



NOTICE OF MEETING

22nd District Agricultural Association Board of Directors meeting
February 20, 2024, at 1:30 p.m.

Board Room

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

While the 22nd District Agricultural Association Board of Director's meeting will be conducted in person, per Government Code section 11133, the 22nd DAA will also provide for remote participation by Board members and members of the public. If you prefer to participate remotely, please check the 22nd DAA's website (Public Information) for the ZOOM link and/or ZOOM dial-in instructions on how to participate and/or view this meeting.

OUR PURPOSE

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

OUR MISSION

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

22nd DAA BOARD OF DIRECTORS

Frederick Schenk, President

Michael Gelfand, 1st Vice President
G. Joyce Rowland, 2nd Vice President
Mark Arabo, Director
Lisa Barkett, Director

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

Chief Executive Officer
Carlene Moore

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

OUR GOALS

THE LENS

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

BUSINESS PLAN

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

MASTER PLAN

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

COMMUNITY ENGAGEMENT

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

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

Items listed on this Agenda may be considered in any order, at the discretion of the chairperson. This Agenda, and all notices required by the California Bagley-Keene Open Meeting Act, are available at www.delmarfairgrounds.com. Public comments on agenda items will be accepted during the meeting as items are addressed.



22nd District Agricultural Association Board of Directors Meeting
AGENDA
February 20, 2024 at 1:30 p.m.

1. **CALL TO ORDER** – PRESIDENT FREDERICK SCHENK
All matters noticed on this agenda, in any category, **may be considered for action as listed**. Any items not so noticed may not be considered. Items listed on this agenda may be considered in any order, at the discretion of the Board President.

2. **ROLL CALL**

3. **CONSENT CALENDAR (ACTION ITEMS)**
All matters listed under the Consent Calendar are operational matters about which the Board has governing policies, implementation of which is delegated to the CEO. They will be enacted in one motion. There will be no discussion of these items prior to the time the Board of Directors votes on the motion, unless members of the board, staff, or public request specific items to be discussed separately and/or removed from this section. Any member of the public who wishes to discuss Consent Calendar items should notify the Chair of the Board, at the time requested and be recognized by invitation of the Chair to address the Board.
 - **Minutes, Regular Meeting January 9, 2024**
 - **Contract Awards & Approvals**
 - **Standard Agreements to Award from Competitive Solicitation**
24-003 Fire Alarm, Sprinkler & Suppression Systems; 24-005 Advertising Agency for Fair Media Buying
 - **Sponsorship Agreements**
SPO-24-006 Anheuser-Busch; SPO-24-002 Anheuser-Busch

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

5. **EXECUTIVE REPORT** – CEO Carlene Moore
 - **Operational Announcements**
 - Volleyball Premises Update (Informational)
 1. REV-15-008-41 AM5 SET Spike, LLC dba Wave Volleyball (Action)
 - **Industry News & Updates**
 - IAFE and WFA Awards (Presentation)
 - Community Inclusion IAFE Presentation

- **Review of Contracts Executed per CEO Delegation of Authority (Informational)**
 - **Standard Agreements**
24-002 HITS Del Mar Leasing; 24-008 Fair-ly Decent Promotions; 23-062 AM1 Jag Tag Enterprises, 24-010 Noise New Media; 24-906 SET Spike LLC dba Wave Volleyball
 - **Sponsorship Agreements**
SPO-24-003 Albertsons Companies LLC; SPO-24-005 Entravision; SPO-24-020 Davis Elen Advertising for the San Diego Toyota Dealers; SPO-24-064 DSI dba Global Marketing on behalf of DirecTV; SPO-24-033 Aqua Paradise; SPO-24-049 Cigma
 - **Event Agreements**
24-442 Scott William Bass, Inc.; 24-445 Harvest Festival; 24-446 Gem Faire; 24-447 Westward Expos; 24-448 Rancho Santa Fe Democratic Club; 24-449 Rancho Santa Fe Democratic Club; 24-450 SnowJam LLC; 24-451 Greater SD Hunter Jumper Association; 24-452 Susan G. Komen Breast Cancer Foundation Inc.; 24-453 Pinery Christmas Trees LLC
 - **2024 San Diego County Fair Judging Agreements**
24-01J Wayne Adriance Belding; 24-02J James Joseph Bileti; 24-03J Emily Bloom; 24-04J Breanne Cohen; 24-05J Therese Marie Dutton; 24-06J Rusty F. Folena; 24-07J Michael Franz; 24-08J Tim McDonald; 24-09J Gary Parker; 24-10J Christopher Sawyer; 24-11J Don Jeffrey Slankard; 24-12J Kevin Walsh; 24-13J Tami Wong Quinn
 - **2024 San Diego County Fair Entertainment Agreements**
24-1200 Southern CA Horseman's Council; 24-1001 Love Productions f/s/o Arrival from Sweden: The Music of ABBA; 24-1020 David Brock f/s/o Wild Child; 24-1016 ADS Music LLC f/s/o Billy Nation Tribute; 24-1011 The Empire Agency f/s/o Sammy Johnson; 24-1018 Kimzey McGrath f/s/o L.A. Sound Machine; 24-1013 33 West f/s/o Wannabe; 24-1017 Knight Music Group LLC f/s/o MINIKISS; 24-1002 Fuzion, Inc f/s/o The Dreamboats; 24-1003 Boostive; 24-1004 Fuzion, Inc f/s/o Son of a Gun: GN'R Tribute; 24-1005 Fuzion, Inc f/s/o Boy Band Review; 24-1019 Michael Nieland f/s/o The Police Experience; 24-1006 Fuzion, Inc f/s/o Ultimate Elvis: Victor Trevino; 24-1010 Mint Talent Group f/s/o Arise Roots; 24-1007 Fuzion, Inc f/s/o Bee Gees Gold: The Tribute; 24-1015 All Over Again Productions, LLC f/s/o James Garner Tribute to Johnny Cash; 24-1021 VP World, Inc. p/k/a Village People; 24-1035 Papa Doo Wa Run (Tribute to Beach Boys); 24-1008 Yessah Touring, LLC f/s/o Iam Tongi; 24-1012 Fuzion, Inc f/s/o Duets, Divas on Fire! Tina & Whitney; 24-1070 Motorsport Production Services; 24-1078 Burn Institute; 24-1068 Social Artistry LLC; 24-1072 OutAt Inc; 24-1073 M.A.N.D.A.T.E. Records Inc; 24-1082 Great American Entertainment Company LLC; 24-1051 Trapeze Co. LLC/The Flying Royals; 24-1052 Swifty Swine; 24-1053 Nerveless Nocks Inc; 24-1054 Fusion Talent Group; 24-1055 Hillia Hula Hoop Extraordinaire; 24-1056 Nancy Riegler's Bird Show; 24-1057 Terry Godfrey; 24-1059 My Fun Show LLC; 24-1060 Matt Baker; 24-1061 Tom Griesgraber; 24-1076 Drew Miller; 24-1079 Jason Love Comedy; 24-1083 El Sueno Enterprises, LLC dba Chris Diaz Music; 24-1071 iLuminate Productions, LLC; 24-1075 The Stickmen Project//CAA (Creative Artist Agency); 24-1077 Q Productions Las Vegas, Inc; 24-1081 Paramount Organization, Inc; 24-1058 Patrick Contreras; 24-1062 The Wilder Show; 24-1063 Animal Cracker Conspiracy; 24-1064 Buck Trout Entertainment Corp; 24-1065 Bandaloni; 24-1066 J.International Management; 24-1067 FIREnICE Entertainment; 24-1069 Circus Luminescence LLC; 24-1080 Entertainment Café
 - **Individual Project Agreements (IPA) with California Construction Authority (CCA)**
022-23-100 Del Mar Connection Center; 022-23-487140 San Dieguito Double Track (SDDT) Support

