:10, 18</p> <p><b>parks</b> 74:9</p> <p><b>part</b> 7:11 24:25 36:2, 8 49:14 57:23 66:6 70:10 73:5, 6 81:5 82:18 89:4 93:22 94:1, 17 95:2, 7</p> <p><b>participants</b> 35:14</p> <p><b>participate</b> 24:19 27:18 28:24 29:3 35:18</p> <p><b>participation</b> 35:13 89:8</p> <p><b>particular</b> 56:12 58:23 69:4</p> <p><b>parties</b> 37:6 49:25 97:11</p> <p><b>parting</b> 64:12</p> <p><b>partner</b> 45:21 74:14 81:21 83:3</p> <p><b>partners</b> 74:11</p> <p><b>partnership</b> 45:25 79:13, 14</p> <p><b>parts</b> 8:1</p> <p><b>pass</b> 64:5, 10 83:8</p> <p><b>passed</b> 40:18</p> <p><b>passes</b> 48:19 72:21</p> <p><b>Patagonia</b> 81:14</p> <p><b>patch</b> 21:25</p> <p><b>patron</b> 87:1</p> <p><b>pay</b> 41:19</p> <p><b>payment</b> 84:14, 15</p> <p><b>payments</b> 24:21 84:2, 3</p> <p><b>pays</b> 38:13</p> <p><b>peers</b> 75:25 76:1</p> <p><b>pending</b> 49:22</p> <p><b>People</b> 15:7, 14 21:12 27:8, 14, 24, 25 28:1 29:12 31:3 32:11 33:10 45:23 53:15, 16 55:9 62:20, 25 63:4, 12, 13 74:17, 22 77:20 78:2, 6, 19 89:6 93:1 94:1, 3</p> <p><b>people's</b> 89:1</p> <p><b>percent</b> 16:8, 9, 16, 17 84:9</p>	<p><b>percentage</b> 9:18 11:10, 11, 21, 22</p> <p><b>perform</b> 51:14</p> <p><b>performed</b> 51:14, 17</p> <p><b>performers</b> 93:1</p> <p><b>period</b> 31:6 81:4</p> <p><b>peripheral</b> 54:5</p> <p><b>permeates</b> 95:12</p> <p><b>permit</b> 19:1 57:25</p> <p><b>permits</b> 32:17</p> <p><b>person</b> 29:1 34:24 35:4 52:11 61:4</p> <p><b>personally</b> 42:4</p> <p><b>personnel</b> 34:21</p> <p><b>persons</b> 32:13</p> <p><b>perspective</b> 71:14</p> <p><b>Phoebe</b> 26:2</p> <p><b>phone</b> 61:24</p> <p><b>phonetically</b> 39:16</p> <p><b>physical</b> 70:13</p> <p><b>Pines</b> 77:14</p> <p><b>pipes</b> 20:1</p> <p><b>place</b> 15:16, 20 17:2, 24 24:12 36:7 43:11 53:15 89:13 97:6</p> <p><b>placed</b> 65:17</p> <p><b>places</b> 6:8 76:10 77:25</p> <p><b>plan</b> 22:5 27:19 30:9 85:11</p> <p><b>planned</b> 27:16 94:11</p> <p><b>planning</b> 37:19 53:7 95:3</p> <p><b>plans</b> 11:13 35:16, 22 94:17</p> <p><b>Plant*Grow*Eat</b> 38:7, 14, 17 41:18 45:11 46:3 47:16</p> <p><b>play</b> 15:9</p> <p><b>played</b> 15:10</p> <p><b>player</b> 90:21</p> <p><b>Plaza</b> 37:17</p> <p><b>please</b> 5:8 6:23 12:21 13:20, 23 25:12 48:2 55:12 59:22 65:1 72:4 80:12, 18 91:18</p> <p><b>pleased</b> 84:18</p> <p><b>pleasure</b> 41:1</p> <p><b>plugged</b> 92:24</p> <p><b>plugging</b> 14:1</p> <p><b>plumber</b> 20:1</p> <p><b>plumbing</b> 23:2</p> <p><b>plus</b> 68:22 77:21</p> <p><b>plush</b> 78:6, 11</p> <p><b>point</b> 9:21 18:16 19:6 21:24 32:19</p>
---	---	--	---	---

<p>33:1, 20 35:4 37:10 39:22 40:12 50:22 64:14 70:24 75:11 <b>pointed</b> 46:23 74:3 85:21 <b>points</b> 36:12 <b>policies</b> 29:20 30:1, 5, 10, 14, 16, 22 31:11, 12 32:1 36:15, 19 63:6 <b>Policy</b> 3:16 31:19 34:10, 20 <b>policy's</b> 32:16 <b>Political</b> 25:6 26:4, 13 62:1 80:15 <b>Pony</b> 90:14 <b>popular</b> 16:3 <b>portion</b> 25:1 71:21 <b>position</b> 40:11, 12 65:6 <b>positions</b> 33:10 65:16 <b>positive</b> 15:7 64:7 86:13, 20 93:11 <b>possibilities</b> 81:16 <b>possible</b> 88:23 <b>possibly</b> 57:8 <b>post</b> 14:13 27:25 89:19 <b>posted</b> 14:17 <b>poster</b> 76:17 <b>posting</b> 14:6, 12, 14 <b>potential</b> 11:19 <b>potentially</b> 29:5, 11 70:4 71:12 <b>power</b> 93:24 94:2 <b>powers</b> 57:21 <b>PPP</b> 84:17 <b>practically</b> 53:10 90:22 <b>Practices</b> 25:7 <b>praise</b> 89:23 <b>precipitous</b> 88:8 <b>predicting</b> 69:23 <b>preliminarily</b> 28:25 <b>preliminary</b> 64:15 65:2 83:25 <b>Premier</b> 16:13 64:3 <b>prepared</b> 21:13 84:22 <b>preparing</b> 85:10 <b>presence</b> 68:11</p>	<p><b>PRESENT</b> 2:7, 14 5:10, 12, 14, 16, 18, 20, 22 <b>presentation</b> 25:5, 8 <b>presented</b> 66:2 70:19 <b>President</b> 2:3, 4, 5, 23 5:4, 9, 10, 11, 13, 25 6:6, 23 7:4, 13, 19, 25 8:12, 15, 18, 20, 22 9:13, 20 10:1, 17, 20 12:1, 10, 18, 21, 23, 24, 25 13:2, 14 17:12, 17 18:1, 8, 12 