



NOTICE OF MEETING

22nd District Agricultural Association Board of Directors meeting
September 10, 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 ensure 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
September 10, 2024 at 1:30 p.m.

1. **CALL TO ORDER** – FIRST VICE PRESIDENT MICHAEL GELFAND
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 Vice 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 Vice President of the Board at the time requested and be recognized by invitation of the Vice President to address the Board.
 - **Minutes, Regular Meeting – August 13, 2024**
 - **Contract Awards & Approvals**
 - **Standard Agreements from Competitive Solicitation**
24-015 Sponsorship and Sales Representative
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. **EXECUTIVE REPORT** [Informational] – CEO Carlene Moore
 - **Operational Announcements**
 - Del Mar National Horse Show Wrap-Up
 - 2024 San Diego County Fair Wrap-Up Report
 - **Construction Projects & Facilities Updates**
 - **Industry News & Updates**
 - **Review of Contracts Executed per CEO Delegation of Authority** (Informational)
 - **Standard Agreements**
24-049 Communication Training; 24-907 Mini-satellite Wagering Site
 - **Event Agreements**
24-868 Pinery Christmas Trees; 25-869 La Jolla Kiwanis

6. **GENERAL BUSINESS**

- A. **Finance Committee Report** [Informational] – Michael Gelfand, Chair
- B. **Fair Operations Committee Report** [Informational] – Mark Arabo, Committee Member
- C. **DMTC Liaison Committee Report** [Informational] – Mark Arabo, Chair
- D. **People & Culture Committee Report** [Informational] – Joyce Rowland, Chair
- E. **Strategic Planning Committee Report** – Michael Gelfand, Chair
 - 1. Consideration and vote to adopt a joint resolution with the City of Del Mar, the City of Solana Beach, and the City of San Diego pertaining to the LOSSAN Rail Realignment Project [Action Item]
 - 2. Consideration and vote on 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 [Action Item]
- F. **Discuss and vote on whether to approve assignment of Food and Beverage Services Agreement (Agreement No. 12-009/41) by ASM Global to Legends** [Action Item]

7. **MATTERS OF INFORMATION**

- Board Committee Assignments
- 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. (Govt. Code, § 11126, subd. (e).)
- B. To confer with and receive advice from legal counsel, regarding potential litigation involving the 22nd DAA. Based on existing facts and circumstances, the Board will decide whether to initiate litigation. (Govt. Code, § 11126, subd. (e).)

9. **RECONVENE TO OPEN SESSION**

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

10. **ADJOURNMENT**