



NOTICE OF MEETING

22nd District Agricultural Association Board of Directors meeting
November 12, 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

Kathlyn Mead, Director

Lisa Barkett, Director

Don Mosier, Director

Phil Blair, 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
November 12, 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 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 – October 2, 2024**
 - **Contract Awards & Approvals**
 - **Rental Agreements from Competitive Solicitation**
22-904 AM1 Tennis Center Operator
 - **Standard Agreements Exercising Option Years**
DAA-21-079-10 AM2 Elevator Repair and Maintenance Services; DAA-21-081-40 AM2 Talent Buying Services; 23-014 AM1 Ticketing Services
 - **Sole Source Standard Agreements**
24-042 AM1 Grandstand Fire Watch Patrol; 25-001 Alarm and Access Control
 - **Sponsorship Agreements**
SPO-25-006 Mattress Firm, Inc.; SPO-25-014 Soleil Communications, Inc.

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
 - **Master Site Plan Outreach and Engagement Plan Briefing** [Presentation]
 - **Premier Food Services Program** [Presentation]
 - **Operational Announcements**
 - 2025 San Diego County Fair logo and branding reveal

- **Industry News & Updates**
 - Fair Visits [Presentation]
- **Review of Contracts Executed per CEO Delegation of Authority**
 - **Standard Agreements**
24-051 Controlled Substance Abuse Testing and Treatment (CSATT) Program Services; 24-052 Project Management Consultant; 24-053 Concessionaire Audit Assistance; 24-054 Medical Evaluation Program Services
 - **Individual Project Agreements (IPA) with California Construction Authority (CCA)**
022-24-595634 Grandstand Fire Panel Replacement; 022-24-595634 FCO #001 Funding Change Order for Grandstand Fire Panel Replacement
 - **Sponsorship Agreements**
SPO-25-020 Davis Elen Advertising for the San Diego County Toyota Dealers; SPO-25-022 Winning Ways, Inc.
 - **Event Agreements**
24-871 CBF Productions; 24-873 Belly Up Entertainment; 25-870 La Mesa RV Center; 25-875 Del Mar Seaside Festival, LLC
 - **Rental Agreements**
25-901 Worldwide Golf Shops LLC; 25-902 Noonan Family Swim School

6. **GENERAL BUSINESS**

- A. **Audit & Governance Committee Report** – Sam Nejabat, Chair
 - 1. Consideration and vote on whether to amend Sections 3.2, 5.3, and 6.3 of the District’s Ticket Policy to provide that for District Officials that have no Immediate Family (as that term is defined under California law) to receive a ticket for that District Official and for no more than one guest, consistent with the current California Code of Regulations [Action Item]
- B. **Finance Committee Report** – Michael Gelfand, Chair
 - 1. Consideration and vote on whether to approve the 2025 Operating Budget, including rates and out-of-state travel for employees and Board members [Action Item]
 - 2. Consideration and vote on whether to approve the 2025 Capital Expenditures Budget [Action Item]
 - 3. Consideration and vote on 2025 Delegation of Authority [Action Item]
 - Contract Authority
 - Check Signing Authority
 - Credit Card Use Authority
 - Local Agency Investment Fund Authority (when applicable)
 - Introduce new draft policies [Informational]
- C. **DMTC Liaison Committee Report** [Informational] – Mark Arabo, Chair
- D. **Nominating & Recruitment Committee Report** – Don Mosier, Chair
 - 1. Consideration and vote to approve the slate of officers, effective November 15, 2024 [Action Item]
- E. **Consideration and vote to approve the 2025 Board of Directors meeting schedule** [Action Item]

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. (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**