19:7, 15 21:3 22:2, 9, 12, 16, 19 23:1, 5, 11 25:15 26:23 28:5 29:14 30:21 31:17, 23, 25 32:2, 6, 19, 22, 24 33:19 34:5, 14 36:4, 17 37:1 38:9 39:2, 5, 7, 11, 14, 21 42:20, 25 43:24 44:3, 11, 25 46:11, 15, 17, 19 47:19, 23, 25 48:3, 4, 5, 7, 19 50:2, 9, 14 51:9, 20, 25 52:6, 10, 13 54:1, 13, 22, 25 55:3, 7, 12, 13, 14, 15, 17 56:4 58:12, 25 59:3, 8, 11, 16, 19, 21, 23, 24, 25 60:2, 14 61:7 62:7 63:17 66:16, 20 67:2, 4, 7, 10, 13, 19 68:3, 7, 13, 25 69:14 70:7, 24 71:6, 16, 20 72:1, 4, 5, 6, 7, 9, 21, 23, 24 73:1, 6, 11, 14 79:7, 25 80:6, 21 82:2 87:20 88:16 90:2, 7 91:7, 14, 16, 19, 20, 21, 23 92:10, 16, 19 93:14, 20 94:21 96:10 <b>pretty</b> 15:12 16:17 76:15 <b>preview</b> 15:14 <b>previous</b> 11:13, 18 12:5 35:12 82:16 93:18 <b>previously</b> 29:3, 24 65:8, 13 68:20</p>	<p><b>pricing</b> 86:23 <b>primarily</b> 64:21 <b>printed</b> 49:1 <b>prior</b> 21:11 24:7 33:11 50:23 51:21 <b>priority</b> 17:8 87:15 <b>private</b> 16:22, 25 47:1, 5 <b>probably</b> 18:11, 12 22:23, 24 54:14 81:6 94:22 <b>problems</b> 94:13 <b>procedure</b> 67:15 <b>procedures</b> 36:13 <b>proceedings</b> 97:16 <b>process</b> 25:1 30:3, 12, 13 31:22 57:1, 12 59:4 66:6 82:18 95:3 <b>processes</b> 19:3 <b>produced</b> 76:17 <b>production</b> 45:12 <b>professor</b> 26:1, 10 61:25 80:13 <b>profit</b> 23:18 <b>profitability</b> 65:8 <b>profits</b> 28:24 64:8 <b>program</b> 24:11, 18 28:23 29:1 37:16, 23 38:7, 14, 17, 19 41:19 45:4 46:2 47:12, 17 76:15, 20 77:11 78:4, 13, 17 79:2 <b>programmatic</b> 27:3 <b>programmatically</b> 35:5 62:17 <b>programming</b> 26:7, 19 27:6 28:6, 7 80:16 <b>programs</b> 24:19 36:6 45:10 46:3 76:2, 7, 11 77:2 79:2, 20, 22, 23 95:13 <b>progress</b> 33:9 94:5 <b>prohibited</b> 66:11 <b>projected</b> 84:2 87:8, 9 <b>projecting</b> 86:13 87:1, 4 <b>projections</b> 70:5 <b>Projects</b> 3:10 19:10 65:20 <b>promising</b> 17:17 <b>promote</b> 75:8</p>	<p><b>promoted</b> 74:25 <b>promoting</b> 41:8 <b>promotion</b> 45:25 74:21 <b>promotions</b> 84:6 85:16 86:25 <b>proper</b> 63:1 <b>property</b> 54:11 58:2 <b>Proposal</b> 7:15 24:8, 25 25:23, 25 57:5 <b>proposals</b> 10:4 <b>propose</b> 26:1 <b>proposed</b> 26:9 82:20 83:10 <b>proposer</b> 49:8 57:4 <b>proposers</b> 57:15 58:11, 14 <b>prosper</b> 61:19 <b>protect</b> 88:24 93:21 <b>proud</b> 41:22 76:21 91:5 <b>prove</b> 83:3 <b>proven</b> 85:19 <b>provide</b> 13:15 19:10 24:1 30:18 41:16 49:3, 18 74:6 83:6 85:23 <b>provided</b> 16:13 25:4, 7 79:15 <b>provides</b> 9:7 25:3 57:23 82:13, 19, 20 <b>providing</b> 35:22 36:7 41:8, 11 70:25 <b>Public</b> 3:5, 12, 17, 21, 25 4:3, 9, 12, 16, 20 6:21 7:7, 8 9:15 11:6 12:12 14:18 21:17 25:18, 20 26:24 30:7, 13 33:16 34:7, 9, 15 42:21, 24 45:1 50:11 52:3 56:9, 11 59:14 61:2, 9, 11, 12 62:10 63:6 68:3 69:8, 10, 15 70:9 80:7, 22 87:22, 23, 24 88:17 89:8 91:7 92:11, 12, 13, 14 93:15, 16 95:18, 25 <b>public's</b> 89:19 <b>pull</b> 20:15 76:22</p>	<p><b>pulled</b> 8:19 10:11 11:1 56:24 <b>purchases</b> 24:20 <b>purpose</b> 93:5 <b>purposes</b> 9:15 <b>purses</b> 86:10 <b>pursuing</b> 93:8 <b>pushed</b> 57:12 <b>put</b> 17:24 18:25 19:1 24:8, 12, 24 27:23 28:11, 18 31:3 47:14 52:15 63:9 66:14 69:5 73:8 78:18 80:11 93:18 <b>puts</b> 49:9 52:22 <b>putting</b> 52:24 79:21  &lt; Q &gt; <b>quality</b> 44:16 <b>question</b> 6:22 21:2 46:18 54:4 56:8 62:17 <b>questions</b> 11:8 13:23 25:8, 11, 13, 16 29:15 34:22, 23 42:23 50:10 51:25 61:8 65:6 67:22 79:24 82:25 87:12, 19, 21 <b>queue</b> 16:21 63:19, 20 <b>quick</b> 44:6 <b>Quinn</b> 20:7 <b>quite</b> 44:23 68:15 81:6 83:1 85:18  &lt; R &gt; <b>race</b> 83:15, 21, 24 84:10 86:1, 3 87:7 <b>racehorse</b> 88:2 <b>races</b> 85:17 86:11 88:7, 19 <b>Racetrack</b> 87:5, 17 <b>racing</b> 83:23 85:17, 25 86:19 87:9 88:4 <b>radio</b> 78:23, 24 <b>rain</b> 20:12, 17 21:15 54:10 <b>rainfall</b> 20:3 <b>raining</b> 19:25 <b>raise</b> 43:12 45:7, 17 46:25 <b>raised</b> 90:10 <b>raising</b> 27:17 83:20</p>
---	--	--	--	---

