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BOARD OF DIRECTORS MEETING
22ND DISTRICT AGRICULTURAL ASSOCIATION
DEL MAR FAIRGROUNDS
2260 JIMMY DURANTE BOULEVARD
DEL MAR, CALIFORNIA 92014

TUESDAY, MAY 13, 2025

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Transcribed by:

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IN ATTENDANCE

OFFICERS:

- FREDERICK SCHENK, PRESIDENT
- MICHAEL GELFAND, 1ST VICE PRESIDENT
- JOYCE ROWLAND, 2ND VICE PRESIDENT
- MARK ARABO, DIRECTOR
- LISA BARKETT, DIRECTOR
- PHIL BLAIR, DIRECTOR
- KATHLYN MEAD, DIRECTOR
- DON MOSIER, DIRECTOR
- SAM NEJABAT, DIRECTOR

22ND DISTRICT AGRICULTURAL ASSOCIATION STAFF:

- CARLENE MOORE, CHIEF EXECUTIVE OFFICER
- KATIE MUELLER, CHIEF OPERATIONS OFFICER
- TRISTAN HALLMAN, CHIEF COMMUNICATIONS OFFICER
- DOUG LOFSTROM, INTERIM CHIEF ADMINISTRATIVE OFFICER
- DONNA O'LEARY, OFFICE MANAGER
- HENRY RIVERA, PRODUCTION DIRECTOR

22ND DISTRICT AGRICULTURAL ASSOCIATION COUNSEL

- JOSHUA CAPLAN, OFFICE OF THE ATTORNEY GENERAL

1 OTHER SPEAKERS:

2 BILL STRAUSS, BOARD OF DIRECTORS, DEL MAR

3 THOROUGHBRED CLUB

4 ERIN BAILEY, VP OF MARKETING, DEL MAR THOROUGHBRED
5 CLUB

6

7 PUBLIC COMMENTERS:

8 MARTHA SULLIVAN

9 ALLISON PRATER

10 AMIT DHULESHIA

11 JANE CARTMILL

12 CHAUN REYNOLDS

13 ABIGAIL HAWTHORNE

14 JIM COLEMAN

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1 [Meeting called to order at 11:05 a.m.]

2 PRESIDENT FREDERICK SCHENK: I want to call the meeting to
3 order of the 22nd DAA. It is May 13th, it is now about 5
4 minutes past the hour of 11:00. We're starting somewhat
5 earlier today because we do have an extended closed executive
6 session.

7 So Donna, why don't we start with roll and then we'll
8 move from there.

9 MS. O'LEARY: Okay, great.

10 President Schenk.

11 PRESIDENT FREDERICK SCHENK: Here.

12 MS. O'LEARY: Vice President Gelfand.

13 MR. GELFAND: Here.

14 MS. O'LEARY: Vice President Rowland.

15 MS. ROWLAND: Here.

16 MS. O'LEARY: Director Arabo.

17 MR. ARABO: Here.

18 MS. O'LEARY: Director Barkett.

19 MS. BARKETT: Here.

20 MS. O'LEARY: Director Blair.

21 MR. BLAIR: Here.

22 MS. O'LEARY: Director Mead.

23 MS. MEAD: Here.

1 MS. O'LEARY: Director Mosier.

2 MR. MOSIER: Here.

3 MS. O'LEARY: And Director Nejabat.

4 MR. NEJABAT: Here.

5 PRESIDENT FREDERICK SCHENK: All right. We have a full
6 house. We have not only a quorum but we have all the
7 directors present.

8 We're going to now move into a closed executive session
9 as it was indicated on our agenda. And we hope and expect to
10 return to open session at around the time that we would
11 generally start at around 1:30. And if it's otherwise, we'll
12 have someone poke their head out and let the audience know
13 but we're going to try to shoot for that time. All right.

14 And if we would close the doors, please. All right, the
15 time is 7 minutes after 11:00. And pursuant to the authority
16 of the Government Code section 11126A, (a), (b), and (e), the
17 Board of Directors are meeting in closed executive session on
18 the items described on today's agenda. And with that, we need
19 to clear.

20 MS. MOORE: Yes, we're going to clear the room and switch
21 technology.

22 [Board recessed to closed session at 11:07 a.m.]

23 [Board reconvened into open session at 2:42 p.m.]

1 PRESIDENT FREDERICK SCHENK: By the time that Henry gets
2 back it will be a few minutes later, a moment later. The time
3 is about 18 minutes before the hour of 3:00. The 22nd DAA
4 Board of Directors considered the advice of counsel on items
5 listed on the closed session portion of the agenda and
6 nothing is reporting.

7 We are going to turn to consent calendar. Our first order
8 of business, I want to note that contract 25-005 for law
9 enforcement and traffic control was removed from the consent
10 calendar today because our team was still completing
11 negotiations with the San Diego County Sheriff's Department.
12 So now I will remind everyone that this is the time to
13 request to pull an item. And not for comment on the item, but
14 comments will be heard separately when the board then takes
15 that up. So is there any member of the public or board member
16 that would like to ask that an item be removed from the
17 consent calendar? Yes?

18 Yes?

19 Yes, please.

20 MARTHA SULLIVAN: Martha Sullivan from Imperial Beach. I
21 would like to request Contract 22-905, Electrical Services,
22 be pulled from the consent calendar. I think the one-page
23 contract in the agenda packet at page 86 doesn't tell us

1 anything about how this revenue is generated by the contract,
2 which is being amended to exercise the first one-year
3 contract extension. And this is information that should be
4 the bare minimum in a consent calendar. Plus, as I recall,
5 Director Mosier, at the last meeting I think it was, made the
6 point that existing practices should be reviewed relative to
7 more sustainable particularly energy practices. And --

8 PRESIDENT FREDERICK SCHENK: This is not up for
9 conversation. You would like 22-905 pulled?

10 MARTHA SULLIVAN: Yes.

11 PRESIDENT FREDERICK SCHENK: Any others?

12 MARTHA SULLIVAN: No.

13 PRESIDENT FREDERICK SCHENK: Okay, thank you. We will have
14 further conversations about other subjects at the appropriate
15 time. Thank you for that. Anybody else from the Board that
16 would like anything pulled from the consent calendar?

17 All right, seeing none, I'm going to entertain a motion,
18 but for 22-905, for approval for the consent calendar. Motion
19 made, seconded.

20 Any discussion?

21 All right, hearing none, we'll take a vote.

22 MS. O'LEARY: I apologize, I didn't hear who motioned.

23 PRESIDENT FREDERICK SCHENK: Gelfand.

1 And Director Arabo?

2 MS. ROWLAND: No, Rowland.

3 PRESIDENT FREDERICK SCHENK: Rowland, I'm sorry.

4 MS. O'LEARY: Okay. President Schenk.

5 PRESIDENT FREDERICK SCHENK: Aye.

6 MS. O'LEARY: Vice President Gelfand.

7 MR. GELFAND: Aye.

8 MS. O'LEARY: Vice President Rowland.

9 MS. ROWLAND: Aye.

10 MS. O'LEARY: Director Arabo.

11 MR. ARABO: Aye.

12 MS. O'LEARY: Director Barkett.

13 MS. BARKETT: Aye.

14 MS. O'LEARY: Director Blair.

15 MR. BLAIR: Aye.

16 MS. O'LEARY: Director Mead.

17 MS. MEAD: Aye.

18 MS. O'LEARY: Director Mosier.

19 MR. MOSIER: Aye.

20 MS. O'LEARY: And Director Nejabat.

21 MR. NEJABAT: Aye.

22 PRESIDENT FREDERICK SCHENK: All right. Consent calendar

23 is approved. We'll go to general business but we'll start

1 with 22-905.

2 Carlene.

3 MS. MOORE: All right, so this is -- this agreement for --
4 or -- and the amendment to this agreement is for the
5 electrical services from the vendor who provides electrical
6 services to our various shows, so Edlen is who it's been and
7 what they do with the various shows that come in, they work
8 directly with the promoters to, in essence, layout, so if we
9 have a trade show coming in they are doing the layout of the
10 electrical, so all of the vendors at the shows can have
11 access to electrical. And this is a revenue generating
12 contract because we receive, as outlined on page 86, we
13 receive a percentage or a commission on those services
14 because they are in essence selling their services to the
15 promoters of the shows and we receive a percentage back on
16 that. So it's not a cost to the district for providing that
17 service. It actually generates revenue to us.

18 MR. GELFAND: If there's a trade show or something, they
19 got to supply electrical to all of the booths and whatever?

20 MS. MOORE: Yes.

21 MR. GELFAND: Okay. That makes sense.

22 PRESIDENT FREDERICK SCHENK: All right. Is there a motion
23 to approve?

1 MR. GELFAND: So moved.

2 MR. MOSIER: Second.

3 PRESIDENT FREDERICK SCHENK: Is there a second?

4 MS. MEAD: Second.

5 PRESIDENT FREDERICK SCHENK: Before we go to a vote, is
6 there any public comment on the subject?

7 MARTHA SULLIVAN: Martha Sullivan from Imperial Beach.
8 Thank you for the explanation. That's very helpful. I would
9 like to, again, refer to whether this is an opportunity to
10 act on Director Mosier's suggestion of reviewing existing
11 practices to see if there's more sustainable sort of energy
12 practices that can be employed and that kind of thing.

13 PRESIDENT FREDERICK SCHENK: I'll tell you what. I errored
14 and I should have invited you up for public comment on
15 matters not on the agenda. And I'm going to give you that
16 time but let us vote on this and then I'm going to invite you
17 back up, Ms. Sullivan. How's that?

18 MARTHA SULLIVAN: I don't need to talk about it any
19 further. I'm just suggesting something that this board should
20 follow up on.

21 PRESIDENT FREDERICK SCHENK: Fair enough. And I appreciate
22 your comments.

23 All right. Any further discussion or comments?

1 Seeing none, we'll take a roll vote.

2 MS. O'LEARY: I was talking to Director Barkett. I got

3 Mead as the second and I didn't hear the first.

4 MR. GELFAND: I was the first, Gelfand.

5 MS. O'LEARY: For some reason I'm not hearing you today,

6 I'm sorry.

7 PRESIDENT FREDERICK SCHENK: Okay.

8 MR. GELFAND: I'm very soft spoken.

9 MS. O'LEARY: Yes, you are.

10 President Schenk.

11 PRESIDENT FREDERICK SCHENK: Aye.

12 MS. O'LEARY: Vice President Gelfand.

13 MR. GELFAND: Aye.

14 MS. O'LEARY: Vice President Rowland.

15 MS. ROWLAND: Aye.

16 MS. O'LEARY: Director Arabo.

17 MR. ARABO: Aye.

18 MS. O'LEARY: Director Barkett.

19 MS. BARKETT: Aye.

20 MS. O'LEARY: Director Blair.

21 MR. BLAIR: Aye.

22 MS. O'LEARY: Director Mead.

23 MS. MEAD: Aye.

1 MS. O'LEARY: Director Mosier.

2 MR. MOSIER: Aye.

3 MS. O'LEARY: And Director Nejabat.

4 MR. NEJABAT: Aye.

5 PRESIDENT FREDERICK SCHENK: Matter was moved, seconded
6 and approved.

7 I will go back to public comment for items not on the
8 agenda. And we do have some people on queue.

9 But is there anybody in the audience who would like to
10 speak first?

11 Please, Ms. Sullivan.

12 MARTHA SULLIVAN: Martha Sullivan from Imperial Beach.

13 And I just want to say that I think we've earned our fair
14 swag bag.

15 PRESIDENT FREDERICK SCHENK: Enjoy it, but come in wearing
16 when you come to the fair, please.

17 MARTHA SULLIVAN: From the City of Del Mar website, quote,
18 although 80% of the fairgrounds is in the City of Del Mar,
19 the city as a municipality has no authority to approve,
20 disapprove activities held on the fairground's property. I
21 bring this up in light of the fact that this fairgrounds has
22 yet to host any cannabis events many years after it's become
23 legal in the State of California. This fairgrounds should

1 join other state and local event venues in hosting legal
2 cannabis events rather than missing this potential revenue
3 source. The latest development on this front is the first
4 cannabis lounge in San Diego County, which opened last month
5 in National City.

6 As reported by NBC News, Sessions by the Bay will be the
7 first place in San Diego County where you can buy and consume
8 cannabis products in a restaurant setting. A new state law
9 and local support paved the way for customers to eat edibles,
10 drink infused beverages, and smoke products onsite. Sessions
11 by the Bay has partnered with Sycuan, which also owns the
12 U.S. Grand Hotel, The Hotel Solamar in the Gaslamp, and the
13 Singing Hills Golf Resort in El Cajon as well as their casino
14 resort in El Cajon. This property happens to be on Kumeyaay
15 land. The war on drugs has negatively impacted communities of
16 color disproportionately, and that includes Native American
17 communities. So it's great to have Sycuan's leadership and
18 participation in this industry, end quote.

19 PRESIDENT FREDERICK SCHENK: Thank you for your input.

20 Anybody else who would like to address us on matters not
21 on the agenda?

22 ALLISON PRATER: Allison Prater, Imperial Beach. From San
23 Diego attorney Bryan Pease litigating on behalf of SHARK,

1 Showing Animals Respect and Kindness and Animal Protection
2 and Rescue League against the Padres and C5 Rodeo Company.
3 Seeking an order to compel the city to produce all of the
4 documents regarding this permit. Pearl necklace is the latest
5 horse killed by the San Diego Padres. Southwest Strategies
6 Group, Eric Grubner, Caroline Perry, Diana Pates, Chris Wahl
7 and others who are personally and directly responsible for
8 this travesty. She was 11-months pregnant, which is full term
9 for a horse. She had a cruel bucking strap tied tightly
10 around her abdomen to force her to buck wildly for the saddle
11 bronc events at the 2025 Padres Rodeo. She collapsed and died
12 about 15 minutes later of internal bleeding. Her foal died
13 inside of her and was not extracted until much later. Mayor
14 Todd Gloria had requested language be inserted into the
15 permit for the 2025 rodeo prohibiting such cruel devices
16 after the Padres previously killed a horse at their 2024
17 rodeo. Documents produced by the City of San Diego showed the
18 language in the permit but now the city is claiming the
19 Padres never accepted this language. Thank you.

20 PRESIDENT FREDERICK SCHENK: Thank you. Next is Amit
21 Dhuleshia. And I apologize if I've really mispronounced your
22 surname.

