



NOTICE OF MEETING

22nd District Agricultural Association Board of Directors meeting
August 13, 2024, at 1:30 p.m.

Boardroom

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

While the 22nd District Agricultural Association Board of Director's meeting will be conducted in person, 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

Phil Blair, Director

Kathlyn Mead, Director

Don Mosier, Director

Sam Nejabat, Director

Secretary-Manager

Carlene Moore

Chief Executive Officer

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
August 13, 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 Item]
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 May 14, 2024**
 - **Minutes, Regular Meeting July 15, 2024**
 - **Contract Awards & Approvals**
 - **Standard Agreements from Competitive Solicitation**
23-021 AM1 On Call Environmental Services

4. **PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA**
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. **GENERAL BUSINESS**
 - A. **San Diego Double-Track Project Presentation from SANDAG** [Informational]
 - B. **Fair Operations Committee Report** – Frederick Schenk, Chair
 1. Consideration and vote to amend the theme for the 2025 San Diego County Fair [Action Item]
 - C. **RTA/SRTLC Committee Report** [Informational] – Mark Arabo, Chair
 - D. **Finance Committee Report** – Michael Gelfand, Chair
 - Introduce new draft policies [Informational]
 - 1. Discuss and vote on whether to direct staff to research options to restructure or refinance the Del Mar Race Track Authority Revenue Bonds, Series 2015 and return to the Board to discuss those options at a future meeting [Action Item]
 - 2. Discuss and vote to approve an installment payment agreement with Nilforushan Equisports relating to Event Rental Agreement 24-4002 [Action Item]

3. Discuss and vote on whether to approve event agreement with Nilforushan Equisports for a multi-day equestrian show event branded as Seaside Equestrian Tour [Action Item]
 - E. **Strategic Planning Committee Report** [Informational] – Michael Gelfand, Chair
 - Consideration of draft Guiding Principles for the approach to the creation of a new Master Site Plan building on the Outreach and Education Plan adopted by the Board
 - F. **As required by Government Code, Section 11126(c)(7)(B), discussion to identify the District’s expected negotiations with the City of San Diego regarding a temporary and permanent easement to portions of the District’s Horsepark property located at 14550 El Camino Real Del Mar, CA 92014 (APN: 302-090-34).** [Informational]
6. **CLOSED EXECUTIVE SESSION (NOT OPEN TO THE PUBLIC)**
 Pursuant to the authority of Government Code section 11126(a), (b), (c), 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, to discuss, and consider negotiations with the City of San Diego regarding a temporary and permanent easement to portions of the District’s Horsepark property located at 14550 El Camino Real Del Mar, CA 92014 (APN: 302-090-34) and provide instruction to District negotiator regarding the price and terms of payment by City of San Diego for 3,238 square feet of temporary easements and 8,577 square feet of permanent easements.
7. **RECONVENE TO OPEN SESSION**
 Report on actions, if any, taken by the Board in closed executive session.
8. **EXECUTIVE REPORT** [Informational] – CEO Carlene Moore
- **Operational Announcements**
 - Del Mar National Horse Show Wrap Up
 - 2024 San Diego County Fair Wrap-Up Report
 - KAABOO Postponement
 - **Construction Projects & Facilities Updates**
 - **Industry News & Updates**
 - **Review of Contracts Executed per CEO Delegation of Authority**
 - **Standard Agreements**
 23-050 AM1 Strategic Consultant; 23-062 AM2 Communication Training; 23-069 AM1 Beer Facilitator; 23-070 AM1 Beer Coordinator; 24-021 StrengthsFinder Assessments, Workshops, and Coaching; 24-034 Equipment Maintenance; 24-038 Offsite Parking; 24-039 Used Oil Collection; 24-040 Civilian Traffic Control Training; 24-044 Video Production for 2024 SDCF; 24-045 Civilian Traffic Control Training; 24-046 Del Mar National Horse Show 2025
 - **2024 San Diego County Fair Entertainment Agreements**
 24-1038 Frias Entertainment f/s/o Pancho Barraza; 24-1131 Ron Bocian; 24-1132 Robert Benjamin Parks; 24-1133 Fireworks America; 24-1134 Todd Charles Steinberg f/s/o The Moogician; 24-1135 Ann Heller f/s/o Fleetwood Max!; 24-1136 Anthony Capunay; 24-1137 David Maldonado; 24-1138 Marisa Derring; 24-1139 Philip Ongert; 24-1140 Robert Nash; 24-1141 Rodolfo Acosta Jr.; 24-1142 Connie Graybull

- **2024 San Diego County Fair Judging Agreements**
24-72J Randy Shumaker; 24-73J Max Horan; 24-74J McKenna Laban; 24-76J Malia Arpon; 24-77J Emily Emch; 24-78J Kevin Stanford; 24-79J Donna Kurtz; 24-80J Michael Parsons; 24-81J Alex Wisler; 24-82J Lenny Schudar; 24-83J Veronica Gomez; 24-84J Max Horan; 24-85J Denise Quires; 24-86J Rick Schudar
- **Event Agreements**
24-834 Viewpoint Brewing; 24-851 La Mesa RV Center; 25-838 CBF Productions; 25-843 Villainarts Inc; 25-856 FoodieLand LLC; 25-857 Del Mar Trade Shows, Inc.; 25-864 Jiu Jitsu World League, LLC; 25-866 TMT Productions, LLC; 25-867 Viewpoint Brewing
- **Commercial Vendor Agreements**
24-833 Live Aloha Designs; 24-835 O’Ryan LLC; 24-836 O’Ryan LLC; 24-839 Discount Pictures Mart dba SoCal Arts; 24-840 Garhua; 24-841 Straight Chillin; 24-842 ToeAsis; 24-845 UNCOMMON USA; 24-846 San Diego Amusements; 24-847 Bird Rock Coffee Roasters; 24-848 Gecko Hawaii LLC; 24-849 Eyephoria Iris Photography; 24-850 Farm Fresh To You; 24-859 Wimsico; 24-860 Karen Doyle; 24-861 Big Bully Turf; 24-862 Professional Wine Opener; 24-863 Denise Nichols dba Potpourri Pies; 24-865 ZF North America
- **Concession Agreements**
24-837 AGM Concessions; 24-844 PSQ Productions; 24-852 Vartanian Concessions Mgmt; 24-853 AGM Concessions; 24-854 Rock’s Concessions; 24-855 Fernie’s Concessions Inc.; 24-858 Grand Beverage

9. **MATTERS OF INFORMATION**

- Committee Assignments
- 22nd DAA Ticket Policy
- Correspondence

10. **ADJOURNMENT**