6. **GENERAL BUSINESS**

A. **Finance Committee Report** – Michael Gelfand, Chair

1. Consideration and vote on whether to approve the 2024 Capital Expenditures Budget (Action)
2. Consideration and vote on whether to approve the proposed Facility Rental Rates beginning in 2025 (Action)

B. **Community & Government Relations Committee Report** – Don Mosier, Chair

C. **Fair Operations Committee Report** – Frederick Schenk, Chair

- Grandstand Agreements Executed per Delegated Authority (Informational)
24-1025 Kolohe Kai; 24-1026 Old Dominion; 24-1009 TLC II Touring, LLC; 24-1027 Pepe Aguilar; 24-1028 Whiskey Myers; 24-1024 Arsenio Hall Communications Ltd f/s/o Arsenio Hall; 24-1029 Kings of Late Night - Jay Leno; 24-1030 Kings of Late Night - Craig Ferguson; 24-1023 Bertam Publishing Company f/s/o Smokey Robinson; 24-1031 Little Big Town; 24-1022 Disturbing Tha Peace Touring, Inc f/s/o Ludacris; 24-1032 Los Tucanes; 24-1014 Gravy Train Worldwide, Inc f/s/o Yung Gravy; 24-1033 Taylor Holder; 24-1034 Hombres G

D. **Strategic Planning Committee Report** – Michael Gelfand, Chair

- Discuss next Strategy Session meeting date (Informational)

E. **Affordable Housing Ad-Hoc Committee Report** – Kathlyn Mead, Chair

1. Consideration and vote on whether to approve exclusive negotiating rights agreement with the City of Del Mar related to exploring the use of a portion of the Fairgrounds for affordable housing (Action)
2. Consideration and vote on a resolution regarding the San Diego Association of Governments (SANDAG) LOSSAN Rail Realignment Project (Action)

F. **Consideration and vote to extend Workers Compensation insurance coverage to volunteers, including members of the Board of Directors, while performing their volunteer work for the 22nd District Agricultural Association** (Action)

7. **MATTERS OF INFORMATION**

- Correspondence

8. **CLOSED EXECUTIVE SESSION (NOT OPEN TO THE PUBLIC)**

Pursuant to the authority of Government Code section 11126(a), (b), and (e) the Board of Directors will meet in closed executive sessions. The purpose of these executive sessions is:

- A. To confer with and receive advice from legal counsel regarding potential litigation involving the 22nd DAA. Based on existing facts and circumstances, there is significant exposure to litigation against the 22nd DAA.
- B. To confer with counsel, discuss, and consider the following pending litigation to which the 22nd DAA is a party.
- C. To confer with counsel, discuss, and consider the following pending litigation to which the 22nd DAA is a party. Talley Amusements, Inc., et al., v 22nd District Agricultural Association, et al., San Diego County Superior Court, Case No. 37-2021-00032169.
- D. To confer with counsel, discuss, and consider the following pending litigation to which the 22nd DAA is a party. Allen v. 22nd District Agricultural Association, et al., Case No. 37-2023-00004430.

9. **RECONVENE TO OPEN SESSION**

Report on actions, if any, taken by the Board in closed executive session.

10. **ADJOURNMENT**