23 AMIT DHULESHIA: No, you did a good job. Thank you.

1 Good afternoon, Board Members. I'm here to respectfully
2 urge the association to stop posting reptile and exotic
3 animal shows at the Del Mar Fairgrounds. These events are you
4 know, they treat animals as props and commodities rather than
5 kind of beings that are complex and physical. And that have
6 needs, physical and psychology. Reptiles, amphibians and the
7 exotics, so-called exotics are especially vulnerable. Many
8 are bred in captivity, Transported in stressful conditions
9 and are confined to small enclosures that fail to meet the
10 most basic requirements. There are also public health and
11 safety concerns with this. These shows can give the
12 impression that exotic animals make good pets, which fuels an
13 unsustainable and dangerous trade. Often these animals are
14 abandoned, neglected or die prematurely once the novelty
15 wears off. Cities across California are now recognizing that
16 the harms and are moving towards the end of retail sales of
17 these animals including City of Del Mar is considering this
18 as well. Let's try to move away from this reptile expo and
19 try to move towards something that's more humane, more
20 educational and that don't put animals at risk. Thank you so
21 much.

22 PRESIDENT FREDERICK SCHENK: Thank you for your time and
23 your input.

1 Next, Jane Cartmill on matters not on the agenda.

2 JANE CARTMILL: I also saw the Central Valley Reptile Show
3 listed at the fairgrounds events for September and plan to
4 reiterate the many serious problems with such exhibits.
5 Information I provided to the Board previously that has
6 fallen on deaf ears. Maybe it's the messenger. I can't expect
7 you to take my word for it so I cited documented sources. I'm
8 asking you to talk to your newfound partners at the San Diego
9 Humane Society. Gary Weitzman knows as does every leader in
10 the humane movement that the exotic reptile trade is an ugly,
11 unmonitored, and virtually unregulated industry responsible
12 for fueling the demand for exotic species for sale to
13 hobbyists and the uninformed public. The shows are not
14 illegal but are often cash-only operations that contribute to
15 the second largest illegal trade in the world after drugs.
16 Hundreds of thousands of reptiles are imported and smuggled
17 into the country each year bringing thousands of cases of
18 salmonella, bacterial infections and parasites to an
19 unsuspecting public. It's estimated that 90% of the reptiles
20 are captured from the wild, depleting those populations and
21 then used for breeding. Many escape or are lost during
22 transport; more are turned loose by disenchanted buyers. And
23 invasive species damage our own native populations. About 90%

1 of exotic reptiles imported will die within a year from gross
2 mishandling prior to sale or unknowing neglect of their
3 complex dietary and habit needs. The expo has added a K-9
4 pets feature in an effort to improve its image and earn more
5 patrons, yet they still advertise hands-on interactions with
6 an alligator and even a baboon. Have you looked at their
7 website? Have you vetted their suppliers? Why be associated
8 with another abusive and unethical enterprise. The income is
9 minimal. There's nothing agricultural about selling snakes
10 and lizards. Please ask Gary, learn more, and please stop
11 hosting exotic reptile shows at the fairgrounds.

12 PRESIDENT FREDERICK SCHENK: Thank you for your time.

13 Next is Chaun Reynolds.

14 Chaun Reynolds: Hello, can you hear me?

15 PRESIDENT FREDERICK SCHENK: Yes, we hear you.

16 CHAUN REYNOLDS: Hello

17 PRESIDENT FREDERICK SCHENK: Yes, you're live.

18 CHAUN REYNOLDS: I wanted to read an excerpt from a recent
19 article in the Voice of San Diego.

20 The biggest blow to Arabo's reputation came in 2017. A
21 group of members from the Neighborhood Market Association
22 sued Arabo for receiving improper payments from them. A judge
23 agreed that Arabo had received improper payments and ordered

1 him to pay back \$248,000 dollars to the organization related
2 to a real estate deal and credit card reimbursements. The
3 judge, Richard E.L. Strauss said he was astounded by the
4 number of lies he heard in the case. This is one of the most
5 unusual cases I've ever had in my 22 years on the bench,
6 Strauss said. I've never heard so much fiction under oath.
7 It's really unbelievable, I don't even know where to start.
8 Strauss accused Arabo of blatantly lying about his own hand
9 writing and the back tracking when he was about to be caught
10 in a lie. He had a brief phone conversation with a
11 representative of the Neighborhood Market Association, said
12 Arabo is no longer involved with the organization. Arabo
13 currently serves on the Board of the organization which
14 oversees the Del Mar Fairgrounds, the 22nd District
15 Agricultural Association. A spokesperson for the District did
16 not respond to our request for comment from Arabo for this
17 story. Arabo is set to receive an honorary doctorate on May
18 17th at the Fowler College of Business commencement ceremony.

19 Thank you for your time.

20 PRESIDENT FREDERICK SCHENK: All right, we're going to
21 move onto general business. First is item 7-A, Fair Ops
22 committee report. This is an information only report. And
23 this is the time of the year that we enjoy having this

1 because we're going to hear all about what we have coming up
2 in one month at the 2025 San Diego County Fair, including an
3 update on our Fair For All program. So I'm going to turn it
4 over to Katie.

5 Katie, it's yours. Thank you.

6 KATIE MUELLER: Yeah, a little play on words. Super
7 excited to be up here today to tell you all about the largest
8 annual event in San Diego County, which is going to start in
9 three short weeks. Tristan knows. He's got a count-down -
10 clock down - count down calendar that we all hate. But - we -
11 this is the most action-packed fair since the pandemic. And
12 all of San Diego has to come out and see it because it's got
13 all of your favorites. And a lot of new features that we have
14 never, ever had had this fair before and I'm so excited to be
15 able to give you a little taste of what's to come this year.

16 So this is going to be the front entrance. This is a
17 rendering of what the O'Brien Gate will look like when it
18 welcomes you to the fair. This is also where we'll hold our
19 opening ceremonies, right in front of this gate. So you have
20 an unobstructed view of it. Deals and discounts. So just real
21 quick, just to run through it. You can find all the latest
22 information about the fair on sdfair.com, that's the best
23 place to go. But we do offer discounted admission on weekdays

1 as we always have, we offer discounted admission if you buy
2 online in advance. And we've also partnered with NCTD once
3 again to offer the fair tripper. So for the price of fair
4 admission you get a free round-trip ride on the coaster. We
5 have shuttles that will pick you up from Solana Beach. And
6 new this year, we are going to have a Juneteenth special. So
7 Juneteenth is on a Thursday. It ended up being one of our
8 largest attendance days for the fair last year when it was on
9 a Wednesday so we're anticipating a big day again. It's the
10 lowest price, so for \$15 you can ride round-trip on the
11 coaster and get admission to the fair. So we want to
12 encourage everybody to take public transportation that day.

13 We've also got a number of retail outlets that you can
14 also get deals and discounts. I always say if you pay full
15 price to come to the fair, you're not trying hard enough.
16 Albertsons, Vons and Pavilions is back this year with tickets
17 sold in-store. We have not done this since 2019 so we're
18 very, very excited they sold 100,000 tickets in 2019. You can
19 get a discount ticket. And the best part is you can use the
20 ticket any day of the fair. You don't have to choose your day
21 in advance. O'Reilly will offer the 2-pack for \$20. Costco
22 has that great deal for \$98.99, the package, the family pack.
23 We've got the passport to savings book back full of deals and

1 discounts. We are actually selling tickets on military bases,
2 which we have not done since 2019. So you can also get a
3 discount if you buy on a military base. And then of course
4 we'll have Kids Days again, which are 12 and under are free
5 every Friday.

6 We're also bringing back the season pass. So we've been
7 asked and asked and asked for this option and so we're
8 finally bringing it back. Unlimited admission. All the fair
9 you can handle for \$65. Again, come any day you want. With no
10 reservation needed. We have a brand-new season pass that's
11 called the Fair Fanatic. It includes the unlimited admission
12 portion of course but then it also includes all of these
13 perks. A commemorative lanyard, a cup that you can refill for
14 \$3 at any concession stand or you can refill for free at one
15 of our water stations, your free parking for the first day
16 that you use the pass, a buy one, get one free FastPass, 50%
17 off two admission tickets so you can bring some friends, 15%
18 off fair merchandise, and then \$10 off of tickets to A show
19 at The Sound.

20 MS. ROWLAND: [off mic] I'm assuming you all did some sort
21 of economic analysis. I believe that these were good for the
22 fair from a revenue perspective?

23 KATIE MUELLER: Oh, yes. Yes. Yes. Definitely. We didn't

1 just makeup the -- [chuckling] -- but yeah.

2 MR. GELFAND: So you get one day of free parking with that
3 pass but the rest of the time you pay full price for parking?

4 KATIE MUELLER: Yes, yep, you get one day of free parking.

5 MR. GELFAND: Okay.

6 KATIE MUELLER: Yeah, or you can park at Canyon Crest
7 Academy for free.

8 MR. GELFAND: Well, while I'm at it. It's interesting that
9 you have a discounted price on June 19th if you take public
10 transportation. But did you consider like a weekend rate on
11 June 19th for people who conventionally come here? Just
12 because there's so much demand it's kind of similar to a
13 weekend, I wonder if you thought about that.

14 KATIE MUELLER: Yeah, we didn't choose to boost the price
15 of Juneteenth this year we're leaving it as is. It's early in
16 the fair. And that's when we really you know want the large
17 attendance to come to kind of spread it out a little bit so
18 we didn't. It's something we can look at in the future.

19 Yes.

20 MR. BLAIR: I recall last Juneteenth we were all surprised
21 about the attendance. And the traffic was really tough.

22 KATIE MUELLER: Yes.

23 MR. BLAIR: Now that you know it potentially could be a

1 big day, are we going to do traffic differently or take it
2 more seriously.

3 KATIE MUELLER: Yes. Absolutely. So last year you know, we
4 treated it like a weekday. You know, we didn't realize that
5 so many people had the day off. The year before it had been
6 on a Tuesday, so it was a dark day. We didn't really realize
7 how many had the day off our that they would choose to come
8 to the fair, which of course why wouldn't you as a pay one
9 price ride day. So yes, we are going to be prepared with more
10 traffic directors, we're going to have our cones and
11 everything be at the ready a little bit earlier. We opened
12 some additional parking on our track. We'll be prepared to go
13 to the track a little sooner, so I think that we'll be ready
14 for it. And again, we will be encouraging people to take
15 public transportation and also park at Canyon Crest, the
16 offsite lot.

17 MS. ROWLAND: So since we're still on Juneteenth, I think
18 it might be nice if there were a display describing what
19 Juneteenth is. Because not everyone knows that it's the date
20 when the slaves in Texas first heard about the Emancipation
21 Proclamation a couple years after it happened. So it might be
22 nice to create some context because a lot of people still do
23 not know what this holiday is about.

1 KATIE MUELLER: Mm-hmm. Okay.

2 Some other deals for talking to all your friends and
3 neighbors about the best days to come. Of course, we've got
4 our pay one price wristbands days, which is a hugely popular
5 promotion for us. You can also get a Pepsi coupon for \$5 off
6 at 7-Eleven and Speedways. Our ride and game packages are
7 25%, you get a 25% more credits for the money up until June
8 10th and then they go to the full retail. We've started two
9 new promotions on Fridays. Friday days were probably our
10 slowest time attendance so we have two new promotions, one is
11 called Game On Fridays. You can play any game on the
12 fairgrounds from 11 to 4 for four digital tickets, which is
13 about 50% off most games are 6 to 8 credits. Foodie Fridays.
14 We are going to be stepping up kind of our fair-tastic food
15 competition. It used to be, the only people that really got
16 to enjoy it was the judges. So now we're bringing it to the
17 masses and on Fridays you can get 50% off the 18 finalists
18 from the fair-tastic foods from 11 to 4. So for a very
19 limited time. We also are introducing every day value meals
20 for \$15. I think we have a around 30 vendors that are
21 participating in this and it includes an entree item, a small
22 drink and a side for \$15. And that's every single day of the
23 fair.

1 Entertainment. So since our last couple of board
2 meetings, do have three new grandstand acts that we
3 announced. We couldn't announce them earlier because they
4 played at Coachella. And so they're on sale now. So we've got
5 Zedd, who's EDM, and I think somebody on this board had an
6 idea for EDM. Wildly popular. It's almost sold out. So if
7 anybody wants to see Zedd, it's get your tickets now because
8 they're going fast. Chelsea Cutler and Quinn XCII on June 25th
9 and Jessie Murph on June 28th. So these are all up-and-coming,
10 really, you know, younger, kind of young demographic leaning.
11 And really rounds out our Grandstand lineup really, really
12 well. Just a reminder, these are the dates of all the acts.
13 Everything's selling really well. We're up 32% in our sales
14 over last year overall, so we're very excited about that.

15 We're introducing even more action at The Sound this
16 year, if you will. So instead of just Saturday nights, we've
17 got Summer Nights at The Sound. And I think we've got about
18 13 different shows happening throughout The Sound, throughout
19 the fair, at The Sound. Excuse me. And I like to call them
20 the variety shows because these are mostly nonmusical
21 entertainment with the exception of Big Gigantic there, who
22 is an EDM performance as well. But we've got some laser
23 shows, we've got hyperv, which is a combination of comedy and

1 improv featuring Colin Mochrie from the show Whose Line Is It
2 Anyway? We've got the Rocky Horror Picture Show with Barry
3 Bostwick who is one of the original actors who is going to be
4 there to screen the film. We've got Cesar Millan, who is the
5 dog whisperer, who really goes well with our theme. And then
6 I always pronounce this guy's name wrong but he's really
7 popular. Tumua Tuinei, I think that's how to pronounce it.
8 Anyways, he's a comedian big with the Pacific Islander
9 community. Very popular, very funny. So he's selling well
10 also.

11 And then the Paddock Concert Series, we talked about at
12 the last board meeting. So this is just a reminder, but
13 again, the Paddock Concert Series is really special as is all
14 the other entertainment I'm going to talk about because it's
15 all included with your fair admission. So it really makes the
16 admission of the fair just one of the best values in town.
17 You can spend an entire day, multiple days here just to see
18 everything.

19 We've got these festivals and music days, special dates
20 that are included. We've got Asian and Pacific Islander,
21 Native American Heritage, Out at the Fair, Gospel Day at the
22 Fair, a KPOP Festival, which is brand-new for us. Bluegrass
23 Music Day and then every Sunday is Domingueando en la Feria.

1 Out at the fair is a celebration of LGBTQ. We've had -- it
2 started here -- it started -- it actually started here in San
3 Diego. We've had it for, oh, gosh, maybe 12, 13 years now.
4 And it is expanded to fairs all across the United States so
5 it's pretty cool that started here.

6 So the arena is another entertainment venue included with
7 your fair admission. We'll have a horse show and of course à
8 la our theme Pet-tacular, Summer Pet-tacular. We have lots of
9 animal events. So we've got the Southern California Wiener
10 Dog Races, corgi races, and a llama and alpaca show. We're
11 going to have our firefighter demolition derby, which I
12 understand they raised \$100,000 for burn victims at their
13 event here at the fair last year. We'll have our Fairbotics
14 Competition, which is students throughout San Diego County
15 competing with their robotics. We had it in The Sound for a
16 couple of years but it outgrew that venue. We'll have our
17 junior livestock auction on June 22nd. We'll have a dock dog
18 competition.