<b>ramping</b> 28:10 <b>ran</b> 75:21 <b>range</b> 11:24 19:6 <b>rate-payor</b> 93:21 <b>rates</b> 83:20 84:24 85:2 <b>reach</b> 13:24 25:12 45:18 78:25 95:14 <b>reached</b> 89:18 <b>reaching</b> 45:9 47:8 <b>reaction</b> 89:9 <b>read</b> 12:7 30:17 56:21 58:3 <b>readily</b> 93:2 <b>reads</b> 32:12 <b>ready</b> 8:2 10:25 11:1, 4 81:5 <b>reaffirm</b> 77:6 <b>real</b> 44:5 80:16 <b>reality</b> 71:8 <b>realize</b> 32:20 35:1 <b>real-life</b> 74:25 75:1, 2 <b>really</b> 15:7, 14, 20 16:23 17:14, 25 18:7 21:25 23:15 24:22 28:10 29:6, 7 30:12, 17 33:8, 19 37:4 44:18 45:24 49:3, 5, 9 51:4 52:19, 22 53:2, 3, 6, 9, 14 61:19, 20 62:21, 22 63:10 64:8 65:3, 10, 12, 18 66:6 68:10, 17, 19 69:25 73:25 74:3, 21 76:8, 20, 21 77:1, 10 78:13, 15, 17 80:19 81:3 88:11 90:12 91:2 93:5 <b>reason</b> 48:25 63:8 <b>reasonable</b> 74:16 <b>rebid</b> 57:11 <b>recall</b> 9:6 11:22 29:24 64:17 66:2 70:19 88:7 <b>recalls</b> 14:25 <b>receive</b> 76:13, 18 <b>received</b> 13:18 18:19 65:9 75:14, 24 76:10 77:5 <b>receives</b> 24:12 <b>recession</b> 71:4 <b>recipient</b> 42:5 <b>recipients</b> 44:15, 23	<b>recognition</b> 75:14, 16, 20 <b>recognize</b> 41:17 <b>recognized</b> 75:18 76:1 77:1 78:16, 22 79:1, 12 <b>recognizing</b> 56:19 <b>recommendation</b> 58:9 <b>Reconvene</b> 4:24 95:23 <b>reconvened</b> 96:7 <b>reconvening</b> 96:11 <b>record</b> 56:22 83:15 85:7 86:10, 11 <b>recorded</b> 88:3 97:7 <b>recording</b> 97:15 <b>recreation</b> 26:8 27:11 80:15 <b>recreational</b> 28:2 81:17 <b>recruitment</b> 86:7 <b>redistribution</b> 78:14 <b>redistricting</b> 60:19 <b>redline</b> 31:1, 3 <b>redlining</b> 32:7 <b>reduced</b> 24:15 <b>reducing</b> 93:21 <b>reel</b> 15:9 <b>refer</b> 25:1 34:23 <b>reference</b> 34:1 <b>referenced</b> 87:10 <b>references</b> 34:3 <b>referencing</b> 8:23 <b>referred</b> 23:18 24:25 <b>reflect</b> 32:14 <b>reflection</b> 65:13 <b>reflects</b> 89:3 <b>regard</b> 19:1 37:6 49:10 51:6 65:6, 14 70:22 71:4 74:19 <b>regarding</b> 11:12 18:19 56:23, 25 73:3 89:18 <b>regional</b> 84:23 <b>rejoin</b> 95:25 <b>relate</b> 27:3 <b>related</b> 6:16 23:24 37:21 79:3 81:24 <b>Relations</b> 4:4 60:16 61:3, 11 62:1, 11 <b>relationship</b> 36:22 40:9 49:10	<b>relative</b> 6:17 10:22 94:23 <b>relevant</b> 8:13 26:5, 19 34:1 80:12 <b>relocate</b> 37:20 <b>relocation</b> 37:14 <b>remain</b> 65:7 85:8 86:23 <b>remained</b> 85:6 <b>remaining</b> 66:9 <b>remarkable</b> 40:8 <b>remarks</b> 26:11 51:21 <b>remember</b> 39:24 <b>remembers</b> 21:20 <b>remind</b> 14:2 17:1 82:22 <b>reminded</b> 45:24 <b>reminding</b> 14:21 <b>remiss</b> 87:13 <b>remote</b> 14:8 <b>remotely</b> 15:18 89:23 <b>removal</b> 38:25 <b>removed</b> 6:25 12:13 38:22 <b>renewable</b> 94:4 <b>rent</b> 16:8 84:1, 13 87:6 <b>rental</b> 8:10, 17 9:11 10:23 12:2 <b>renting</b> 16:22 <b>renumbered</b> 39:8 <b>renumbering</b> 39:1 <b>renumbers</b> 39:6 <b>repair</b> 20:1, 22 <b>repaired</b> 20:2 <b>repairs</b> 19:20, 23 20:20 21:11 <b>replace</b> 20:15, 22 <b>replacement</b> 20:25 40:19 <b>reply</b> 44:5 <b>Report</b> 3:8 4:7 13:16 18:22 19:21 22:24 23:9 25:14, 17, 19, 23 29:22 49:1, 5 54:16 56:17, 21 60:16 61:12 63:22, 25 64:6, 10 65:23 68:1 69:9 80:4, 8 82:4 83:6 88:19 91:10 96:12 <b>REPORTED</b> 1:23 23:13 29:25 49:4 <b>Reporter</b> 97:22 <b>reporting</b> 97:8	<b>representatives</b> 60:20 <b>Request</b> 7:15 10:4 49:6, 23 57:5 66:17 82:25 94:8 <b>requesting</b> 6:24 <b>require</b> 31:7 49:18 <b>required</b> 6:12 32:15 49:19 71:21 <b>requirement</b> 14:6 <b>requirements</b> 14:4, 7, 14, 18 33:21, 23 34:2 49:23 51:3 94:24 <b>researched</b> 26:13 <b>researcher</b> 80:13 <b>Reserve</b> 85:1 <b>Reserve's</b> 83:19 <b>reset</b> 33:2 <b>residual</b> 24:16 64:21 <b>resiliency</b> 94:17 <b>respect</b> 29:8 36:7 68:18 <b>response</b> 35:24, 25 <b>responsible</b> 34:25 35:1, 2, 3 37:14, 21, 22 <b>rest</b> 39:1 65:18 <b>restaurant</b> 45:21 <b>restaurants</b> 45:24 84:9 <b>restrict</b> 89:8 <b>restrictions</b> 33:23 89:13 <b>result</b> 