



## **NOTICE OF MEETING**

22<sup>nd</sup> District Agricultural Association Board of Directors  
April 8, 2025 at 1:30 p.m.

### **Boardroom**

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

*While the 22<sup>nd</sup> District Agricultural Association Board of Director's meeting will be conducted in person, per Government Code section 11133, the 22<sup>nd</sup> DAA will also provide for remote participation by Board members and members of the public. If you prefer to participate remotely, please check the 22<sup>nd</sup> 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.**

### **22<sup>nd</sup> DAA BOARD OF DIRECTORS**

Frederick Schenk, President

Michael Gelfand, 1<sup>st</sup> Vice President

G. Joyce Rowland, 2<sup>nd</sup> 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

#### **22<sup>nd</sup> 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.*

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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](http://www.delmarfairgrounds.com). Public comments on agenda items will be accepted during the meeting as items are addressed.



## 22<sup>nd</sup> District Agricultural Association Board of Directors Meeting AGENDA

April 8, 2025 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 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 1:45 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 – March 11, 2025**
  - **Minutes, Regular Meeting – March 24, 2025**
  - **Contract Awards & Approvals**
    - **Standard Agreements from Competitive Solicitation**  
25-002 Crowd Management and Security; 25-003 Bicycle Patrol Services
    - **Standard Agreements Exercising Option Years**  
23-034 AM2 Community Street Banner Printing; 23-036 AM2 Community Street Banner Installation
    - **Standard Agreements Exempt from Competitive Solicitation**  
25-008 American Sign Language Interpretation; 25-023 Fairgrounds 2050 Community Survey Development and Deployment
    - **Sole Source Standard Agreements**  
25-020 Grandstand Fire Watch Patrol
    - **Operator Agreements Exempt from Competitive Solicitation**  
22-902 AM1 ATM Services
    - **Sponsorship Agreements**  
SPO-25-008 Northgate Gonzalez, 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

- 2024 Statement of Operations Report submitted to California Department of Food and Agriculture [Information Item]
- 1. Consideration and vote on whether to (a) approve the District's 2025 insurance policies renewals, or (b) delegate authority to Director Gelfand to review, select, and procure insurance policies for 2025 and to report back on those selections to the District's Board of Directors at the May 2025 Board meeting [Action Item]
- 2. Consideration and vote on whether to provide statutory consent for the operation of a minisatellite wagering site [Action Item]

B. **Consideration and vote on whether to delegate authority to President Schenk to approve the competitively bid contract for Grandstand Fire Watch services and report back on the contract to the District's Board of Directors at the next regularly scheduled and noticed District Board meeting** [Action Item]

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

- Horse Racing Industry News & Information

D. **Report of State Race Track Leasing Commission and Del Mar Race Track Authority Meetings** – Mark Arabo, RTA President [Information Item]

E. **Fair Operations Committee Report** – Frederick Schenk, Chair [Information Item]

F. **Present draft revisions of Policy 6.01, Event Ticket Policy and receive feedback** [Information Item]

G. **People & Culture Committee Report** – Joyce Rowland, Chair

1. Discussion and vote on whether to support Senate Bill 493, which would amend Section 4058 of the Food & Agriculture Code to revise and recast the determination of the compensation for managers of District Agricultural Associations [Action Item]

H. **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**
  - 2025 Del Mar National Horse Show Preview & Horsepark Activities
- **Construction Projects & Facilities Updates**
  - Presentation of enhancements at the Del Mar Golf Center
- **Industry News & Updates**

9. **MATTERS OF INFORMATION**

- **Correspondence**
- **Review of Contracts Executed per CEO Delegation of Authority**
  - **Standard Agreements**  
25-017 Emergency Management Planning Consultant Services; 25-018 Graphic Design for Exhibits; 25-801 Executive Recruitment; 25-802 Investigation Services; 25-803 HR Consulting Services; 25-804 Classification Study
  - **2025 San Diego County Fair Agreements**  
25-1207 Pet Zone SD Inc. dba Pet Zone Tropical Fish
  - **2025 San Diego County Fair – The Sound Entertainment Agreements**  
25-1093 Tumua Tuinei LLC f/s/o Tumua
  - **2025 San Diego County Fair Entertainment Agreements**  
25-1087 Delinger Entertainment; 25-1088 So Cal Corgi Nation; 25-1089 Samara Goldberg; 25-1090 Fireworks America; 25-1091 The Mobile Barkery; 25-1093 Rancho Coastal Humane Society
  - **2025 San Diego County Fair Paddock Entertainment Agreements**  
25-1019 Seismonos, Inc f/s/o Ozomatli; 25-1004 Howard Decker f/s/o Strait Country; 25-1006 Jesse Royal, Inc; 25-1014 Premier Tributes, LLC f/s/o 24k Magic Tribute; 25-1007 The Sure Fire Soul Ensemble; 25-1008 The Arena Rock Show, LLC; 25-1033 Ernest Curcio Gen Ptf f/s/o No Duh – No Doubt Tribute; 25-1010 JS Entertainment, Inc f/s/o Jake Shimabukuro; 25-1011 Matthew Phillips Music f/s/o Matthew Phillips; 25-1005 Who's Bad Music, LLC f/s/o The Evolution of Pop; 25-1018 The Long Run Band, Inc f/s/o The Long Run – Eagles Tribute; 25-1015 Roughstock Records f/s/o Jared Rogerson & Band; 25-1017 The Expendables LLC f/s/o The Expendables; 25-1020 Bobby Deitch Music Inc f/s/o Forever Ray – A Tribute to Ray Charles; 25-1013 Dead Man's Party f/s/o Dead Man's Party – Oingo Boingo Tribute; 25-1034 Mr. Minelli LLC f/s/o Michael Minelli; 25-1012 Bevins Roadsiding, Inc f/s/o The Como La Flor Band – A Selena Tribute; 25-1035 TAD Management LLC f/s/o TOBY – A Toby Keith Tribute Band; 25-1016 Long Beach Dub Allstars LLC f/s/o Long Beach Dub Allstars; 25-1036 Devotional – Depeche Mode Tribute
  - **Event Agreements**  
25-901 Susan G. Komen Foundation; 25-910 Harvest Festival; 25-911 CBF Productions; 25-912 SANDAG; 25-913 SCH Horseman's Council; 26-905 Boulevard Trash; 26-906 Century Club of SD; 26-908 Tiny Fest, LLC

10. **ADJOURNMENT**