19 MR. GELFAND: What is a dock dog?

20 KATIE MUELLER: So that's when they run and they jump in
21 the water. It's really cool. Yeah. We've a --

22 MS. ROWLAND: Whippets are the best just to give you a
23 [Indiscernible]

1 KATIE MUELLER: We have a scent dog competition. We have a
2 4-H dog show. We have a flyball competition. I guess that's
3 the fastest growing sport amongst dogs, I understand.

4 MS. ROWLAND: It's been around a while. And you -- you
5 know put your ear plugs on, it's noisy.

6 KATIE MUELLER: And then July 2nd through 6th will be our
7 traditional motor sports with monster trucks and the monster
8 ride truck, and then we'll have a new feature, we're going to
9 have a monster truck glow show which happens at night.
10 Apparently it's kind of a glow in the dark sort of thing.

11 Some other attractions. Of course, Swifty Swine will be
12 back. In the infield, well the infield is packed this year. I
13 mean, every square inch of our fairgrounds has some kind of
14 programming happening in it. We have The Flying Royals
15 trapeze show, we have a brand-new stunt dog show. And we also
16 have GASCAR, which is Farm Animal Racing and Farmyard
17 Follies. And then we've got our walk-arounds in the daytime.
18 And we also have nighttime ones as well.

19 We're going to have a 4th of July parade. We've had that
20 for a couple of years. For those of you that participated, it
21 was really popular last year. So it will be back with these
22 participants that are confirmed so far. And we'll continue
23 signing people up. So if anybody wants to be in the parade,

1 let us know. You have to dress up, but other than that.

2 And then new entertainment, we have a new percussion
3 entertainment group, the GASCAR, which I mentioned. We have
4 some nighttime walkaround LED flowers, which are really cool.
5 The Monster Truck Glow Show. And then we're bringing back
6 line dancing and salsa lessons on the Avenue Stage.

7 And then the big question everyone wants to know is what
8 is the new food this year. So this is just a sampling because
9 there's some new foods that I heard about that aren't on this
10 list. But we've got some brand-new food stands. We really
11 worked hard to change up our foods offerings to be more
12 diverse and to bring in some brand-new, exciting stands. So
13 we've got new Mexican, ramen tacos, handcrafted mocktails.
14 And macaroni and cheese shack. Who doesn't love a good
15 macaroni and cheese. We've got churros. And then we've got
16 these new food offerings. You too can be a judge at Fair-
17 tastic Foods and try all of these. So mac and cheese stuffed
18 turkey leg. We've got Spam wonton tacos. The Mexicali pizza.
19 Mexican La Jolla noodles. Pork belly bao buns. Cayenne hot
20 honey corn dog. Hot honey's everywhere this year. If you
21 haven't had it, it's pretty darn good. Hot honey goat cheese
22 pistachio pizza. That's one of the ones I gotta try.
23 Pineapple cream cheese coconut sambusas. Deep fried caramel

1 apple slices. Churro fries. Biscoff milk tea. White chocolate
2 lavender Mexican funnel cakes. So that's just a little
3 sampling of what there is but there's a lot.

4 MR. GELFAND: This is important and a little misleading.
5 June 11th finalists announced.

6 KATIE MUELLER: Yes.

7 MR. GELFAND: The actual competition for the food is the
8 13th. On the 13th?

9 KATIE MUELLER: Yes. So they've all entered already. So
10 all of our vendors have entered. We have about 65 entries in
11 the fair-tastic food competition. We will narrow those down
12 based on photographs and descriptions of the items to the 18
13 finalists. And that will be announced on June 11th. And then,
14 the live competition where we'll have professional and guest
15 judges taste everything will be on the Paddock Stage on the
16 13th, which is a Friday, at 11:30.

17 And then someone will be crowned the winner. It's very
18 stiff competition. We have a new judge this year Claudia
19 Sandoval. You might have heard of her. She was on Master
20 Chef, on a season of that. So we're really excited to partner
21 with San Diego Magazine on this - on this event. This has
22 been a labor of love between our marketing and concessions
23 department, they do a fantastic job Implementing it and

1 getting everyone excited about it.

2 And then, premier food is bringing their best bringing
3 their game this year. So we have a brand-new speakeasy, and
4 it's going to be called The Hair Of The Dog. You have to
5 follow them on social media to find the secret code to get
6 the secret password and be able to get up to the speakeasy.
7 So it's going to be really great, great cocktails and a lot
8 of fun or just ask me. I'm sure we could figure out a way to
9 get you --

10 MR. GELFAND: The secret code is woof?

11 KATIE MUELLER: Yeah.

12 [chuckling]

13 KATIE MUELLER: Probably something like that.

14 Destination Unknown is our rooftop bar on the 6th level of
15 the Grandstand. You may have seen it. Over the past -- We've
16 had it for several years. But this year it's going to be
17 themed The Tank, and it is going to be a place where you can
18 sip underneath the surface. You'll feel like you're under
19 water, you won't have a care in the world. And it will be a
20 lot of fun. So they always do a great job with decorating and
21 really making you feel like you're in a different world when
22 you're there. We're introducing a brand-new bar this year
23 called The Tipsy Tiki. And that's going to be, yeah, tiki

1 bars are really a popular item and so this is going to be a
2 lot of fun. It's going to be on the north side of Bing Crosby
3 Hall and it will be all tiki-ed out and a lot of fun. And
4 then we will have two bars, which will be next to each other,
5 The Wine Experience and The Beer Experience. And they will be
6 educational experiences. The only places that you can buy
7 flights on the fairgrounds. And we'll feature different
8 wineries and breweries of the day so always have a rotating
9 menu, and they will be craft beers and wines that you can't
10 get anywhere else on the fairgrounds. So that was a very
11 popular concept last year and so we'll be revisiting that.
12 And then the Farmer in the Del will return. This is their
13 restaurant and 17 hands. It will have an aloha twist to it
14 this year. So it's locally grown food with a Hawaiian twist.
15 So we have got the green goddess grilled cheese, Hawaiian
16 beet poke, local loco moco, salads. Just a really great place
17 to get some healthy, you know, locally grown food. And then a
18 new bar this year, we're introducing the Sand Bar, which will
19 be in the Wyland Hall, which I'll explain some of those
20 changes that are happening to the Wyland Hall this year. But
21 it will have specialty cocktails, craft cocktails, beer and
22 wine, in a beachy kind of setting.

23 And then the Midway. Every year I think, well we couldn't

1 possibly get any rides, we have all the very best rides
2 already, but they outdo themselves every year. The
3 Thunderbird is a brand-new ride to the United States. It
4 debuted at the Florida State Fair in January. It's 177 feet
5 tall. Which the Ferris wheel is only 150, so it's taller than
6 the Ferris wheel. And it's a big, giant swing tower. And it
7 will actually be infield and you'll be able to see it from
8 theoretically from everywhere. And we have the Spider, which
9 is new to us. We have the Hip-Hop, which is a brand-new ride.
10 It twists and spins and goes upside down and all the stuff.
11 And then we have the Titan, which is this ride here which
12 looks like rides that we've had similarly to it. But it's a
13 lot taller. A lot bigger. It's massive. So we're very excited
14 about that ride as well. No, that one is going to be in the
15 fun zone. Yeah. Yeah. Yeah, it's going to be back in the
16 corner kind of by the Raptor coaster.

17 PRESIDENT FREDERICK SCHENK: Saddle Up looks kind of
18 scary.

19 KATIE MUELLER: That looks like my speed. We're also going
20 to have this balloon wheel, which is just adorable. It's a
21 little, mini Ferris wheel for the little kids. So it's going
22 to have a lot of fun. And then we have some farm tractor
23 rides for the kids as well.

1 And then in our exhibits program, Plant*Grow*Eat is
2 happening this week, so it started yesterday. We've got 2000
3 students coming to the farm every day on a docent-led tour
4 and they have different stations they stop at and they
5 participate in different activities. There's a pig out there,
6 there's some goats, there's someone who is talking about
7 chickens using a fake chicken because we can't have a real
8 chickens here this year. And then the kids get to plant
9 radishes in containers. And then we have Hollandia Dairy
10 who's here talking about the process of how cows get milked
11 and all the kids either get chocolate milk or white milk to
12 try at the end. And it's really, really fun. And the kids are
13 adorable and just having a great time.

14 Our theme exhibit this year is going to be called Pets
15 Rock: Live on Tour. It's presented by Kahoots. And you will
16 see the world from a pet's perspective. So true facts and
17 stories. We're partnering with the San Diego Humane Society,
18 who's going to be providing us speakers and demonstrations
19 and talks and animals for adoption every single day
20 throughout the fair. They've just been a wonderful partner.
21 We'll also have the ability to do some pet-pairing to kind of
22 figure out what sort of pet and what species might be best
23 suited to your lifestyle. And then we'll also have a mini pet

1 store that Kahoots will be putting together.

2 Yes?

3 MR. GELFAND: How does the adoption work?

4 Will the animals actually be here and you can take it
5 home with you?

6 KATIE MUELLER: No, the animals will be here. And you can
7 interact with them and that kind of thing. But if you are
8 interested and you want to adopt them, then that will take
9 place offsite at the Humane Society, not here at the fair.
10 And we did this quite a bit last year in the Pet Pavilion
11 which we introduced last year, and that was rescue groups
12 that came in. So those are usually specific breed groups,
13 like a lab group or greyhound group, that kind of thing. And
14 quite a few animals get adopted from having this ability to
15 interact with them at the fair. So this is an outdoor
16 location, it's in the infield. Like I mentioned, pet rescues,
17 we'll have some K-9 organizations, we'll have local pet
18 clubs, daily presentations, we'll have veterinarians come and
19 talk, that kind of thing.

20 MR. BLAIR: [off mic] So, places that pets can be adopted?

21 KATIE MUELLER: Yes. Yes. Yes.

22 MR. BLAIR: [off mic] Humane Society and Rescue.

23 KATIE MUELLER: Yes.

1 And then this is one of my -- one thing that I'm really,
2 really excited about introducing this year. We've done some
3 major layout changes to some of our buildings. And this year,
4 we have taken our ag education, moved it out of the Wyland
5 Center where it's been and we've turned that into kind of a
6 unique shopping experience, which I'll talk about in just a
7 minute. But what we're introducing in the east end of O'Brien
8 Hall, the one right out here, is called Farm 2U. And this
9 exhibit is all stems from the International Association of
10 Fairs and Expositions study that they did about how the
11 public wants to learn about agriculture and what it means to
12 them. And really what they found out was the public wants to
13 learn about food. They don't necessarily associate with
14 agriculture necessarily but they know -- they want to know
15 about food and where their food comes from. So this exhibit
16 is going to highlight where your food comes from, from the
17 farm all the way to the table. We're going to be talking
18 about different commodities that are grown in San Diego
19 County. We're going to have a brand-new culinary stage with
20 different cooking demonstrations happening throughout the
21 day. We're going to have farmers, real farmers from San Diego
22 come and talk about what they do. We're going to have groups
23 from the U.C. Cooperative Extension, like the canners talk

1 about preserving food. So we're going to have wine and beer
2 education every single day. So it's really going to be a
3 dynamic location. We'll have a grocery store, kids' grocery
4 store. We'll have farmer's market-style vendors that rotate
5 through there. And then of course that beer and wine
6 experience that I talked about. So you have to be sure to
7 check that out in O'Brien Hall. Our farm of course, we're
8 doing Plant*Grow*Eat out there right now but we'll have
9 during the fair we'll have daily goat milking demonstrations,
10 we've got lots of vegetables growing and of course the
11 barnyard races. The horse show experience is the exhibit
12 we've had in barn W. It's only been able to be here for a
13 couple of weeks. This year it will be here the whole fair. So
14 if you've got friends and kids you know that are interested
15 in horses we're going to have different themes each week so
16 we'll have show jumping, breed exhibition and a western week.
17 And that will take place in Barn W.

18 And then this is our livestock show and schedule. Number
19 three reason why people -- number- two or three reason why
20 people when we survey come to the fair is to see the animals
21 and interact with the animals. And we take that
22 responsibility very seriously because this is the only
23 opportunity that many people in San Diego County get to

1 receive any kind of agriculture education, so it's very
2 important part of what we do and our livestock show is one
3 way we do that. And then of course -- yes?

4 [off mic]

5 KATIE MUELLER: Lactating cows are not going to be here,
6 yes. Yes. Yes, because the bird flu can be spread through a
7 cow's udder, so if they're lactating, that's the most --

8 [off mic]

9 KATIE MUELLER: No, it's just the Holstein dairy cows. So
10 beef cows will be here, yeah. Yeah.

11 And then our flower and garden show is just fabulous. We
12 have more exhibitors than we can fit in our garden shows This
13 is the first time that's happened in many years. So very
14 exciting stuff. We have a little demonstration stage in the
15 garden show. It's just really coming together and looking
16 really nice. You can see it setting up out here now. And the
17 landscapers will start moving in next week, so we're really
18 excited about that.

19 Our Student Showcase, brand-new in our Exhibit Hall. This
20 is another change. We've moved our Student Showcase and our
21 home arts exhibits into Exhibit Hall. So we've really
22 embraced this idea of mixed use of buildings to give people
23 multiple reasons to come into a building. And so they are

1 building now in the Exhibit Hall, it looks terrific, the
2 fair-botics is part of that. Home arts, this will have fun
3 contests, we'll have baked good contests in addition to these
4 other special contests throughout the run of the fair.
5 Photography is back. I saw people delivering their entries
6 yesterday, with a number of special events and workshops
7 throughout the entire run of the fair for amateur and
8 professional photographers. Fine art. They host a chalk art
9 invitational in the Garden Show. So it's kind of a collab
10 between two departments. They have demonstrations every day.
11 And then they have some of these fun, one-day contests as
12 well throughout the fair. Design in Wood. Everybody loves
13 this show. You can't miss the creations in here. It's just
14 spectacular what they can create. And they will also have
15 demonstrations throughout the run of the fair. Gems, minerals
16 and jewelry. This is one of the most unique exhibits at any
17 fair I've been to. These collections of these gems and
18 minerals and things that people actually go out and mine, or
19 they just collect, it's just fascinating. They've got docent
20 tours. Kids can go in there and dig for treasure. It's really
21 a fascinating exhibit. And if you love jewelry like I do,
22 it's really fun to look at all the hand-made jewelry. Fiesta
23 Village will be back. That's all the crafters from Mexico and

1 Central America in the Infield.

2 And this is a new exhibit that we're doing in Wyland
3 Hall, as I mentioned, it's the San Diego Marketplace. It's a
4 new shopping experience. So a lot of vendors don't have --
5 you know, they are small businesses, they can't be here 12
6 hours a day for 20 days. So what we've come up with through a
7 partnership that does this at several other fairs, there's a
8 consignment-style shopping. So you walk into this store and
9 there's handmade products, kind of Etsy style products
10 throughout this shop. And you can pick up what you want to
11 buy, and there's one check out. But they are made by
12 different artisans and vendors throughout, so they're going
13 to be setting up. We've also got that Sand Bar, the cocktail
14 bar is going to be in there. We've got a brand-new restaurant
15 that's going to be in Wyland Hall. It's called Between the
16 Buns. And then we've got some other -- some other fun, just
17 curated vendors. So it's really going to be a unique shopping
18 experience. I encourage you all to check it out.