54:10 58:19 65:17 84:23 85:3 <b>resulted</b> 83:16 84:9 88:8 <b>results</b> 64:8, 15 75:12 76:24 83:14, 25 <b>resume</b> 51:6 <b>resumed</b> 84:6 <b>retail</b> 11:24 62:22 81:18 <b>retailers</b> 62:19 <b>retain</b> 84:20 <b>retire</b> 43:21 <b>retired</b> 40:17 <b>retiring</b> 43:22 <b>retreat</b> 94:11 <b>return</b> 30:9 63:3 83:23 87:8 <b>Reunite</b> 74:24 <b>reuniting</b> 74:24	<b>revenue</b> 9:8, 19 11:15 16:11, 17 86:22 88:9 93:11 <b>revenue-based</b> 8:11 <b>revenue-generating</b> 24:19 <b>revenues</b> 11:13 24:16 65:11 69:23 70:23 81:10 83:16, 18, 19, 24 84:8, 10, 11, 20 87:7 <b>Review</b> 3:16 29:20 30:12 34:10 36:19 37:5 83:13 <b>reviewed</b> 31:9 <b>reviewing</b> 30:5 61:4 68:11 <b>reviews</b> 82:22 <b>revisions</b> 30:25 <b>rewarding</b> 44:23 <b>RFP</b> 6:15 49:19 50:6 57:5, 10, 11 58:14, 23 <b>Richard</b> 2:5 6:22, 23 73:18 90:12 <b>ride</b> 68:15 <b>right</b> 6:3 8:1 9:20 10:1, 10, 13 12:1 15:11, 24 17:3 18:10, 14 22:2, 9, 18 23:1 29:14 30:21 31:15, 18, 23 45:13 46:11 50:2, 9 66:18 67:2, 5 89:19 94:15 <b>ring</b> 52:25 <b>ripe</b> 79:5 <b>risk</b> 88:10 <b>risky</b> 88:13 <b>River</b> 54:6, 8 <b>Rivera</b> 2:20 6:22 52:15, 17 59:15 <b>Roan</b> 90:16 <b>robust</b> 83:1 <b>Rockies</b> 76:25 <b>Roll</b> 3:3 5:8 12:15, 21 48:2 55:12 59:22 72:4 91:18 <b>rollercoaster</b> 68:15 <b>roof</b> 20:18, 19, 25 21:5 22:1, 8 27:6 <b>roofer</b> 20:13 <b>roofing</b> 95:8, 11 <b>roofs</b> 23:2 <b>rooftop</b> 46:6, 7
--	---	--	--	--

<p> <b>rose</b> 73:9  <b>Rotarian</b> 77:13  <b>round</b> 31:5, 12  <b>route</b> 49:25  <b>Rowland</b> 2:3 5:4, 9, 10, 25 6:6, 23 7:4, 13, 19, 25 8:12, 15, 18, 20, 22 9:13, 20 10:1, 17, 20 12:1, 10, 18, 21, 23, 24 13:14 17:12, 17 18:1, 8, 12 19:7, 15 21:3 22:2, 9, 12, 16, 19 23:1, 5, 11 25:15 26:23 28:5 29:14 30:21 31:17, 23, 25 32:2, 6, 19, 22, 24 33:19 34:5, 14 36:4, 17 38:9 39:2, 5, 7, 14 42:20 43:24 44:3, 11, 25 46:11, 15, 17, 19 47:19, 23, 25 48:3, 4, 19 50:2, 9, 14 51:9, 20, 25 52:6, 10, 13 54:1, 13, 22, 25 55:3, 7, 12, 13, 14 56:4 58:12, 25 59:3, 8, 11, 16, 19, 21, 23, 24 60:14 61:7 62:7 63:17 66:16, 20 67:2, 4, 7, 10, 13, 19 68:3, 25 69:14 70:7, 24 71:6, 16, 20 72:1, 4, 5, 6, 21, 23, 24 73:1, 11, 14 79:7, 25 80:6, 21 82:2 87:20 88:16 90:2, 7 91:7, 14, 16, 19, 20 92:10, 16, 19 93:14 94:21 96:10  <b>RTA</b> 84:4, 14, 15, 19 87:6  <b>Rubenstein</b> 2:23 82:8 85:13  <b>run</b> 35:11  <b>running</b> 78:24 87:17  <b>runoff</b> 94:15  <b>runs</b> 29:23    <b>&lt; S &gt;</b>  <b>safe</b> 20:22 52:25 62:21 91:4  <b>safely</b> 63:1  <b>safest</b> 87:16 91:2 </p>	<p> <b>safety</b> 18:19 19:4 21:17 87:14, 16 88:20, 24  <b>Saldana</b> 3:7, 14, 18, 22 4:6, 10, 14, 18, 22 11:7, 8, 17 12:2, 5 26:24, 25 34:16, 17 36:1, 2 45:2, 3 52:4, 5, 7 62:12, 13 69:16, 17 74:3 80:23, 24 88:17, 18 93:16, 17  <b>Saldana's</b> 74:20  <b>sale</b> 16:20  <b>sales</b> 11:16, 18, 23 12:3 16:9 85:20  <b>Sam</b> 2:12  <b>San</b> 40:7 41:9, 13 45:13 46:4 61:17 62:23 63:7 79:10 81:19 85:5 90:19 91:4 92:24 93:20  <b>Santa</b> 88:6, 8 90:11  <b>sat</b> 44:13  <b>satisfaction</b> 51:17  <b>satisfied</b> 49:20 50:25  <b>satisfies</b> 51:3  <b>Saturday</b> 16:1  <b>save</b> 74:8  <b>saw</b> 32:24 53:5 66:25 69:1 74:23 85:7  <b>saying</b> 19:16 27:9 35:2 63:4  <b>says</b> 7:15 9:21 35:1 76:20  <b>scale</b> 45:16 94:5, 6  <b>scenes</b> 19:14  <b>schedule</b> 57:13  <b>scheduled</b> 21:9  <b>Schenk</b> 2:4 5:11, 12 6:24 12:25 13:1 32:6, 7, 20, 23 44:5 47:24, 25 48:5, 6 55:15, 16 59:25 60:1 72:7, 8 73:16, 17 80:1, 11 91:21, 22  <b>scholars</b> 42:12  <b>Scholarship</b> 3:20 36:21 37:1, 22 38:16 39:19 40:2, 23 41:2, 7 42:5, 8 43:3, 9 44:14, 15 45:4, 20 46:2 </p>	<p> <b>scholarships</b> 40:7 41:11, 14 42:14 45:6 47:14  <b>School</b> 7:3 41:11, 15  <b>schools</b> 41:20 74:9  <b>Scout</b> 27:18  <b>screen</b> 39:16 55:9  <b>SDFair.com</b> 13:20  <b>Seaside</b> 52:21  <b>season</b> 86:4 88:4  <b>seat</b> 15:19  <b>Second</b> 2:5 11:6 12:14, 17 34:15 37:25 38:1 