



NOTICE OF MEETING

22nd District Agricultural Association Board of Directors meeting
March 11, 2025, 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
March 11, 2025 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 Chair.
2. **ROLL CALL**
3. **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).)
4. **RECONVENE TO OPEN SESSION** [Anticipated by 2:15 p.m.]
Report on actions, if any, taken by the Board in closed executive session.
5. **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 – February 11, 2025**
 - **Contract Awards & Approvals**
 - **Standard Agreements from Competitive Solicitation**
25-007 Garden Block Project
 - **Standard Agreements Exercising Option Years**
23-007 AM1 Party Equipment Rental; 23-008 AM1 Golf Cart Rental
 - **Standard Agreements – Public Exigency**
24-062 Grandstand Fire Watch Patrol
 - **Operator Agreements Exempt from Competitive Solicitation**
25-1201 Prop Delivery and Installation
 - **Sponsorship Agreements**
SPO-23-002 AM1 General Motors LLC; SPO-24-002 AM1 Anheuser-Busch, LLC

6. **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.

7. **GENERAL BUSINESS**

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

1. Discuss and vote on whether to amend Section 8, 9, and 10(2) of the Joint Exercise of Powers Agreement for the Del Mar Race Track Authority [Action Item]

B. **Fair Operations Committee Report** – Mark Arabo, Committee Member [Information Item]

- Grandstand Agreements Executed per CEO Delegation of Authority
25-1032 The Fifth Veda, Inc f/s/o LIVE and Double L Touring, LLC f/s/o Collective Soul; 25-1001 Counter Productions, Inc f/s/o Foreigner; 25-1003 Summersoulstice, Inc f/s/o Maxwell; 25-1022 Frias Entertainment f/s/o Los Tigres del Norte; 25-1009 JCWD Touring, Inc f/s/o Jordan Davis; 25-1026 XTHS, LLC f/s/o Xscape; 25-1027 LITTLE JONATHAN, INC f/s/o Lil Jon; 25-1028 W.L.L. & Associates f/s/o 2 Chainz; 25-1039 The Empire Agency f/s/o Sammy Johnson; 25-1040 Yessah Touring, LLC f/s/o Iam Tongi; 25-1041 Protoje; 25-1023 Frias Entertainment f/s/o Banda MS; 25-1031 Yeah Yeah Yeahs Touring LLC; 25-1002 Juan Fiesta Corp f/s/o Jon Pardi; 25-1024 Frias Entertainment f/s/o Banda el Recodo and Banda Los Recoditos; 25-1037 3EB Touring, Inc; 25-1030 Dunham Industries, Inc f/s/o Jeff Dunham; 25-1038 Birth LLC f/s/o Ziggy Marley; 25-1025 Frias Entertainment f/s/o Los Tucanes de Tijuana
- The Sound Entertainment Agreements Executed per CEO Delegation of Authority
25-1068 Paramount Organization, Inc f/s/o Taylor Shines Laser Spectacular; 25-1069 Paramount Organization, Inc f/s/o Pink Floyd Laser Spectacular; 25-1082 Hyprov Live USA Inc f/s/o Hyprov with Asad Mecci and Colin Mochrie; 25-1084 The Stander Group f/s/o Rocky Horror Picture Show with Barry Bostwick; 25-1066 Cesar's Way, Inc; 25-1083 Big Gigantic LLC f/s/o Big Gigantic; 25-1086 Range Team Inc f/s/o Marcello Hernandez
- Don Diego Statue

C. **DMTC Liaison Committee Report** – Mark Arabo, Chair [Information Item]

D. **Discuss and vote on whether the District CEO should continue or discontinue affordable housing discussions with the City of Del Mar under the Exclusive Negotiating Rights Agreement entered into between the District and the City of Del Mar** [Action Item]

8. **EXECUTIVE REPORT** – CEO Carlene Moore [Information Item]

• **Operational Announcements**

- Progress Report: Master Site Plan Outreach and Education Plan
- State Race Track Leasing Commission and Del Mar Race Track Authority Meeting Preview
- The Sound: A Year in Review
- Guest Experience Program

- **Construction Projects & Facilities Updates**
 - Update on the Coast to Crest Trail
- **Industry News & Updates**

9. **MATTERS OF INFORMATION**

- **Correspondence**
- **Review of Contracts Executed per CEO Delegation of Authority**
 - Standard Agreements
25-010 Livestock Program Entry Coordination; 25-012 Large Format Printer Maintenance; 25-015 Community Banner Photography
 - Funding Contract (formerly Individual Project Agreements) with California Construction Authority (CCA)
022-25-889896 Hacienda Room HVAC; 022-25-889934 Exhibit Hall Transformer; 022-25-889938 Mission Tower HVAC; 022-25-891285 Surfside Mechanical Roof; 022-25-889942 The Sound Boiler Replacement
 - 2025 San Diego County Fair Agreements
25-1200 San Diego Fine Woodworkers Association; 25-1202 Get Fresh Communications; 25-1204 San Diego Garden Railway; 25-1205 KM Creative Solutions; 25-1206 Kathy Wadham
 - 2025 San Diego County Fair Entertainment Agreements
25-1051 Twisted Orbit, LLC; 25-1052 Animal Cracker Conspiracy, Inc; 25-1053 Buck Trout Entertainment Corp; 25-1054 The Wilder Show; 25-1055 Social Artistry LLC; 25-1056 Social Artistry LLC; 25-1057 OutAt Inc; 25-1058 M.A.N.D.A.T.E. Records Inc; 25-1059 Swifty Swine; 25-1060 FIREnICE Enteratinment; 25-1061 BOOM! Percussion Entertainment, LLC; 25-1062 Melomano Inc; 25-1063 DMLD LLC; 25-1064 Stunt Dog Productions; 25-1065 Trapeze Co, LLC; 25-1067 Jeff L Martin; 25-1070 Great American Entertainment Co; 25-1071 Drew Miller f/s/o Euphoria Brass Band; 25-1072 Abel Jacome; 25-1073 Oasis Camel Dairy LLC f/s/o Nancy Riegler Bird Show; 25-1074 DOGZ Events, LLC; 25-1075 Full Contact Racing LLC; 25-1076 San Diego Bluegrass Society; 25-1077 Patrick Contreras; 25-1078 Fuzion, Inc f/s/o The Dreamboats; 25-1079 Fuzion, Inc f/s/o Let's Get It On: Tribute to Marvin Gaye & Motown; 25-1080 Fuzion, Inc f/s/o Sixtiesmania; 25-1081 Adam the Great; 25-1085 A Journey Heals dba Jag Real Estate f/s/o Jason Coleman
 - 2025 San Diego County Fair Judging Agreements
25-34J Wesley D. Hagen
 - Event Agreements
25-901 Central Valley Reptile Expo; 26-892 Biltwell Inc; 26-902 Pacific Bills Media; 26-903 SCEGA California

10. **ADJOURNMENT**