19 The Eco Hut, these pictures don't do it justice because
20 these pictures are from last year. But this is highlighting
21 the District's environmental stewardship efforts. So we talk
22 about storm water quality improvement, we talk about the
23 wetland restoration, we talk about the least tern nesting

1 sites. And it's going to be, it's going to be even better
2 than it was last year. It's really coming out very nicely.
3 We've kind of redesigned things and made it more attractive.
4 There's pallets of trash that got delivered out there, I
5 think for a visual aid, for demonstration purposes. So it's
6 really -- and we've got participation from you know, the San
7 Dieguito River JPA, and I Love a Clean San Diego, and some
8 other non-profit organizations like that.

9 And then our Pet-tacular Pooch Fun Run. Those of you who
10 have a pooch if you haven't signed up yet, make sure you do.
11 It's presented by Southpaw Vet, and it's going to be the last
12 Saturday of the fair from 7:30 to 10:30. We're going to have
13 different lengths of a walk for you know older dogs and
14 younger dogs. We'll have some photo ops, and then it's going
15 to culminate into a vendor village where we're going to have
16 fun contests with the dogs, the most handsome, best kisser,
17 best tail wagger.

18 PRESIDENT FREDERICK SCHENK: Where's the sign up? It
19 doesn't show it on here.

20 KATIE MUELLER: It's online at sdfair.com.

21 PRESIDENT FREDERICK SCHENK: Great.

22 KATIE MUELLER: And we're limiting it to the first 500
23 sign-ups, and you get a free admission ticket to come to the

1 fair any day without your dog because, remember, dogs are not
2 able to come to the fair unless you're an A.D.A. service
3 animal because the fair is not a great environment for pets.
4 Hot asphalt, lot of smells, lots of people, and so --

5 MR. GELFAND: Not to mention cleaning up messes and
6 things.

7 KATIE MUELLER: Yes.

8 MR. GELFAND: So but this is an exception where dogs will
9 actually be on the fairgrounds.

10 KATIE MUELLER: Yes, bring your dog, and it's before the
11 fair opens. And we have clean-up crews that will clean it
12 all up and get it all shiny and new ready for that 11:00 a.m.
13 start time. So we're really excited about it. We've never
14 done a pet fun run at the fairgrounds before. And we think
15 it'll be a lot of fun.

16 And I'm going to let Tristan come up and talk about
17 marketing.

18 But before I do, there's one thing that isn't in the
19 presentation that I wanted to mention and that's that we have
20 been invited by Rady Children's Hospital to bring the fair to
21 the kids at the hospital. And so that's going to be on
22 Monday, June 16th, our first dark Monday. And we're working
23 out the time right now, it's looking like it's going to start

1 at 2:00 p.m. We'll just be there for a couple of hours. We're
2 going to bring games, we have some entertainers that are
3 volunteering their time that are going to come and entertain.
4 And I would encourage any of you that would like to attend as
5 well to come. I think it's going to be really special and I
6 feel very honored that they're letting us do that. It's
7 tentatively 2:00 but when we nail down the specifics, we'll
8 let you know for sure.

9 But I'm going to have Tristan come up here and talk about
10 marketing because you're going to start seeing, if you
11 haven't already, a lot of marketing.

12 MR. BLAIR: [off mic] Katie, this looks great.

13 KATIE MUELLER: Thank you. Thank you very much.

14 TRISTAN HALLMAN: Please, please, save your applause until
15 the end.

16 MS. ROWLAND: For you, Tristan?

17 TRISTAN HALLMAN: Yes. Yes. After I have gone. You can
18 still applaud her, just right after me.

19 I'll be quick on this. But this, essentially this is the
20 time to do our Paul Revere act and let people know that the
21 fair is coming. So you know we obviously start with the
22 launch in March and we have a lot of digital advertising. But
23 now is the time that you are going to start seeing really our

1 blitz. Because as much as we want and as much as we message
2 buy early, the majority of people buy a day before, two days
3 before, the night before, the day of. So this is really the
4 time to let everyone, you know, really blitz the market with
5 advertising and just brand awareness. So part of how we do
6 that is through the Community Banner Program, which we've
7 talked about before. This year we have 23 communities. We're
8 going to have even more banners, which matches last year. And
9 we'll have even more than we had last year. So very excited
10 about that. It's gone up in my neighborhood. Looking forward
11 to seeing them go up, you know, basically one night at a time
12 through the run of the fair.

13 We are also up on billboards now. You're going to start
14 seeing more and more of those. Bulletins and posters, those
15 are just different sizes of billboards. But we'll have a lot
16 of billboards. We're going to have a wall-scape at the
17 Fashion Valley Mall and North County Mall. We have the bus
18 sides is what it sounds -- so there's bus sides and then
19 there's bus kings. And so those are the sides, I believe are
20 the wraps. Kings are that strip across on the sides. So
21 you'll see us on buses. You're just going to see this
22 branding everywhere. We, like I mentioned, we're shifting
23 more and more toward the digital advertising, which one,

1 gives us a longer run but really allows us to target specific
2 audiences. So when we have a Zedd, we can get onto the -- we
3 can advertise directly to Zedd fans. So it makes it a lot
4 easier to market in terms of that. We've cut back on print to
5 do that, so these are the impressions that we've paid for,
6 digital, social media is a big platform for us. We're seeing
7 more and more of our traffic come in through that. We do have
8 a paid influencer program. So we have influencers, more than
9 30 content creators from all over. We basically see what kind
10 of followers they have, if they are local, and we work with
11 them to help promote the fair. We give them key messages, we
12 don't control the final product but we give them messages
13 about things like fair-tastic foods competition which they
14 will be helping us with. Value opportunities. So things like
15 here's how you can go to the fair for \$100 dollars. And then
16 the sort of activities that we really want to get people
17 interested in that are more experiential that you see it on
18 social media and you're like, I want to do that, I can't miss
19 out on that.

20 We're still advertising on both terrestrial radio and on
21 streaming. So your streaming platforms, you'll hear ads on
22 that if you're like me and listen to Spotify on your way to
23 work. I hope this works. But we'll have some samples of our

1 ads for you.

2 [Audio playing]

3 The San Diego County Fair is always the best place to
4 feed your face. Every Friday in June, delicious delights from
5 all 18 fair-tastic food finalists are 50% off from 11:00 a.m.
6 to 4:00 p.m. It's the best fair food anywhere on the planet.
7 Featuring special creations guaranteed to tickle your taste
8 buds. Make your plan to sample them all at sdfair.com. Fair-
9 tastic food and lots of fun at the San Diego County Fair,
10 Summer Pet-tacular, June 11th through July 6th.

11 TRISTAN HALLMAN: So a way to get our food message out,
12 but also as a reminder, food is maybe one of the top two
13 reasons why people come to the fair, so any chance we can
14 get. Summer Nights at The Sound is obviously a new program
15 that we're doing this year, so we want to promote that.

16 [Audio playing]

17 Want some can't find it anywhere else entertainment?
18 Check out Summer Nights at The Sound. Dance under lasers to
19 the music of legends. The songs of Taylor Swift on June 11th
20 and 12th. And Pink Floyd June 13th and 14th. On June 20th, do
21 the time warp at the Rocky Horror Picture Show. Meet the dog
22 whisperer Cesar Millan on June 21st. Tickets to Summer Nights
23 at The Sound include same day admission to the San Diego

1 County Fair. See you there.

2 TRISTAN HALLMAN: We'll also be on television As you
3 might imagine. So we'll do broadcast and cable, both English
4 and Spanish. We're also doing streaming, so on Netflix, Hulu,
5 Disney+, NBC/Peacock, these streaming platforms where if
6 you're like me, you don't pay the extra to not get ads
7 because it at least gives me a chance to get up and stretch
8 my legs for a minute. We will be playing those ads as well.
9 So again, hopefully this works.

10 [Video playing]

11 We're going to the fair!

12 I'm going to go on all the rides!

13 And I'm going to eat all the food!

14 Bus is rolling, kids.

15 Come on! Come on! Let's go!

16 It's a Summer Pet-tacular at the San Diego County Fair.

17 Discounted fair tickets are available in-store at Albertsons,
18 Vons. Save up to \$9 per ticket.

19 Sparky, we brought you a little brother home from the
20 fair.

21 And a little sister.

22 [meow]

23 PRESIDENT FREDERICK SCHENK: That's a cute dog.

1 TRISTAN HALLMAN: That's where it hits right there. So we
2 had a particular challenge this year because you know, we
3 wanted to shoot, this is our first ad for years that we've
4 had where we didn't shoot it at the fair the previous year.
5 Because obviously with the theme we didn't want to show pets
6 at the fair, we really had to challenge our creative agency
7 Loma Media, who has done our ads traditionally to come up
8 with a concept that doesn't show animals at the fair. In this
9 case they literally leave the dog at home. So that was the
10 goal on these. We also have a separate ad for our grandstand.

11 [Video playing]

12 We're rocking your world at the San Diego County Fair's
13 Toyota Summer Concert Series, appearing on the Corona
14 Grandstand Stage Live and Collective Soul, Foreigner,
15 Maxwell, Zedd, Jordan Davis, and many more. It's a Summer
16 Pet-tacular at the San Diego County Fair June 11th through
17 July 6th. Save time and money, buy your fair tickets and
18 parking in advance online at sdfair.com.

19 TRISTAN HALLMAN: And I believe --

20 [Video playing]

21 Oh, wow, look at this, it's a Summer Pet-tacular at the
22 San Diego County Fair. The very best value for your
23 entertainment dollar. There are so many great ways to save,

1 it's simply "rebarkable".

2 [bark-bark]

3 TRISTAN HALLMAN: And that QR code, I believe goes
4 straight to our value page. So you'll be able to see all the
5 different value that you can get and save money on the fair.
6 And now I believe this is our --

7 [Ad video playing in Spanish]

8 TRISTAN HALLMAN: The dog with the bulging eyes is a hit,
9 all right. And this is the back side of our gate. And so that
10 will conclude our presentation for now, so we hope to see
11 them all again. Any questions for me or for Katie?

12 PRESIDENT FREDERICK SCHENK: That's -- [multiple speakers]

13 MR. BLAIR: Tristan, I kept hearing you mention "and
14 Hispanic." Is Hispanic our largest demographic of attendee?

15 TRISTAN HALLMAN: I don't know. And --

16 PRESIDENT FREDERICK SCHENK: Excluding like 14-year-old
17 girls.

18 TRISTAN HALLMAN: So it's --

19 [multiple speakers]

20 TRISTAN HALLMAN: It's a large portion of the market, I
21 would say. And we also advertise in Baha, California as well,
22 so and we do advertise in Riverside County, and so it's more
23 of how we look at the market in general, which is that's

1 going to be our -- a sizeable chunk of who comes to the fair.

2 MS. BARKETT: And Tristan and Phil, I was going to mention
3 the concerts on Sundays, those are very popular.

4 TRISTAN HALLMAN: Yes.

5 MS. BARKETT: I think they are our biggest, right? Sell
6 out?

7 PRESIDENT FREDERICK SCHENK: They are.

8 MS. BARKETT: Yeah, I thought so.

9 KATIE MUELLER: They typically, yeah, two of them were
10 sell outs last year. So we anticipate, we have a very strong
11 Hispanic line-up.

12 MS. BARKETT: You do, very strong this year.

13 PRESIDENT FREDERICK SCHENK: And that's been our tradition
14 for, as you know, for a long --

15 MS. BARKETT: A long, long time.

16 PRESIDENT FREDERICK SCHENK: Thank you so much, Tristan.

17 Any other questions or comments from the Board? Otherwise
18 I'll be happy to move on. All right. So by the way, we're
19 looking forward to another successful run. Very exciting.

20 MS. MOORE: Is there a slide? Sorry, as part of the, I'm
21 just not sure in terms of if there's a slide on it. Thank
22 you, there it is. As part of our program for the fair was to
23 also cover our Fair for All program. And so, excuse me. This

1 is our program for the distribution of our complimentary
2 tickets to the fair. And it -- it's a program where in
3 essence non-profit organizations apply to us and make their
4 request for tickets. And what we looked for are nonprofits
5 that align like with our mission. And how, and as well as
6 making sure that really what we're doing is spreading these
7 tickets out to help bring perhaps the underserved people who
8 might not otherwise be able to have the opportunity to come
9 to the fair through this program. And so, we have of the
10 applications received we have 73 organizations that are
11 receiving tickets, including 33 new organizations. And so
12 some of the highlights of those are on your screen here, as
13 well as returning organizations. One of our largest
14 recipients is the YMCA of San Diego for the armed services as
15 well, and then they distribute to some of the other YMCAs as
16 well.

17 MS. BARKETT: If I could make a comment. If we could at
18 some of the nonprofits who are not receiving their federal
19 funding, especially this season, it would be a nice gesture
20 to reach out to them. And see if we could give some tickets
21 over to them or tickets not being used At concerts or The
22 Sound. It would be a nice gesture.

23 MS. MOORE: And that's what this type of program is for.

1 So thank you for that.

2 MS. BARKETT: Mm-hmm.

3 PRESIDENT FREDERICK SCHENK: Anything else from staff?

4 All right, well thank you so much. Looking forward to the
5 fair and then in the fall, the walk down memory lane on how
6 successful we'll have been. Going to move onto 7-B, which is
7 less -- oh, yeah, public comment. I didn't see anything online
8 but is there anybody in the audience who would like to
9 address -- okay, I didn't see anything online.

10 Moving onto 7-B, consideration and vote to delegate
11 authority to me as board chair to approve contracts which
12 exceed our CEO's delegation of authority, beginning on May
13 14th through our regularly scheduled noticed district board
14 meeting, which will be in August. So the report is on page 16
15 of the board packet. It's an action item. I'm going to
16 recognize our CEO to introduce the item.

17 MS. MOORE: So if you recall, this is something that we
18 have done annually in terms of delegating authority to the
19 Board, the Board chair for the purposes of being able to
20 approve and execute these agreements. And so we don't have to
21 call additional meetings in the event. And as a great example
22 of that, as was noted earlier where the item of the sheriff's
23 the law enforcement and traffic control contract that was

1 taken off of the agenda because that has not been finalized
2 with the sheriff's department, that would be one of those
3 contracts that would be executed after this meeting.