45:15 47:21, 24 48:1 52:11 55:8, 11 59:17, 20, 21 72:2, 3 80:22 82:10 91:11, 15  <b>Secondarily</b> 61:23  <b>seconded</b> 12:19  <b>seconding</b> 91:17  <b>section</b> 9:3 18:18 32:17 34:8 57:19, 22  <b>sections</b> 34:1 49:2 58:3  <b>see</b> 15:16 27:16 28:8 31:3 34:18 35:3 36:6 39:15 53:11 62:2 65:19 77:20 79:4 90:8 93:10  <b>seeing</b> 23:24 27:2 59:13 85:5  <b>seen</b> 15:6, 8 65:19 77:11, 17 86:18  <b>sees</b> 35:3  <b>segway</b> 22:20  <b>selected</b> 43:6, 8, 15, 19  <b>sellout</b> 15:25 16:4  <b>Senator</b> 60:20  <b>send</b> 54:15  <b>seniors</b> 41:12  <b>sense</b> 59:6  <b>sent</b> 14:8 37:8 56:17 63:6  <b>sentence</b> 37:13  <b>sentences</b> 38:4  <b>separate</b> 6:21 47:17 59:1  <b>September</b> 86:2  <b>serious</b> 26:22  <b>seriously</b> 70:15  <b>served</b> 39:19 45:5 68:21 </p>	<p> <b>service</b> 74:9, 10 84:19  <b>services</b> 24:1 57:1, 6 58:10 74:17  <b>serving</b> 42:6  <b>Session</b> 4:23, 24 95:20, 22, 23 96:1, 5, 8, 11, 12, 13  <b>set</b> 27:7 47:7 82:11 97:17  <b>setting</b> 33:17 82:14  <b>settlement</b> 89:18  <b>seven</b> 39:20 88:4 90:18, 19, 22 91:3  <b>shape</b> 20:19 53:23  <b>shaping</b> 88:11  <b>share</b> 14:25 15:3 39:12 42:10 43:17 75:8, 20 77:8  <b>shared</b> 28:25  <b>Shenk</b> 42:25 43:1  <b>Shoemaker</b> 2:21 37:2 39:11, 14, 18 43:19 44:9 46:22  <b>shoes</b> 41:3  <b>shop</b> 11:24 12:2  <b>shops</b> 11:12 62:22  <b>short</b> 35:4 81:4, 5  <b>shortly</b> 86:9  <b>show</b> 15:21, 24 16:16 18:4 20:9, 11 21:10 27:8 40:5 52:22 63:11 65:3  <b>showers</b> 17:21  <b>showing</b> 64:24 73:21  <b>shows</b> 15:2, 3, 22 16:6, 10, 15, 19 17:2, 6 39:23  <b>shutdown</b> 69:4  <b>shuttle</b> 74:9  <b>shy</b> 16:4  <b>side</b> 85:14 86:13, 22  <b>sign</b> 17:7 56:9, 12  <b>signature</b> 50:1  <b>signed</b> 7:8 11:6 12:12 25:19, 20 26:24 34:10, 15 45:1 50:11 52:3, 7 59:14 61:11, 12 62:10 69:9, 10, 15 80:7, 9, 22 87:22, 23, 24 88:17 92:12, 14 93:15 95:19 </p>	<p> <b>significant</b> 83:20 85:2  <b>significantly</b> 54:20 95:24  <b>similar</b> 11:8 58:21 85:25  <b>simply</b> 27:22  <b>single</b> 52:25 78:6  <b>sit</b> 44:22  <b>sitting</b> 71:8  <b>situation</b> 54:10 63:14 93:22  <b>situations</b> 63:12  <b>six</b> 86:18 88:5  <b>size</b> 40:8  <b>sizes</b> 83:16  <b>sizzle</b> 15:9 19:13  <b>skeptics</b> 78:1  <b>skills</b> 41:18 45:19  <b>sky</b> 21:21  <b>skylights</b> 20:6  <b>Sleiman</b> 68:20  <b>slide</b> 66:5  <b>slowing</b> 84:23  <b>small</b> 45:12 61:17 92:23 94:2  <b>smile</b> 40:4  <b>smooth</b> 53:12  <b>social</b> 85:22 87:2 89:18, 19  <b>soft</b> 15:13  <b>solar</b> 22:8 93:24 94:2 95:10  <b>sold</b> 15:23 17:5 49:14  <b>sole</b> 38:15  <b>son</b> 22:11  <b>soon</b> 68:13  <b>Sorry</b> 17:5 23:21 33:12 38:9 39:4, 6 44:3 69:11 90:8 92:17  <b>sort</b> 25:6 26:3, 11 49:1 54:4, 18 75:16  <b>sorts</b> 36:5  <b>Sound</b> 3:9 15:1, 8, 20 17:13, 22, 23 18:2, 13 61:4, 18 92:22 97:15  <b>source</b> 24:12 93:11  <b>sources</b> 46:20  <b>south</b> 19:5, 8 54:8  <b>space</b> 28:18  <b>Spanish</b> 78:24  <b>Spanish-speaking</b> 78:25  <b>speak</b> 11:7 12:12 26:24 33:13 34:10, 16 40:22 </p>
--	--	--	---	--

41:1 45:2 50:12 52:3 59:14 62:11, 20 69:15 80:8, 14, 23 87:23, 24 88:17 90:4, 5 92:13, 14 93:15 95:19 <b>speaker</b> 12:5 61:25 <b>speaking</b> 62:3 <b>speaks</b> 71:17 <b>special</b> 17:8 77:11 78:13 <b>specific</b> 45:20 65:5 85:11 <b>specifically</b> 12:8 17:20 82:20 94:25 <b>specifics</b> 20:5 <b>speech</b> 26:10 <b>spelled</b> 12:8 39:16 <b>spelling</b> 6:3 <b>spend</b> 30:17 38:19 40:17 60:19 78:2 <b>spike</b> 88:7 <b>spills</b> 21:19 <b>spoke</b> 29:4 57:16 75:1 <b>spoken</b> 65:8 <b>sponsors</b> 45:17 <b>sponsorship</b> 79:14 83:18 87:2 <b>sponsorships</b> 27:6 <b>sport</b> 90:21 <b>sports</b> 86:15 89:3 <b>sports-wagering</b> 86:17 <b>spot</b> 39:25 ss 97:2 <b>stables</b> 86:9 <b>staff</b> 18:22, 23 24:15 29:22 48:25 49:5 51:14 54:15 56:17 57:3 58:15 60:21, 23 64:6, 9, 16 65:14 67:15 68:12, 16, 19 69:2 79:16 <b>stage</b> 15:19 17:19, 21 <b>stall</b> 53:12 <b>stand</b> 40:1 <b>standard</b> 6:9 7:11 34:20 56:23 <b>standards</b> 34:19 51:22 88:20 <b>standpoint</b> 67:15 <b>start</b> 16:18 17:10 73:22 85:14	<b>started</b> 15:1 77:15 <b>starting</b> 14:10 20:7 53:16 71:11 <b>starts</b> 29:22 <b>state</b> 24:11 45:15 60:20, 21 66:1, 22 67:12 86:12 97:1 <b>stated</b> 51:12 97:7 <b>state-funded</b> 66:10 <b>statement</b> 64:18 65:3 <b>statements</b> 49:21 64:2 <b>states</b> 66:9, 18 71:23 <b>State's</b> 24:25 <b>state-sponsored</b> 66:10 <b>stay</b> 74:1 <b>staycations</b> 71:10 <b>staying</b> 69:22 <b>stead</b> 69:6 <b>Steve</b> 2:21 16:1 37:2 39:11 40:25 43:16 44:7 46:22 <b>Steven</b> 39:18 <b>Stewart's</b> 6:4 <b>stigma</b> 63:4 <b>Stokes</b> 77:14 <b>stop</b> 73:1 <b>storage</b> 63:8 <b>store</b> 81:14, 20 <b>stores</b> 81:18 <b>stories</b> 42:12 <b>strategic</b> 95:2 <b>stresses</b> 73:8 <b>strong</b> 62:22 65:7 78:5 85:6, 8 <b>structural</b> 20:21 <b>structure</b> 36:23 <b>struggling</b> 70:1 <b>Struzzieri</b> 49:7, 13 50:24 <b>students</b> 40:7 41:8 44:17 45:20 <b>stuff</b> 10:15, 18 16:15 53:14 78:2 <b>subject</b> 66:8 <b>submit</b> 64:18 <b>submitting</b> 76:16 <b>substantive</b> 26:6, 19 80:13 <b>subtracting</b> 16:14 <b>success</b> 42:2, 12 43:10 93:9 <b>successful</b> 79:22 82:16 85:18 86:8 89:25 <b>successfully</b> 75:12	<b>sudden</b> 70:2 90:13, 17 <b>sue</b> 89:16 <b>suffered</b> 90:21 <b>suggest</b> 75:5 <b>suggesting</b> 32:11 <b>suggestions</b> 46:1 <b>SULLILVAN</b> 7:20 <b>Sullivan</b> 3:6, 13 4:5, 13, 17, 21 7:9, 10 8:19, 24 10:3, 7, 10, 13, 18 25:20, 21 26:21, 22 28:25 29:4 34:11, 12 61:13, 14 69:10, 11 80:9, 10 87:25 88:1 92:14, 15, 17, 20 <b>Sullivan's</b> 6:6, 7 <b>SULLIVAN</b> 9:15 <b>summer</b> 74:23 75:9, 21 86:2, 10, 20 88:9 94:9 <b>Sunday</b> 86:5 <b>sunsetting</b> 14:9 <b>super</b> 15:15 <b>supermarkets</b> 74:12 <b>supervision</b> 97:9 <b>supervisor</b> 34:22 <b>supplant</b> 93:10 <b>supplement</b> 56:18 <b>supplemented</b> 25:25 <b>support</b> 22:8 27:9 38:17 42:1 47:13, 16 79:20 81:12 95:10 <b>supporting</b> 24:23 65:19 <b>supposed</b> 7:3 <b>sure</b> 7:5 12:20 15:18 17:19 18:5 19:5 20:12 29:17 31:3, 9, 13, 15 32:14 44:9 46:19 50:3 51:22 63:13 64:21 70:11 73:12 88:1 95:9, 15 <b>Surfside</b> 19:24 <b>sustainability</b> 95:5 <b>sustainable</b> 93:24 94:4 <b>Swim</b> 7:3 <b>switch</b> 21:12 <b>system</b> 23:7 95:11  < T > <b>Tackle</b> 21:10 <b>tail</b> 50:18	<b>take</b> 17:20 22:23, 25 31:6, 24 36:15 62:25 63:15 70:4, 15, 18 74:18 77:23 80:17 92:21 93:18 <b>takeaway</b> 64:7 <b>takeaways</b> 25:9 <b>taken</b> 30:1 64:23 70:21 97:6 <b>takes</b> 17:3 43:11 50:17 <b>talent</b> 43:7 45:19 73:20, 24 <b>talk</b> 33:8, 15 40:1 43:21 75:13 77:10 78:17 82:17 83:10 85:11 86:7 <b>talked</b> 33:12 65:13, 21 94:10 <b>talking</b> 7:17 89:9 95:8 <b>talks</b> 33:15 <b>targeted</b> 85:23 <b>Tasha</b> 60:21 <b>tastings</b> 85:19 <b>tax</b> 24:13 <b>TBD</b> 7:15, 16, 22 8:2 9:1 20:23 <b>team</b> 13:19 19:19 65:18 75:21 76:21 77:7 79:21 <b>technical</b> 32:20 92:18 <b>teleconference</b> 14:16 <b>television</b> 78:23, 24 <b>tell</b> 15:16 44:17 61:2 73:22 <b>tends</b> 89:8 <b>tenor</b> 91:1 <b>tent</b> 25:24 26:12 62:3 <b>tents</b> 27:7, 10, 23 63:7 <b>tenure</b> 39:22 <b>term</b> 71:11 <b>termination</b> 38:22, 24 39:3 <b>terms</b> 10:21 14:18 23:12 25:9, 11 33:23 35:9, 10, 12, 16, 21 37:18 38:2 50:16, 17 51:5 65:22 66:8, 16 67:16 69:23 88:20 <b>testament</b> 41:19	<b>testimonial</b> 44:20 <b>testimony</b> 97:5, 7 <b>Thank</b> 5:4, 25 7:5 8:18 10:2, 18 11:4, 8 12:9, 10 13:14, 17 18:1 19:7 23:10, 11 25:15 26:25 28:4, 5 32:23 34:12, 14, 17 36:3, 4, 10, 17 39:14 40:10, 24, 25 42:9, 17, 19, 20 43:24 44:24, 25 45:3 46:10, 11 47:19 51:8, 10 52:9, 10 53:25 54:1 60:14 62:6, 7, 13 63:16, 17, 23 64:11 68:2, 5, 23, 24, 25 69:6, 13, 14, 17 70:7 72:21 73:10, 11, 13, 15, 17 75:22 79:19, 21, 25 80:1, 5, 6, 20, 21, 24 81:25 82:2, 7 88:15, 18 90:1, 2, 9 91:6, 7 92:20 93:13, 14, 17 94:20, 25 96:2 <b>thankful</b> 41:23 <b>Thanks</b> 70:6 85:13 <b>thematic</b> 74:20 <b>theme</b> 26:7 27:1, 3, 4, 20 28:7, 12, 13 74:23 75:7 79:2 81:24 <b>themes</b> 80:25 82:1 <b>Thermal</b> 53:19 <b>TheSoundSD.com</b> 17:3 <b>thing</b> 17:9 18:6, 7 33:11 54:18, 20 55:1 62:8 65:22 74:5 75:9 76:18 <b>things</b> 7:17 10:20, 24 11:3 14:19 15:2 16:6 19:10 20:2 21:19 24:20 25:11 28:10, 13 29:10 36:5, 9 37:24 38:18 43:13 49:12 52:20 64:22 65:9, 16 68:14 70:8, 21 71:3 74:2 78:11 85:14 94:19, 24 <b>think</b> 6:1, 25 9:20 10:25 15:11 21:9, 20 25:9