4 MR. BLAIR: I'll move approval.

5 PRESIDENT FREDERICK SCHENK: Well, let me make sure that
6 we go through the Robert's Rules process. So we will -- I
7 want to first entertain public comment. And then we'll go to
8 entertaining a motion. Is there anybody who would like to
9 address this topically from the public? There is no one
10 online, no one in the audience. I'll entertain a motion.

11 MR. GELFAND: So moved.

12 PRESIDENT FREDERICK SCHENK: Well, you'll be the second
13 because Director Blair --

14 MR. GELFAND: Yeah.

15 PRESIDENT FREDERICK SCHENK: All right, so we have a
16 first, second. Any discussion?

17 Any need for discussion?

18 All right. Hearing none, we'll take a vote.

19 MS. O'LEARY: President Schenk.

20 PRESIDENT FREDERICK SCHENK: Aye.

21 MS. O'LEARY: Vice President Gelfand.

22 MR. GELFAND: Aye.

23 MS. O'LEARY: Vice President Rowland.

1 MS. ROWLAND: Aye.

2 MS. O'LEARY: Director Arabo.

3 MR. ARABO: Aye.

4 MS. O'LEARY: Director Barkett.

5 MS. BARKETT: Aye.

6 MS. O'LEARY: Director Blair.

7 MR. BLAIR: Aye.

8 MS. O'LEARY: Director Mead.

9 MS. MEAD: Aye.

10 MS. O'LEARY: Director Mosier

11 MR. MOSIER: Aye.

12 MS. O'LEARY: Director Nejabat.

13 MR. NEJABAT: Aye.

14 PRESIDENT FREDERICK SCHENK: All right. Thank you. 7-B has

15 been voted upon and has carried. We're going to move onto

16 item 7-C, audit and finance committee report. We have an

17 action item here as well, which is the consideration and vote

18 to amend policy 6.01 event tickets.

19 Director Nejabat, does the committee have anything to add

20 to the information that's on page 17 of our packet?

21 MR. NEJABAT: Committee met with counsel and Carlene and

22 we came up with some edited versions to hopefully address

23 some of the concerns and comments from the prior board

1 meeting and, yeah. Board, if they have any questions or
2 concerns?

3 PRESIDENT FREDERICK SCHENK: All right. Thank you for
4 that.

5 Any questions to Director Nejabat on this? All right,
6 none.

7 MR. ARABO: I have a couple of questions. I know last
8 board meeting we said about getting board member
9 participation. Does that make the committee -- is it happy
10 with -- is board member participation, is that a guiding
11 principle behind a typical policy? Is there, you know --

12 MS. MOORE: Yes, sorry, go ahead then, great.

13 MS. MEAD: I was just going to say that during our
14 committee meeting we started the meeting with that in mind,
15 the feedback that we received from this board to ensure that
16 the policy provided access for the board members to all
17 participate in not only events that are produced by the fair
18 but also those that are contracted by the fair. With, and
19 this policy we believe meets those that desire along with
20 meeting the requirements for limitations on gifts.

21 MR. ARABO: Okay, perfect.

22 MS. MEAD: So yes.

23 MR. ARABO: Okay. And thank you, thank you. The other

1 question I had was for the ticket, the person in charge,
2 because I know before I think it was Director Gelfand was
3 made the point of it should ideally not be the CEO because
4 she's an employee of the Board. Who is in charge of the
5 tickets, is it someone on the staff? Or the committee? Or who
6 is the --

7 MS. BARKETT: I think it's right here on page 8 of 9,
8 ticket administrator responsibilities. I think it's Carlene.

9 PRESIDENT FREDERICK SCHENK: Yeah.

10 MS. BARKETT: The ticket administrator. I know we did have
11 this discussion last time. I just don't remember where it
12 landed.

13 MS. MEAD: Carlene, I believe we addressed that. Didn't we
14 say that that could be a delegated function or --

15 MS. MOORE: Yes. In essence, and that's what the policy
16 has in it. At the end of the day someone, and as your
17 employee, has to be responsible for the postings, the
18 reportings and things like that that needs to be done as
19 well. Excuse me. And it has historically since this policy
20 was adopted been the CEO. And then yes, from there it's
21 delegated out to others who help and assist with that
22 process.

23 PRESIDENT FREDERICK SCHENK: But it runs through your

1 office through you?

2 MS. MOORE: Yes.

3 PRESIDENT FREDERICK SCHENK: Okay, that's right.

4 MR. ARABO: So it's to the office, not to the individual?

5 For clarification of the policy, is that accurate?

6 PRESIDENT FREDERICK SCHENK: It's delegated by the CEO.

7 MR. ARABO: Right.

8 [multiple speakers]

9 MS. MOORE: The policy, the designation of the ticket
10 administrator is to the person, to the CEO.

11 MS. BARKETT: And may delegate this responsibility that
12 she has to anybody in the organization.

13 MR. GELFAND: Got it, okay.

14 MS. BARKETT: Yeah.

15 PRESIDENT FREDERICK SCHENK: Any other questions before I
16 open to public comment? All right, I don't see anybody
17 online. Anybody in the audience that would like to address
18 this topic? Seeing none. I'll entertain a motion.

19 MR. NEJABAT: Move to approve the amended ticket policy.

20 PRESIDENT FREDERICK SCHENK: Director Nejabat has made the
21 motion. Is there a second?

22 MS. BARKETT: Second.

23 PRESIDENT FREDERICK SCHENK: Director Barkett has

1 seconded. Any further discussion? All right, seeing none,
2 we'll take a roll call vote, please.

3 MS. O'LEARY: President Schenk.

4 PRESIDENT FREDERICK SCHENK: Aye.

5 MS. O'LEARY: Vice President Gelfand.

6 MR. GELFAND: Aye.

7 MS. O'LEARY: Vice President Rowland.

8 MS. ROWLAND: Aye.

9 MS. O'LEARY: Director Arabo.

10 MR. ARABO: Aye.

11 MS. O'LEARY: Director Barkett.

12 MS. BARKETT: Aye.

13 MS. O'LEARY: Director Blair.

14 MR. BLAIR: Aye.

15 MS. O'LEARY: Director Mead.

16 MS. MEAD: Aye.

17 MS. O'LEARY: Director Mosier.

18 MR. MOSIER: Aye.

19 MS. O'LEARY: Director Nejabat.

20 MR. NEJABAT: Aye.

21 PRESIDENT FREDERICK SCHENK: Thank you. Motion carries.

22 We'll move on to item 7-D, consideration and vote on
23 whether to exercise the second of three three-year options

1 for agreement, contract 22- 018 managing promoter of The
2 Sound. This is an action item. And you'll find the report on
3 page 43 of the packet. The committee is requesting that we
4 meet again in July to take -- well, to take this item up. So
5 what are we going to do on that?

6 MS. MOORE: So if the Board is, so the committee is
7 requesting to meet in July. There's no action necessary to
8 set that meeting date. The action that would be necessary is
9 if we were voting on the agreement today.

10 PRESIDENT FREDERICK SCHENK: Okay.

11 MS. MOORE: So that can be in Board discussion.

12 PRESIDENT FREDERICK SCHENK: Well, it is an action item
13 for today.

14 MS. MOORE: Yeah, and what the committee is requesting is
15 to table the action item is to be able to come back. And
16 the reason why we meet in July is because the contract notice
17 requirement requires the notification by July 31st. And the
18 committee would like more time to be able to analyze and
19 bring forward a recommendation to the Board.

20 PRESIDENT FREDERICK SCHENK: Great. I just want to hear
21 that from Director Gelfand.

22 MR. GELFAND: Yeah, that's the thing. We -- someone could
23 make a motion to consider this today. But the committee is

1 recommending that we wait until July.

2 PRESIDENT FREDERICK SCHENK: Okay.

3 Hearing that the committee is recommending it be tabled,
4 is there any opposition to having this matter tabled until
5 the next board meeting?

6 MS. MOORE: No, we'll need to set a July meeting date so
7 we can reach out to you for that.

8 MR. GELFAND: All right.

9 PRESIDENT FREDERICK SCHENK: Okay. Then that will be
10 tabled until we are given a properly noticed meeting date in
11 July sometime that accommodates a quorum.

12 MR. GELFAND: Do we need public comment on this?

13 PRESIDENT FREDERICK SCHENK: Not if -- I think not because
14 we're going to be actually -- [multiple speakers]

15 MR. GELFAND: Bringing it back.

16 PRESIDENT FREDERICK SCHENK: Yeah, we're bringing it back.
17 There's nobody online. Anybody here who wishes to address? I
18 didn't think so. All right, thank you. All right. We'll move
19 on.

20 7-E, we will be-- let's see. Are we tabling that too?
21 This is -- all right, so this is a report on district
22 insurance policies. It's also found on the, in the report on
23 pages 45 and 46. Any questions from the Board with regard to

1 the District's insurance policies? An important topic. All
2 right, seeing none, I'll entertain public comment. There's
3 none online. Anybody present in the audience? Seeing none,
4 okay. So any further discussion on that from any members of
5 the Board? All right.

6 MS. ROWLAND: So this was the item that was delegated at
7 our last meeting, so because of the timing of it, right, so
8 now these are all completed?

9 MS. MOORE: Yes.

10 MS. ROWLAND: Okay, just making sure.

11 PRESIDENT FREDERICK SCHENK: Thank you.

12 All right. We're going to move onto 7 -- I'm sorry, 7,
13 update on Senate Bill 493.

14 Joyce.

15 MS. ROWLAND: When we last met we discussed the Senate
16 Bill that was going forward with changing how CEO pay for the
17 DAAs was developed and approved. And at that time, we decided
18 that we would go forward with a letter to the Agriculture
19 Committee stating that basically our opposition unless it's
20 amended. And in that process we learned that the Agricultural
21 Committee itself specifically, not the Senate but the
22 Agriculture Committee specifically has a rule against having
23 a -- that type of modified oppose or support opinion. So

1 instead we had to backtrack and we sent a letter instead to
2 the San Diego County senators, Senator Padilla who was on the
3 committee. But there was so much support, you know, there was
4 no opposition, since our letter wasn't an opposition letter.
5 And there were, I think, 17 letters of support, so the
6 committee vote was 4 in the affirmative. There was one no
7 vote recorded, which means that they were there but did not
8 vote, that was Senator Padilla. And so this now is moving,
9 actually it moved yesterday to appropriations and I do not
10 know what has happened in appropriations yet. But it's also
11 going to have its time in the assembly. So you know, we need
12 to create a game plan around what we might do in the
13 assembly. But it would also be helpful to hear what the fair
14 industry is kind of thinking if there's a different
15 perspective they have on this bill than we apparently have
16 and if there's any reason for a reconsideration of our
17 opinion. And we need to determine or look at when it's
18 calendared for the assembly committees to determine, to
19 decide if we're going to continue to go forward to try and
20 get some modifications in it. So there's still that
21 opportunity.

22 PRESIDENT FREDERICK SCHENK: All right. Any questions from
23 the Board?

1 I'll entertain public comment. Is there anybody who would
2 like to address this topic? Nobody indicated an interest
3 online.

4 We'll move on to 7-G. And this is an action item, a
5 discussion and vote on whether the District CEO should
6 continue or discontinue affordable housing discussions with
7 the City of Del Mar under the Exclusive Negotiating Rights
8 Agreement, which we entered into with the, between the
9 District and the City of Del Mar. The Board packet
10 information is on pages 51 and 52.

11 I'll entertain public comment. I do see Abigail Hawthorne
12 would like to address.

13 But before I speak with her, invite Ms. Hawthorne, is
14 there anybody in the audience? We always invite the present
15 members of the audience. Seeing none.

16 Ms. Hawthorne, you are welcome to the address the Board
17 for 2 minutes on 7-G.

18 ABIGAIL HAWTHORNE: Hi. Can you hear me?

19 PRESIDENT FREDERICK SCHENK: Yes, thank you.

20 ABIGAIL HAWTHORNE: Hi. My name is Abbie Hawthorne or
21 Abigail Hawthorne. I usually watch and listen from behind the
22 scenes type of person.

23 [NO AUDIO]

1 ABIGAIL HAWTHORNE: I got muted. Can you hear me okay?

2 PRESIDENT FREDERICK SCHENK: Yes, we'll start it over for
3 purposes of your 2 minutes. You'll get full credit.

4 ABIGAIL HAWTHORNE: Okay. Thanks, guys.

5 My name is Abbie Hawthorne. And I've been following this
6 issue for a while now. And I'm particularly interested in
7 this Board's relationship with the city. I am a resident and
8 so I just am really concerned just how our delivery of
9 affordable housing is going in Del Mar. Past meetings it sort
10 of has seemed that housing at the fairgrounds had been kind
11 of hypothetical. But the city has represented that there is
12 this exclusive agreement and it's just a matter of finding a
13 location. And so I just don't understand how both of these
14 things can be true. I'm also looking at how does this
15 agreement fit in with the master planning efforts. I feel
16 like picking a location could preempt the masterplan process
17 and potentially hinder the ability to truly plan the
18 fairgrounds cohesively. I really think this is just a once in
19 a generation opportunity and it's so crucial that you get it
20 right. And I'm really just torn on how Del Mar fits into
21 that. Housing isn't even an objective listed on the outreach
22 page for that masterplan process. And so again, I'm just
23 curious how those two processes work together and how your

1 outreach can be in good faith if you are already carving out
2 a pretty significant section of developable land in advance
3 of that process even beginning. I'll stop rambling. But I
4 just wanted to put those concerns out there and really hope
5 that as you all are working through this you can start
6 getting some clarity on how this will all work. Thank you.

7 PRESIDENT FREDERICK SCHENK: Well, thank you very much,
8 Ms. Hawthorne, for taking the time and waiting throughout
9 this process to voice your thoughts and to share it with us.

10 All right, so we are now going to open up questions I
11 guess to Carlene, if there's anyone who has questions about
12 it. Otherwise we'll entertain a motion.

13 MR. ARABO: I have a comment just to clarify. It's my
14 understanding that it's still a study. That's what the Board
15 voted on, so I don't know what the City of Del Mar is
16 presenting or portraying to stakeholders, but it's a study
17 unless I'm wrong. Someone on the Board can correct me. An
18 exclusive study we've entered but we're studying it. We
19 haven't decided.

20 MR. GELFAND: I don't know if study is the right word,
21 there are discussions taking place, there is no commitment
22 except to discuss.

23 PRESIDENT FREDERICK SCHENK: All right. Well, this is an

1 ongoing discussion that we keep having every month, but like
2 Groundhog's Day, here we are again.

3 I will, again, entertain a motion.

4 MR. GELFAND: Yeah.

5 PRESIDENT FREDERICK SCHENK: Yeah, what?

6 MR. GELFAND: I would like to make a motion.

7 PRESIDENT FREDERICK SCHENK: Okay. What's the motion?

8 MR. GELFAND: So to clarify, there are two sort of related
9 agenda items here.

10 PRESIDENT FREDERICK SCHENK: Well, the other one is being
11 tabled. H is being tabled.

12 MR. GELFAND: Oh, it is.

13 PRESIDENT FREDERICK SCHENK: Yes.

14 MR. GELFAND: Oh, too bad. Okay.

15 In the interest of time, yeah. And I just want to let
16 everyone know I didn't write Ms. Hawthorne's speech.

17 I would like to make a motion that we continue the
18 discussions related to affordable housing with the City of
19 Del Mar.

20 PRESIDENT FREDERICK SCHENK: All right.

21 MR. GELFAND: For another month.

22 MR. MOSIER: Second.

23 PRESIDENT FREDERICK SCHENK: Motion is made by Director

1 Gelfand. And Mosier, you made the second. Okay, thank you.

2 MR. NEJABAT: This is just a clarification for the record.

3 Director Gelfand you said for another month. We're at May
4 13th, so if the Board doesn't meet before June 13th does that
5 mean --

6 MR. GELFAND: I mean until our next meeting.

7 MR. NEJABAT: Thank you.

8 PRESIDENT FREDERICK SCHENK: Director Gelfand, you are
9 willing to modify to be until the August board meeting.

10 MR. GELFAND: Well, we could have a board meeting in July

11 PRESIDENT FREDERICK SCHENK: We could.

12 MR. GELFAND: Whenever the next meeting is.

13 PRESIDENT FREDERICK SCHENK: All right. We were typically
14 doing the 30 days until the July board meeting, should that
15 be the next one. Okay, fair enough. We'll add that to our
16 agenda when we meet in July. All right.

17 And Director Mosier, you've agreed to that.

18 Okay, so we have a motion made by Director Gelfand,
19 seconded by Director Mosier. Any further discussion? All
20 right, seeing none, we'll take a vote.

21 MS. O'LEARY: President Schenk.

22 PRESIDENT FREDERICK SCHENK: Aye.

23 MS. O'LEARY: Vice President Gelfand.

1 MR. GELFAND: Aye.

2 MS. O'LEARY: Vice President Rowland.

3 MS. ROWLAND: Aye.

4 MS. O'LEARY: Director Arabo.

5 MR. ARABO: Aye.

6 MS. O'LEARY: Director Barkett.

7 MS. BARKETT: Aye.

8 MS. O'LEARY: Director Blair.

9 MR. BLAIR: Aye.

10 MS. O'LEARY: Director Mead.

11 MS. MEAD: Aye.

12 MS. O'LEARY: Director Mosier.

13 MR. MOSIER: Aye.

14 MS. O'LEARY: Director Nejabat.

15 MR. NEJABAT: Aye.

16 PRESIDENT FREDERICK SCHENK: Yeah, that's it. All right.

17 The motion carries. And we will revisit this either in July

18 or August.

19 As I indicated earlier, 7-H, which is the discussion of

20 the City of Del Mar's request to assign affordable housing on

21 District property, and the impact on the District is going to

22 be tabled until not July but to August for the August board

23 meeting. So we will revisit it at that time. All right,

1 we're going to move on. We're doing that because we've had a
2 long day. We started earlier this morning and we still have
3 work to do in closed session afterward.

4 Question? Yes.

5 MR. GELFAND: Is it possible that it could be considered
6 at the July meeting, which could kind of be a light meeting
7 from an agenda standpoint?

8 PRESIDENT FREDERICK SCHENK: Yeah, I mean, if we're here,
9 we might as well.

10 MR. GELFAND: Okay. All right.

11 PRESIDENT FREDERICK SCHENK: As long as Director Arabo is
12 bringing the doughnuts, we're here.

13 MR. ARABO: We could do it.

14 PRESIDENT FREDERICK SCHENK: Yeah. We just have to be
15 mindful of the end of the fair, which is the 5th and the 6th
16 and the beginning of track season. But they are dark on
17 Tuesdays so we shouldn't have too much of a problem.

18 All right, moving on. We are onto DMTC Liaison Committee
19 report. This is an action -- information item.

20 So I'm going to recognize our DMTC Liaison Committee
21 Chair, Director Arabo, please.

22 MR. ARABO: Thank you, President Schenk.

23 Thank you, fellow Board Members.

1 Thank you, DMTC, for coming here and also DMTC Board
2 Member, Bill Strauss.

3 We have Erin Bailey from DMTC joining us digitally. Thank
4 you for joining for a second time.

5 We'll be really quick. We had a great, amazing trip to
6 Keeneland.

7 And I want to thank Director Barkett for attending.

8 And really eye opening about the state of the horse
9 racing industry. Nationally it's still, in our opinion, very
10 strong, it's very vibrant. And we're very optimistic and
11 bullish about horse racing in California.

12 I like to always mention safety is our number one
13 priority for the industry, but also last year this District
14 received around \$9 million to our bottom line. And the
15 customers that go to the horse races are a completely
16 different type of the customer than the fair. We're very
17 lucky to have them in my opinion.

18 I want to see if Director Barkett wants to talk about the
19 trip or any eye-opening stuff that we saw at Keeneland.

20 MS. BARKETT: I just wanted to say that really the Board
21 of Directors from Keeneland, they were amazing. We could not
22 have had a more courteous, just that southern love that they
23 give you. And the facility is beautiful, absolutely

1 beautiful. I would highly recommend everyone should go out
2 there and look at it.

3 Josh Rubinstein gave us a fantastic tour along with the
4 Board, along with the Breeders' Cup. And we were lucky to
5 have Bill Strauss along representing the Board from Del Mar.
6 So it was just overall an amazing venture. And to see the
7 amount of people from all age groups was amazing. And all
8 very courteous, dressed nicely, it was quite a day. So thank
9 you. Thank you, Del Mar.

10 MR. ARABO: Thank you. Definitely, thank you to Mr.
11 Rubenstein and Bill Strauss, the great board members, and
12 president and we're really lucky to have the DMTC here. And
13 their vision about the industry, the safety first, I hope
14 next year many other board members will join us to see the
15 perspective of what it could be. Take that optimistic lens,
16 not just not the negative one.

17 So with that, I'll introduce Bill Strauss from the DMTC
18 board member. He was incredible, been a great friend to the
19 District and for everything, so thank you so much.

20 BILL STRAUSS: Thank you for having me. It really was a
21 great trip that we went on last month. Mark and Lisa could
22 not have been any better. They were passionate, they were
23 enthused, they were engaged, they wanted to learn, wanted to

1 understand the difference between Kentucky and here and what
2 Kentucky has to offer. It was just a great two days and Josh
3 could not have planned a tighter schedule for all of us. And
4 I think we set one goal coming out of that meeting was to
5 double the amount of the 22nd Ag Board meetings that show up
6 next year. And there's a lot more exciting things to do, even
7 for Lisa and Mark who were there. We didn't see any breeding
8 farms that are probably the nicest properties you will see in
9 this country anywhere. They are just beautiful. Like Lisa
10 said, the passion of the University of Kentucky is there and
11 Lexington, as is Keeneland. Not everybody usually knows
12 Churchill Downs because you know racing's got that one big
13 day. But Keeneland is a spectacular facility. They are
14 investing a lot of money into the facility. And the racing
15 industry seems to be changing a little bit from a beer and
16 hot dog to a little more upscale. And to point Mark made,
17 it's a different audience that comes to the race track than
18 does to the fair, although I do both because I go to the
19 food. That's why I go to the fair. And the cows,
20 unfortunately, but I guess I'm going to miss out this year.
21 But it is just, it's a different audience, you are exposing
22 different people to both and it's you know, when you talk
23 about safety, when you talk about an owner, which I am as

1 well, I don't know if any owner or any trainer that doesn't
2 put thing safety of the horse first. I mean, every
3 conversation that comes up about where we should run the
4 horse next, you know, what kind of race. It's always, well,
5 is the horse ready. Is the horse sound. Is he -- and the
6 horses go over with a fine tooth comb with a vet. It's just a
7 lot, a lot of passion from the people in the game. I can't
8 speak for other people outside of the game, but in the game
9 the passion is unequivocal for the safety of the animal and
10 knowing what's most important. And what's most important is
11 the horse. Because as you own horses or go to the
12 backstretch, which I encourage you to all do as well, they
13 have tremendous personalities. You have some horses that will
14 bite you if you turn around and others you could take the
15 dinner with you and they will be perfectly polite. It's an
16 amazing thing. I mean, but they're great personalities and
17 you just fall in love with them. I enjoy the mornings more
18 than I do the afternoons actually when they are in their
19 environment and they hang out and you get to see them. And
20 like I would also encourage the backstretch, I've taken many
21 people, anything from little kids to even people older than I
22 am, which there aren't many left anymore, just to feed a
23 horse a carrot. It's 100% guaranteed satisfaction. I still

1 love it. I've done it thousands and thousands of times and I
2 still love going and feeding the horse a carrot. Just the
3 reaction and it's that bond, it's actually an emotional ties,
4 it's actually very, very interesting. But it's a great sport.
5 I do love the animals. And I think that's showing in recent
6 statistics and everything else. And I would encourage more of
7 you to come out and see what it's like in the morning, see
8 what it's like in the afternoon. We would love to host you
9 next year, next April when Keeneland is open again. It's a
10 great trip. We can do it quickly. We can make it efficient. I
11 think it will be learning, it will be entertaining. We had
12 tremendous support from Kentucky, from board members, the CEO
13 of Keeneland hosted us for dinner one night. There were board
14 members there. There was Breeders' Cup Board members with us.
15 It was great. It was just a great trip and I'm hoping more
16 people do it and we can get more enthusiasm in this room as
17 well as outside this room. But the passion has to start
18 somewhere and then we can expand it over time and get more
19 and more people fully engaged. And I think with that, oh,
20 I'm sorry.

21 MR. BLAIR: Do you know the dates for next year so we can
22 plan ahead?

23 BILL STRAUSS: It's usually the four weeks in April but

1 I'll get that for you.

2 MR. BLAIR: Four weeks?

3 BILL STRAUSS: Four weekends in April, I should say. We
4 haven't set dates.

5 MR. BLAIR: But I mean the trip from here to there.

6 BILL STRAUSS: We haven't set any dates yet. Josh and I
7 will run our schedule. And I'm speaking for Josh now. But
8 we'll run our dates around what works for you guys.

9 MR. BLAIR: Okay, if you can just let us know. The earlier
10 we can plan ahead the better.

11 PRESIDENT FREDERICK SCHENK: That's correct. I mean, I
12 would have liked to have gone but the timing wasn't great for
13 us. But if I know many months in advance, I think that would
14 help enable more of us to schedule it.

15 BILL STRAUSS: We can literally probably almost, you know,
16 whoever communicates you know with the Board here, we can set
17 some, or we can lay out every weekend that it's there. You
18 guys tell us which one works best for you. You can do it six
19 months in advance, nine months in advance, we'll do it as
20 early as you possibly want. The dates are set. I think
21 they're set already. If not, I would think pretty shortly.
22 But it's the same every year. It's the four weeks.

23 MR. ARABO: Yeah, and then this year was an inaugural year

1 so it just seemed best of class throughout the county. I
2 think next year we're thinking about Belmont Park. I think
3 they spent around \$500 million, half a billion dollars
4 upgrading the facility. But Keeneland, Belmont, it was
5 definitely eye opening for me for the state of the industry
6 of how much Breeders' Cup really cares about California horse
7 racing.

8 BILL STRAUSS: And Belmont, they literally moved the whole
9 grandstand, they changed the whole track around. It's still
10 not open yet so it might be a little bit of a risk for next
11 year but I think they're pretty confident that they'll get
12 there. And they actually built the arena on the grounds where
13 the New York Islanders play hockey. It's supposed to be a
14 spectacular arena. I have not seen it yet but it's right
15 there on the grounds. But Belmont can be a lot of fun also.
16 Great restaurants in New York, I'll tell you that much.

17 PRESIDENT FREDERICK SCHENK: Yes.

18 MS. ROWLAND: I just want to say, I think we would be
19 remiss if we didn't say congratulations on Zulu Kingdom. Nice
20 run.

21 [Multiple speakers]

22 BILL STRAUSS: Thank you.

23 You see my orange hat I was wearing?

1 MS. ROWLAND: I did. It stood out.

2 BILL STRAUSS: That's what my wife said and then she said
3 don't ever wear it again.

4 MS. ROWLAND: But it has to be orange, right?

5 BILL STRAUSS: Well first of all, like I told her, now
6 it's my good luck hat so it's never coming off. In fact, I
7 have it here. And I think we have a video to show about our
8 little trip. A quick little video if we have time.

9 MR. ARABO: Yeah, we'll do it quick. That's the interview.

10 [Video playing]

11 TODD SCHRUPP: Part of the magic of the Commonwealth of
12 Kentucky, Keeneland in particular and the surrounding area,
13 is it draws people from all over the world. Yesterday, the
14 Minister of Agriculture for Ireland was here on a tour. A
15 tour very similar to two very special guests that we have
16 right now joining us here from California. They are part of
17 the 22nd District of the Agricultural Association. Meet Lisa
18 Barkett, as well as Mark Arabo. And they mean so much to
19 California racing, but now they get to see the ecosystem that
20 California racing is in right here in Kentucky.

21 And Lisa, you have been a lifelong racing fan.

22 What it's like to come to Keeneland?

23 MS. BARKETT: Amazing. First of all, the charm that just

1 erupts when you step on to the grounds.

2 TODD SCHRUPP: And that was after you saw me?

3 MS. BARKETT: We love the fact that we met Shannon Arvin
4 right away and she just brought it all together for us. And
5 so I have to tell you that from the minute we landed until
6 the time we're here now we thank you for the hospitality that
7 has been so gracious to all of us that are here.

8 TODD SCHRUPP: I talked about the connection that horse
9 racing has, what happens at Kentucky affects California.
10 We've got the Breeders' Cup coming back again to Del Mar, a
11 world-class destination. And some of the horses we're going
12 to see in the Breeders' Cup were sold right here at
13 Keeneland.

14 MS. BARKETT: Yes, which is amazing. That's what I see is
15 what happens here and then what happens on the West Coast,
16 we've got the nice combination. And we're hosting the
17 Breeders' Cup again, and it's our fourth time within nine
18 years. And I want to make a pitch, April 23rd, tickets go on
19 sale, Breeders' Cup will be October 31st, November 1st. And
20 we would loving for everyone to come.

21 TODD SCHRUPP: Mark, when we talk about the agriculture
22 industry, they realize that here in Kentucky that it is a
23 huge part of the agriculture industry overall, what horse

1 race means to Kentucky. Then you go out to California and you
2 want to talk about a diverse ecosystem within the agriculture
3 industry, but horse racing is very, very important.