---	---	---	---	--

26:5 27:13, 22 28:8, 15, 19 29:17 31:2, 10, 20 32:5, 24 33:8, 20, 21 36:9, 12 39:10 40:7 47:5 51:12, 13, 16, 20 53:3 54:13 62:16 63:10 64:6 68:7, 8, 17, 20 69:1 73:17 76:12 78:15 80:16, 17, 18 81:22 82:5, 12 89:1, 4 91:5 <b>thought</b> 68:10 78:1 <b>thoughts</b> 43:18 <b>thousands</b> 74:22 <b>three</b> 6:13 15:22 16:6, 10, 15 37:9 57:8 58:13, 22, 23 59:4 61:6, 10 63:9 68:16 87:23 91:3 <b>thrilled</b> 77:1 78:21 92:25 <b>throwing</b> 53:13 <b>ticket</b> 16:9 46:24 86:22 <b>ticketing</b> 57:1, 6 <b>tickets</b> 15:18 16:4, 20 17:4, 8 <b>time</b> 6:17 8:2 14:12 26:21 28:3 29:5, 8 30:16, 17 31:2, 4 36:1 39:22 40:12, 17 42:23 43:15 47:3 53:5, 24 57:15 58:2, 10 60:19 61:16 67:11, 18, 19 73:8 81:4 95:25 97:6 <b>timeline</b> 57:7 <b>timely</b> 6:18 <b>times</b> 32:15 33:5 44:14 71:4 <b>timing</b> 59:6 <b>Title</b> 41:20 <b>today</b> 13:19 37:1 56:17 65:24 66:7 89:22 <b>Tom</b> 49:12 <b>tone</b> 91:1 <b>top</b> 8:24 11:22 17:25 79:10 <b>topic</b> 94:22 <b>Torrey</b> 77:13 <b>total</b> 16:6, 17 84:12, 17 87:4, 8 <b>totaled</b> 83:23, 24	<b>touch</b> 51:11 76:3 79:4 <b>tour</b> 17:20 66:23 <b>town</b> 26:10 <b>Toy</b> 77:9, 18 <b>toys</b> 77:21 78:8, 14 <b>track</b> 67:16 91:2, 4 <b>tracks</b> 94:13 <b>trade</b> 41:15 <b>tradeoffs</b> 71:18 <b>traditional</b> 27:23 <b>Trail</b> 18:20 53:10 <b>trailer</b> 79:16 <b>trailers</b> 63:7, 8 <b>train</b> 94:13 <b>trainers</b> 88:25 <b>training</b> 45:25 88:22 <b>transcribed</b> 97:8 <b>transcript</b> 97:14 <b>transit</b> 93:4 <b>transitions</b> 67:25 <b>transparency</b> 68:18 <b>transportation</b> 35:19 70:10 <b>Travel</b> 4:8 66:1, 4, 8, 10 67:14, 17, 21 71:22 <b>tremendous</b> 75:18 <b>tremendously</b> 74:25 <b>trend</b> 86:20 <b>troops</b> 27:18 <b>troubling</b> 89:9, 20 <b>truly</b> 79:14 <b>truncated</b> 6:8 <b>try</b> 43:21, 22 71:16 <b>trying</b> 12:7 35:8 48:25 94:7 <b>TUESDAY</b> 1:13 5:1 <b>tuned</b> 74:1 <b>Turf</b> 84:8 <b>turn</b> 73:23 85:10 <b>Tut</b> 20:9 <b>TV</b> 76:16 <b>tweaks</b> 82:25 <b>two</b> 7:8 8:8, 10, 19, 24 9:9, 11 10:20 24:1 25:18 34:9 38:4, 23 41:13 43:4 49:16, 25 50:11 52:2 58:3 59:3 60:20, 25 66:17 69:8 76:13 80:7 88:6	92:12 <b>two-year</b> 84:17 <b>type</b> 19:2 <b>types</b> 27:3 <b>typewriting</b> 97:9 <b>typically</b> 57:3 82:13 <b>typo</b> 6:25  < U > <b>Uh-oh</b> 44:11 <b>Ultimately</b> 57:10 66:12 <b>Um-hum</b> 39:9 54:22 59:8 <b>unanticipated</b> 70:2 <b>understand</b> 7:21 12:7 33:7 39:7 88:12 <b>Understanding</b> 3:19 36:22 47:21 50:20 71:23 <b>Understood</b> 67:20 <b>underway</b> 22:3 <b>unemployment</b> 85:4 <b>unfortunately</b> 40:18 63:5 76:5 89:7 <b>universities</b> 45:10 <b>University</b> 26:1 42:3 45:6 80:13 <b>unmuting</b> 92:18 <b>unpredicted</b> 70:2 <b>unripe</b> 79:5 <b>unsafe</b> 21:17 <b>Update</b> 3:9 19:11 <b>updated</b> 8:6 33:5 <b>Updates</b> 3:10, 11 18:16 24:4 30:10 67:16 <b>updating</b> 81:25 <b>upstairs</b> 19:24 <b>use</b> 63:10 74:17 95:4 <b>Usually</b> 54:17 <b>Utah</b> 53:20 66:22 67:4, 6, 7, 8  < V > <b>vacancies</b> 32:15 <b>Valdez</b> 2:5 5:13, 14 13:2, 3 48:7, 8 51:9, 10 55:17, 18 60:2, 3 63:22, 23 67:25 68:2, 4, 5 72:3, 9, 10 73:4, 13, 18 82:5, 7 91:13, 14, 23, 24 <b>Valentine's</b> 5:7	42:17 <b>Valley</b> 54:7 <b>value</b> 38:2, 5, 11, 19 45:14 <b>valued</b> 57:2 <b>values</b> 36:8 95:7 <b>various</b> 35:22 43:4 62:18 71:1 77:24 82:14 <b>vendor</b> 74:11 <b>vendors</b> 74:14 81:11 <b>Ventures</b> 49:7, 13 50:24 <b>venue</b> 15:16 61:5, 16, 17 92:24 93:2 <b>version</b> 36:18 37:10 <b>versions</b> 6:13 <b>versus</b> 7:5 16:8 <b>vested</b> 57:21 <b>viable</b> 63:11 <b>Vice</b> 2:4, 5 5:11, 13 12:25 13:2 42:25 48:5, 7 55:15, 17 59:25 60:2 72:7, 9 91:21, 23 <b>Video</b> 15:10, 11 39:16 <b>videoconference</b> 14:17 <b>vigil</b> 25:24 26:12 62:3 <b>visit</b> 42:15 <b>visited</b> 17:19 <b>visually</b> 54:23 <b>vote</b> 36:20 40:13 91:12  < W > <b>wager</b> 86:16 <b>wagering</b> 83:16 84:25 86:13, 16 <b>Wait</b> 8:22 <b>waiving</b> 14:4 <b>walk</b> 53:10 <b>wall</b> 79:4 <b>wallet</b> 86:15, 17 <b>Walter</b> 47:6, 7 <b>want</b> 14:2 17:1 18:16 26:12 27:9 28:12, 20 31:18 32:14 40:8, 21 42:9 43:5, 14 48:23 53:11 56:12 61:19 63:3, 13 64:9, 14 68:16 69:18 70:11 73:3, 10 74:2, 5, 19, 21	77:10 82:11 88:11 93:7, 8 <b>wanted</b> 6:2 20:12 25:22 33:1, 3, 11 41:5 44:13 60:18 61:2, 15, 23 62:4, 24 73:20 83:9 92:21 93:22 <b>wants</b> 56:9 94:9 <b>warm-hearted</b> 44:18 <b>watch</b> 15:20 <b>water</b> 19:25 94:14 <b>way</b> 27:12, 21 29:3 35:7, 14, 20 46:25 53:1, 22 74:7, 15 81:4 88:5 97:12 <b>Wayne</b> 4:19 90:3, 5, 8, 11 <b>ways</b> 27:12 74:6, 8 75:11 81:9 89:9, 13 94:3 <b>wear</b> 44:7 <b>weathering</b> 69:18 <b>website</b> 17:2 56:18 94:7 <b>week</b> 25:25 84:10 86:3 <b>weekend</b> 21:10 88:6 91:3 <b>weeks</b> 83:24 86:4, 18 88:4 <b>welcome</b> 81:22 <b>welcomed</b> 35:22 <b>well</b> 6:14 8:5 10:14 13:25 14:19 15:12 16:24 17:6, 15 18:7, 17 19:12 21:9 22:2 23:15, 22 24:1, 13, 21 26:7 28:1 29:3, 13 30:2, 12 31:21 32:25 42:3 47:3, 9 51:14 54:4 62:8, 9 64:3, 4 65:11, 21 66:22 67:4 68:23 70:8, 14, 18, 23 71:7, 14 73:18, 22 75:6 78:4 79:12 80:1, 10 82:15, 17 88:14, 24 90:4 95:7 <b>well-deserved</b> 75:20 <b>Wellington</b> 53:17, 18
--	--	---	---	---



**Went** 17:10 18:4  
 30:24 42:6  
**we're** 15:4 16:16,  
 17, 23 20:13  
 21:10, 13 31:18  
 32:13, 14, 15  
 40:12 41:6 43:20  
 45:15 47:8, 14  
 70:17 73:21  
 76:18 84:18 85:5  
 87:11, 12 96:1  
**west** 19:5 76:25  
 77:19  
**Western** 66:23  
 76:24  
**we've** 15:5 16:18  
 17:12 19:20, 21  
 20:4 21:22 40:2,  
 10 65:8 68:15  
 76:13 94:10  
**WFA** 76:23  
**WHEREOF** 97:17  
**wherewithal** 51:16  
**whizzle** 19:13  
**whizzles** 19:17  
**willing** 62:3  
**win** 78:2  
**winds** 94:15  
**wine** 85:19  
**winning** 57:4, 15  
 58:11, 14  
**winter** 52:19  
 53:4, 5  
**wish** 5:6 6:20  
 52:20 93:9  
**wished** 90:4  
**WITNESS** 97:17  
**witnesses** 97:7  
**Women** 45:6  
**won** 77:21, 22  
 78:7  
**wonderful** 19:18  
 20:11 22:20  
 52:22 53:3  
**wondering** 21:3  
 34:22 45:8 69:20  
 94:4  
**wood** 20:15  
**words** 39:12  
 64:12  
**work** 6:15 21:22  
 29:12 34:3 41:22  
 47:6 50:2 51:5  
 54:6 65:18 81:4,  
 15 87:14 93:21  
**worked** 40:10  
 62:18 81:1, 20, 21  
**workers** 88:14  
**working** 18:23  
 34:18 49:10, 17

64:16 74:11  
**world-class** 53:15  
**world's** 81:17  
**Worldwide** 9:17  
**worn** 43:3  
**worth** 78:16  
**Wow** 61:7  
**wrap** 23:12 28:13  
**writes** 26:14  
**written** 26:2, 3  
**Wyland** 20:5

## &lt; Y &gt;

**Yeah** 8:15 9:13  
 15:5 22:7 23:9  
 29:14 33:25 34:5  
 38:11 54:19, 25  
 61:7 68:5 71:17  
 94:21  
**year** 9:8 20:4  
 25:24 27:1 29:6  
 42:13 46:23 47:8  
 53:17, 18 64:16,  
 17, 20 65:4 66:22,  
 25 67:3, 9 68:21  
 75:9, 13, 18 76:14  
 77:2, 7 79:4 81:1,  
 24 82:13, 16, 21  
 83:10, 15 84:1, 14  
 86:1, 3, 18 88:11  
 90:12, 14, 16, 19,  
 20, 23, 24  
**year-end** 64:3  
**years** 28:8 29:9  
 33:6 35:12 38:23  
 39:20 40:16 41:4  
 43:3 47:7 61:6,  
 17 62:18 63:9  
 68:16 69:19  
 71:12 73:9 75:3,  
 6 76:6 77:16  
 80:25 81:8 83:2  
 84:19 87:17  
 92:24  
**year's** 76:8 80:19  
**yesterday** 88:2  
**Yoga** 18:12  
**Young** 26:2 61:25  
**younger** 89:5

## &lt; Z &gt;

**Zable** 47:6, 7  
**Ziggy** 15:23  
**zone** 18:8  
**ZOOM** 1:6 2:4, 5,  
 8, 11, 12, 23, 24  
 33:16, 22