4 MR. ARABO: Yeah, it's extremely important. And we are
5 very bullish on horse racing and we love visiting Keeneland.
6 It's, like Lisa said, it's a magical place. I think it's very
7 important that all of us to support the industry and do what
8 we can to make sure safety is always first, obviously, but
9 also the support, the jobs, the hospitality. And we think the
10 future of horse racing is very bright. And even in
11 California, we're excited about it. And come out to Del Mar,
12 you know, come out and see us. And we're so thrilled to have
13 the Breeders' Cup again this year.

14 TODD SCHRUPP: Yeah, you think of California and when we
15 talk about some of the head winds that the industry faces,
16 sometimes we forget to promote the fact we've got two world-
17 class destinations for our sport there in Santa Anita and Del
18 Mar.

19 MR. ARABO: Absolutely. And every year we try to do our
20 best to raise the bar and do better and better. And please
21 come out and visit us in California horse racing. And the
22 industry is alive, it's well, and we're going to thrive.

23 TODD SCHRUPP: Two visitors to one of the most magical

1 places in all of horse racing. And they love it as much as I
2 do.

3 Lisa and Mark, thank you very much. Enjoy your trip.

4 MS. BARKETT: Thank you.

5 MR. ARABO: Thank you for bringing that up. It was
6 literally we were eating and they said can you do something
7 right now, talk. So it was like a minute right before, it was
8 really cold. So we said we'll do it. Off the cuff.

9 Like to introduce now from DMTC Erin Bailey, joining us
10 remotely, the vice president of marketing. Thank you so much.
11 Talk about the marketing for the summer meet. So thank you,
12 Erin.

13 ERIN BAILEY: Thank you for having me. I recognize it's
14 been a really long day for you. So I'm going to share my
15 screen and walk through our marketing plans for the 2025
16 summer meet. But I'll move quickly because I know you still
17 have more work to do. I'm going to share my screen. Can you
18 guys see the presentation okay? Can everybody see okay?

19 MR. ARABO: Yes. Yes, we can see.

20 ERIN BAILEY: Thank you, perfect. Okay, so just a quick
21 reminder about our 2025 marketing goals that are very similar
22 to 2024. You know, we want to continue to promote the vibrant
23 on-track experience, we want to continue to grow attendance,

1 bring new fans to the race track. And one of the special
2 things about Del Mar just like Keeneland, I grew up going to
3 Keeneland, one of the special things about Del Mar and
4 Keeneland is just kind of the charm, the environment, the
5 people, the experience. And so we want to continue to promote
6 Del Mar's vibrant on-track experience. We obviously want to
7 increase attendance and continue to maximize our F&B revenue.
8 And we want to continue to promote our world-class racing
9 product as well as, as many of you touched on just now, our
10 leading equine safety and welfare protocols.

11 Our tactics, we'll have these kind of five touch points.
12 We'll do some database marketing, general market advertising,
13 public relations, influencers and social media. So I'll start
14 with database marketing. I've been in the industry, in the
15 marketing industry, for over 20 years. And database marketing
16 it just comes down to being extremely efficient and cost
17 effective. And so it's something that we'll continue to put
18 at the forefront of our marketing for Del Mar. We have a very
19 engaged audience. And we're able to use the data that we
20 would have collected over many, many years to put out a
21 targeted email and pick and choose who gets what email, who
22 gets what communication and continue to promote our weekly
23 on-track events as well as our daily specials. For our

1 Diamond Club, we're in our 20th year. That's our loyalty
2 program, and we have over 350,000 members. Last year alone we
3 added 7,000 new members, and we have an annual attendance
4 from them of about 24,000. This is kind of, like I mentioned,
5 our loyalty group. And we like to continue to take care of
6 them by offering them specials such as free admission on
7 specific days and some F&B discounts for repeat customers.

8 Our email marketing has been excellent for us over the
9 years and we continue to refine it year after year. We do at
10 this week at Del Mar for eight weeks during the season
11 talking about everything that a fan can expect in the coming
12 week. We have over 279,000 people who have opted in to
13 receive our email communications. And we increased that
14 number by 7.6% last year. So our link clicks from email
15 communications increased over 15% last year, meaning that the
16 content that we're putting in there is being engaged with at
17 a high rate. So we will continue to focus on that for 2025.

18 For general market advertising, you know, as I mentioned
19 earlier, I've been in the industry for a long time and we
20 used to do a lot of TV and radio and that type of things. The
21 reality is we're such a quick short meet with eight weeks, so
22 digital media is just the way that we can find the people
23 that we're trying to reach the quickest. It's based in

1 technology and historical relationships. And so we've really
2 focused away from traditional media and more towards digital
3 media. So we have connected TV, streaming content, display,
4 boosted social. You can find us on Spotify and Hulu and all
5 of those types of places but really you're mostly going to
6 find us online.

7 Our targets include our biggest target is really website
8 retargeting. It's interesting though because we get a lot of
9 web traffic right at the beginning of July, and so we have to
10 get the website retargeting going very quickly. But it's
11 very, very productive for us. We have event goers, Horsemen
12 and women. And we've really found a lot of success with
13 sports wagering and the betting category in the last few
14 years so we'll continue to that in the mix.

15 One of the "my favorite things" that we do on the digital
16 side of things is we have a measurement pixel that measures
17 foot traffic. If you have seen our ad on your mobile device,
18 and then we can track that you saw that ad and we can track
19 that your device came to the races. So we last year tracked
20 25,418 devices that saw our ad and then took action and came
21 to the races. And that was 12% year-over-year growth. We're
22 going to continue to stay true to the digital side of things
23 because we know we can see from the foot traffic study that

1 it is working, that it is moving the needle. In 2024 we
2 served over 17,000 impressions with over 397,000, sorry
3 excuse me. We served over 17 million impressions to over
4 397,000 conversions. This is just a quick little screenshot
5 of what you might see inside the little red box, kind of an
6 ad for one of our events.

7 So for general market advertising we also do some
8 traditional radio. We do a lot of traffic radio and we do
9 have some print in market. For the national side of things
10 with our betting options messaging we used national and local
11 racing media. We will continue to do though things for '25.
12 And then in terms of TV, radio, we do have a barter promotion
13 program. Something that we've had in place for a lot of
14 years. And so we will have almost \$250,000 in the market that
15 will be at the barter promotion side of things, meaning that
16 we will be on TV, you might see us on TV. You might hear us
17 on the radio. That would be the result of an exchange
18 partnership rather than paid media. So this has been
19 something that's just allowed us to extend our dollars a
20 little bit further.

21 The next one is public relations. And so we really feel
22 strongly that it's important to keep a focus on the national
23 side of things especially as we continue to host the

1 Breeders' Cup back to back. And as we want to continue to
2 have the Breeders' Cup come out here, we want Del Mar to be
3 seen as a destination. And we want the race track to be seen
4 as someplace that you must attend when you come out here. We
5 continue to focus on the national side of things. And then we
6 push regional and local very heavily to try and drive that
7 attendance. The goal is to always keep Del Mar top of mind
8 for San Diego events.

9 And just as a little highlight from the 2024 summer
10 season in the eight weeks that we were running we had over
11 290 press placements, which is a lot. So 106 of those
12 segments were broadcast segments and we had several leading
13 up to opening day to drum up awareness for the event. So the
14 press side of things is very strong and robust for us. And we
15 expect similar numbers this year.

16 And then I just want to highlight that we were featured
17 in Forbes, the New York Post, The Points Guy and Fodor's
18 Travel last year. So we had a lot of national hits, bringing
19 spotlight not only to the race track but things to do in
20 Southern California. That was a nice, nice couple of wins for
21 us last year.

22 Our influencer program is something that we had in place
23 for several years and is something that we continue to

1 finetune. Just like digital, you learn from it every year. We
2 will continue to put this program kind of at the top of the
3 list of things we focus on. We'll source key content creators
4 that we have aligned attributes with, and it provides that
5 third-party endorsement. So we as Del Mar can say, you should
6 come here all day long. But when you're following someone on
7 social media who says that to you, it's just kind of has a
8 little bit of an authenticity that it's hard to replicate as
9 a brand. So we will have approximately 60 influencers this
10 summer, we had 57 last year. And in our eight weeks we had
11 over 2.6 million impressions, 26,000 engagements and 1,100
12 link clicks. We'll continue on that front.

13 And last year we also then incorporated whitelisting. And
14 we'll do that again. I'm sure everybody has heard the term
15 'content is king' in the social world. And so we will
16 continue to create our own content and invest in our own
17 content. With whitelisting we can use the influencer's
18 content in a partnership agreement and we can put our dollars
19 behind their content and have that third-party endorsement be
20 boosted from our end. And so we'll continue to be able to
21 expand our content offering through that whitelisting option
22 this year.

23 And one other thing that I'll touch on a little bit later

1 is sponsor collaboration. The influencer program has opened
2 up a new negotiating avenue for us when it comes to
3 sponsorship. And I'll talk to you a little bit about that in
4 a little bit. We have a partnership with the Fairmont Grand
5 Del Mar that I'll touch on.

6 Just wanted to give you a couple of screenshots of what
7 it looked like when we have an influencer. This is one of our
8 exchange partners. And you can see that they will come and
9 we'll ask them, sometimes we'll ask them to promote a certain
10 event and sometimes we'll just ask them to promote their
11 experience. They will post several reels, videos, and posts
12 throughout the day. And then this is one we've had for
13 several years, Erica Costello. She does a great job of really
14 looking at the entire experience when we're out there. And
15 then we'd like to see these comments on her page. You know,
16 "Looking forward to Del Mar's racing season every year, one
17 of our favorite places in the world." So this is just some of
18 the kind engagement that we get with these influencer
19 partnerships.

20 This last one I wanted to touch on is specific to Turf
21 Club Fridays. This is a food, kind of an F&B influencer, SD
22 foodies. And we asked him to come out and really promote Turf
23 Club Fridays for us. And so we'll do this with a lot of our

1 events throughout the season, especially with Taste Of The
2 Turf Club or Turf Club Friday, some of the specialty events.
3 You can see how it looks a little bit different when we ask
4 them to kind of focus on something specific.

5 Moving onto social media, we'll continue to promote that
6 "see and be seen" lifestyle and showcase all of the FOMO type
7 of things. You give people kind of the, you must be here or
8 you are missing out feeling. We will continue to use all of
9 our major social channels, Facebook, Instagram, and Tik Tok
10 will be primary there. And then we'll continue to promote
11 racing and wagering. X is a big platform for that. And then,
12 Facebook and Instagram would be secondary there as well. Some
13 of our '24 metrics. We had over 31 million impressions and
14 more than 10 million engagements and video views. Almost a
15 500% year-over-year increase in view views. And META is
16 constantly changing their algorithm. So I can sit here today
17 and tell you I think I know what will be the most important
18 be type of content in social media this summer, but
19 inevitably it's always something new. So we like to stay on
20 our toes with our social media team and make sure that we can
21 kind of work with the algorithms as they are constantly
22 changing. And then last year we added over almost 17,000 new
23 followers, which is always good to see.

1 A couple of events that I wanted to call out today. Some
2 things that are kind of new and reimagined. We have a new
3 event that we're bringing this year called Savory Sundays.
4 And this is going to be where we have every Sunday of the
5 meet with feature a different, local restaurant in plaza. And
6 we'll ask them to bring some of their special items from
7 their menus and be able to share them with our attendees at
8 the track. And this is kind of the first step in embracing
9 our local culinary community. It is something that we have
10 been excited to work with Premier on. And this is something
11 that we look forward to further collaboration with Premier as
12 we move forward and be able to kind of continue to move in
13 this direction of bringing these outside partners to the
14 track. And a second kind of touchpoint for that as well is we
15 have this reimagined of the Taste of the Turf Club. This is
16 our 10th year of Taste of the Turf Club. It's a Sunday brunch.
17 And this year since we're in our 10th anniversary we wanted to
18 refresh it. And so we have a partnership with Chef Bryn
19 McArthur. He's the Executive Chef at the Amaya at the
20 Fairmont Grand Del Mar. And he is going to overhaul our menu
21 in conjunction with Premier. The two chefs have been meeting
22 a lot on what the updated menu will look like. We'll have a
23 farm to table approach. Kind of simple, sustainable and

1 locally sourced dishes. And so it will give us something new
2 and exciting to talk about when it comes to Taste of the Turf
3 Club. And we also have a partnership with the Fairmont Grand
4 Del Mar as I touched on in the influencer side of things.
5 They are going to - we'll have an influencer that will
6 promote Taste of the Turf Club. And then as part of our
7 sponsorship with them, they will put forth something called
8 the Grand Stakes Escape. It's kind of a mouthful. But people
9 will be able to come to the track but then they'll also be
10 able to spend the evening at the Fairmont. And so it's going
11 to be kind of a neat little cross promotion that we're going
12 to use with our influencers this summer to help promote this
13 new kind of reimagined Taste of the Turf Club.

14 And then, just something else that's new for 2025. We
15 have changed our ticketing provider to SeatGeek. It's a new
16 ticketing platform, and it's going to be great. There's a lot
17 of obviously hurdles as you are moving into a new platform.
18 And as we go on sale this Friday, jumping through a lot of
19 hoops to make sure that we have the best experience for our
20 purchasers as we can. This will be nice because it will allow
21 for digital tickets. And there's also a ton of learning that
22 we're going to be able to capture as anybody who buys a
23 ticket will have to have a SeatGeek account. And we'll start

1 to be able to capture data around our purchasers, which will
2 help us with future marketing. And there are lots of
3 opportunities for co-branding with SeatGeek. One of the
4 things that we really like about them is that SeatGeek will
5 run a Google word search on our behalf to help drive ticket
6 sales. So we're going to collaborate with them on some
7 marketing efforts as well. And this will also allow for
8 resale opportunities for the first time ever. We are excited
9 to get into the SeatGeek partnership. On a side note,
10 Breeders' Cup has also moved to SeatGeek this year. It will
11 be nice to be able to offer kind of a more consistent
12 ticketing option for Del Mar and Breeders' Cup this year.

13 And then just kind of a quick note. On track for '25 we
14 have all of our major weekend events. We added the Savory
15 Sundays. But we have our beer fest and wine festival. We are
16 going to bring the San Diego Aztecs, the men's NCAA
17 basketball team back to the track for a meet and greet. We're
18 going to do a Breeders' Cup traveler tumbler giveaway. And
19 we've got, you know, of course our crowned jewel, the Pacific
20 Classic Day, Family Fun Day. We saw double digit attendance
21 increase with several of our events last year. And we're
22 going to strive to have that same kind of attendance growth
23 this year as we try and bring new and different elements to

1 all these events. We also have our daily promotions that I
2 touched on a little bit earlier. Free & Easy Thursdays. Happy
3 Hour Fridays. We like to have our big events on Saturdays and
4 now we've got something really special on Sundays with Savory
5 Sundays. So something for everyone every day of the week. And
6 we will continue to work closely with Premier to maximum F&B
7 revenue throughout all of these events.

8 This is my last slide. Just wanted to kind of not ignore
9 Breeders' Cup coming back for the second year. We're honored
10 that they've chosen us back-to-back years. And they will be
11 back Friday the 31st of October and Saturday the 1st of
12 November. And we will be promoting Breeders' Cup throughout
13 all of our 2025 marketing. One thing I wanted to bring to
14 this board, is that the Breeders' Cup has kind of revamped
15 their charitable initiative. They're wanting to put a little
16 more emphasis around the charitable side of things. And they
17 have always had a charitable partnership with industry
18 charities so that would be like aftercare for our
19 thoroughbreds and that type of thing. But this year we've
20 requested that the Don Diego Scholarship Foundation be among
21 their recipients that they consider for their charitable
22 distributions. And so they're going to take that to their
23 board at their June board meeting, and hopefully we'll be

1 able to include them and their charitable initiative this
2 fall.

3 I know I ran through that quickly. Does anybody have any
4 questions?

5 MR. ARABO: Any questions anybody?

6 Director Blair?

7 MR. BLAIR: One of the -- your earlier slides showed that
8 you barter for TV and radio, what do you give? What do you
9 want --

10 ERIN BAILEY: Sure. So we offer tables in the Turf Club,
11 season passes, tickets. For some of our premier partners we
12 offer directors room, which obviously you can't purchase your
13 way into any of that. So for TV stations especially they like
14 to barter those types of things so they can host their
15 clients in the directors room and Turf Club and they will
16 give us air time in exchange.

17 MR. BLAIR: Thank you, that's what I thought.

18 MR. ARABO: Thank you.

19 Any more questions from colleagues?

20 Okay, thank you very much.

21 This wraps up the committee meeting. And I want to thank
22 again, DMTC commitment to safety and excellence. I appreciate
23 it.

1 Thank you, Erin, for the very great presentation.

2 ERIN BAILEY: Thank you for having me.

3 MS. BARKETT: Wonderful job, Erin, thank you.

4 PRESIDENT FREDERICK SCHENK: We'll now go to public
5 comment for DMTC liaison. Anyone in the audience who would
6 like to speak first please?

7 Ms. Sullivan.

8 MARTHA SULLIVAN: Martha Sullivan from Imperial Beach
9 again. I did drop off a copy of this kind of old school
10 couple of bar graphs about horse racing in the United States.
11 I just want to point out that I think the top graph about TV
12 viewership, I was thinking back to 2024 rather than 2025,
13 it's actually 2025 viewership of the Kentucky Derby and the
14 Super Bowl.

15 And I also just wanted to share this sort of recent news
16 in the Daily Racing Forum. They reported yesterday that
17 quote, Del Mar which operates a summer meeting held
18 simultaneously to the Humboldt Fair and the thoroughbred
19 owners of California opposed Humboldt's request at the April
20 CHRB meeting, saying they did not want Simulcast revenue from
21 throughout the state to be diverted from Del Mar to the
22 benefit of the Humboldt Fair. The median annual income of
23 Ferndale, home of the Humboldt County Fair Race Track, is

1 \$62,500, slightly higher than that of Humboldt County. The
2 median annual income of Del Mar, home of the Del Mar Race
3 Track is \$193,000. More than three times that of Ferndale.
4 But the Del Mar Thoroughbred Club is so desperate for
5 revenue, it would deny a small rural community its annual
6 fair. This is where horse racing in California is at. Where
7 the Del Mar Race Track is surrounded by the top four median
8 income cities and communities in San Diego County, is
9 basically shooting down Ferndale in Humboldt County.

10 MS. O'LEARY: Ms. Sullivan, your time is up.

11 PRESIDENT FREDERICK SCHENK: Thank you.

12 Anybody else in the audience please?

13 ALLISON PRATER: Allison Prater from Imperial Beach again.

14 From the CBS News 13 on May 2nd. Cal Expo says they
15 canceled racing because there are fewer horses available in
16 Northern California due to other track closures and declined
17 number of race days. It also costs Cal Expo about \$100,000 a
18 year to maintain the barns, track, and grandstand.
19 Generations of families have enjoyed races there but the
20 track isn't as popular as it once was. Thousands of fans no
21 longer fill the grandstand. The Turf Club is closed. And many
22 wagering windows were decommissioned years ago. Cal Expo
23 Management has not made any decision as to what will happen

1 to the racing facility, which takes up about 25% of the
2 fairground's property. Per the California Horse Racing Board,
3 five harness horses, also known as standardbreds died in 2025
4 before Cal Expo racing ended this year, including the final
5 night of racing on May 2nd, one 13-year old Julio Lauxmont
6 appears to have been a sudden death in the fourth race. Also
7 dead this year at Cal Expo Search and Destroy, West of the
8 Valley, Dougs Moonshine, and Jericho Willy. These five Cal
9 Expo deaths in a partial year are the most in years.

10 Thank you.

11 PRESIDENT FREDERICK SCHENK: Thank you.

12 Anybody else in the audience that would like to speak to
13 the Board?

14 All right, I'll go to public comments online.

15 Amit Dhuleshia.

16 AMIT DHULESHIA: Thank you. Good afternoon.

17 I also urge, as a lover of horses, urge the association
18 to try to think about having a plan to phase out at some
19 point the horse racing at Del Mar. Both obviously for ethical
20 reasons and the changing landscape of this board. I know you
21 guys have heard so many times about the ethical reasons, but,
22 and I know Del Mar is considered to be one of the safest
23 tracks in the country, in California. But even one horse

1 death is one too many. And we have multiple death horses at
2 Del Mar every year. And in regards to the changing landscape,
3 obviously you guys know that the Golden Gate's fields closed
4 after 83 years. The Sonoma County Fair Board also recently
5 ended its 90-year tradition of horse racing declining -
6 citing a decline of horse population and industry
7 professionals. So I urge you to at least start thinking about
8 in the future, you know, if there is more financial hardship
9 for this board, what would be an alternative, more humane,
10 sustainable and kind of embodies the cultures of San Diego.

11 Thank you for your time and leadership.

12 PRESIDENT FREDERICK SCHENK: Thank you.

13 Next, Jane Cartmill.

14 Jane, you are our speaker if you would like to address
15 the Board.

16 JANE CARTMILL: My comment is from a Thoroughbred Daily
17 News report of April 3. Update on computer-assisted wagering
18 in California. Rate hikes and one dominant player. According
19 to 2024 data, the amount Elite 17 wagered constituted 46% of
20 the overall handle that the Elite Turf Club players placed on
21 Del Mar's racing product, what amounted to \$63.4 million of a
22 total \$138.1 million, including Breeders' Cup. Del Mar total
23 racing 2024 wagering handle is \$786.9 million. The Elite Turf

1 Club bet 17.5% of total DMTC handle. And one player Elite 17
2 bet 8% of it. Bill Nader, CEO of Thoroughbred Owners of
3 California said the rate Elite 17 paid last year had
4 increased slightly from 2023 but still remains lower than
5 rate hikes, excuse me, than rates for other Elite Turf Club
6 players. Is this a healthy dynamic? Handle at the flagship
7 summer meet dropped off noticeably last year from the
8 prior year due in part to new restrictions on CAW play. But
9 could the special deal that Elite 17 continued to get also be
10 depressing overall wagering on the track's product among
11 price-sensitive gamblers? Economics professor Marshall Gramm
12 contends that Elite 17's dominance in Del Mar is likely to
13 have a negative impact on wagering among those CAW players
14 and the retail side. Quote, I think in some ways it is worse
15 to have one monolith team, said Gramm, who said he does not
16 wager through CAW platforms. Regular players are struggling
17 as it is. But if you've one team with a separate deal and
18 they're crushing other CAW players, I don't think it's a good
19 thing, he said. Especially when factoring in the rate at
20 which some of these teams are winning. Some Elite Turf Club
21 players can win at an average rate in excess of 105%. Profit
22 margin would be much better than many investment accounts.

23 PRESIDENT FREDERICK SCHENK: Thank you, Ms. Cartmill.

1 Next is Chaun Reynolds.

2 CHAUN REYNOLDS: I'm sorry, I didn't have a comment for
3 this item. I had one for the next item. I must have mis-
4 clicked.

5 PRESIDENT FREDERICK SCHENK: Thank you.

6 Next is Jim Coleman.

7 JIM COLEMAN: Good afternoon, everybody. I've been a local
8 resident and business owner for over 40 years. When people
9 think of the Del Mar Race Track, they usually picture race
10 day, beautiful horses, cheers of the crowd, views of the
11 Pacific just beyond the grandstand. Our racing is world
12 class. But what many don't see is just how deeply the race
13 track supports and strengthens our local community. Each
14 racing season brings in tens of thousands of visitors to Del
15 Mar and the greater San Diego area.

16 That surge in tourism directly benefits local hotels,
17 restaurants, and our small businesses. For many of our local
18 businesses, the Del Mar race season is their most profitable
19 time of the year. The impact goes well beyond tourism. The
20 race tracks is also a major employer. Behind every race is a
21 team of hardworking people, trainers, jockeys, grooms,
22 veterinarians, event staff, food and beverage workers,
23 security and maintenance crews. And these jobs support

1 hundreds of local families and keep the economic wheels
2 turning year around. And the DMTC also gives back. The race
3 track partners with organizations like the Del Mar Foundation
4 and other local nonprofits to fund scholarships, youth
5 programs, and community initiatives. That means more
6 resources for our kids, our seniors, and our neighborhoods.

7 And then there's the community itself. The track isn't
8 just a place to watch horses run, it's a place to gather with
9 family days, concerts, festivals, charity events. Del Mar
10 becomes a hub of connection and celebration. So yes, the Del
11 Mar Race Track is about tradition and sport but it's also
12 about people, it's about jobs, local pride and shared
13 experiences.

14 MS. O'LEARY: Mr. Coleman, your time is up.

15 PRESIDENT FREDERICK SCHENK: Thank you, sir.

16 All right. That concludes the public comment. We're now
17 going to turn to the -- well, we have decided to table item
18 7-J, regarding Race Track Authority and we will table that I
19 think maybe until perhaps August, whenever the RTA can meet
20 on that and DMTC can meet on that to discuss it further. All
21 right.

22 I will now turn it over to our CEO for the executive
23 report.

1 MS. MOORE: Okay, while our chief communications officer
2 Tristan Hallman makes his way up to the podium to present on
3 our 2024 annual report, just a couple of things to touch base
4 with you on. Just want to make you as Board Members aware
5 that our team has met with Surf Cup across from Horsepark.
6 And they are going to have a soccer event on June 26th through
7 the 29th, similar to the event that they had last year. They
8 will have parking and traffic folks out there, and they will
9 not be using the El Camino Real access gate. So we aren't
10 anticipating that that has any more significant impact than
11 it has kind of historically these past few years.

12 MS. ROWLAND: Carlene, what gate are they going to be
13 using?

14 MS. MOORE: They'll use their main gate. So on El Camino
15 Real right across from Horsepark we actually own the gate on
16 that side a little bit over El Camino Real. And we have had a
17 longstanding contract with Surf Cup with regard to that gate
18 for access and it's by permission with us. We don't allow
19 them when we have events where we're parking at Horsepark.

20 MS. ROWLAND: And the main gate is the one?

21 MS. MOORE: Up. Further East, up. It changes from being
22 Via de la Valle at that point. Doesn't it?

23 MS. ROWLAND: No. It would still be Via de la Valle.

1 MS. MOORE: Okay. But that will be their point of entry.

2 MS. ROWLAND: Thank you.

3 PRESIDENT FREDERICK SCHENK: All right.

4 MS. MOORE: So I just want to make you aware. We are
5 working on that.

6 Also too, I will follow-up with you in terms of setting a
7 meeting tomorrow in terms of setting a meeting date for July.
8 And kind of speaking of tomorrow, I will be in Sacramento
9 along with Tristan for the California Fairs Alliance Day at
10 the capitol, where we'll be doing some outreach to some of
11 our legislators as well as legislators throughout the state.

12 I'll be sending calendar invites for additional kind of
13 significant dates, some of which have been talked about today
14 during this. But that's also going to include our Board
15 socials. If you recall, this is one hour prior to each summer
16 social and sort of going back to the spirit of, and when
17 we're talking about the ticket policy, this is one of those -
18 this is that mechanism of encouraging your participation as
19 board member, your invitation for guests to join that really
20 provide that opportunity for us to, whether it's celebrate
21 volunteer service, your service, public service, you know,
22 economic development and so forth. So that will be coming to
23 you. And I have one other thing. Oh, if you have not already

1 done so, just a reminder to please submit your ticket
2 requests for the fair so we can get those orders fulfilled.

3 And with that, I'm going to turn it over to Tristan.

4 TRISTAN HALLMAN: I promise I will be as brief as I can
5 be. But this is our second ever annual report for the 22nd
6 DAA. Very excited about this. We actually took the production
7 of it in-house this year so we had last year a consultant
8 Southwest Strategies helped us develop it. This year we did
9 it with our own design and marketing team putting it
10 together. So based on that model. It is 60 pages in total. It
11 recaps our 2024 events, activities, initiatives. And it's
12 divided into different sections as it was last year. Sort of
13 the why and how. So why do we, you know, spend time on this,
14 putting this together. You're getting, by the way, the first
15 edition and we'll do a larger print run once you have a
16 chance to let me know if you find any typos in it, which I do
17 appreciate actually. But because this is really, this is one,
18 this is for you as board members. This is for our team, our
19 employees. This is for the organization to be able to go out
20 and tell our story. It's basically a bible of our talking
21 points of our year, it's our yearbook. It's our chance to
22 really encapsulate all of the very complicated, complex
23 things we do. It's one nice looking document that we can

1 share with our external stakeholders at the summer socials
2 when we do go to the day at the capitol or a meeting when
3 we're talking about our fairgrounds 2050 initiative. This is
4 sort of our leave-behind, a way of telling the public what it
5 is that we're doing. We can repurpose this content. We'll
6 post it on our website for the public to be able to see it.
7 It will be in PDF form. But really this, and it also provides
8 a measure of transparency. So we're very excited about it.
9 This was something that I mentioned last year. This was
10 something that Carlene really wanted to achieve when I came
11 onboard. And so now we've done it two years in a row. And I'm
12 sure we'll totally redo it and do it a different way next
13 year, but very happy to have done it this year.

14 So just to walk you through it. You know, the first
15 section is that about us. It's the letter from the CEO of the
16 Board. It has sort of the about us stuff, right. So it has a
17 map of the property. It has some of those bigger numbers that
18 we had. Was able to nail down a live event attendance number
19 this year. Last year was a little squishy. This year we were
20 able to get sort of HITS involved as well. And we also have
21 attendance numbers for, for example, the Golf Center.

22 The first meaty section, biggest section is that San
23 Diego County Fair section. There's a recap of our 2024 fair.

1 I know we're talking about the 2025 fair but this is kind our
2 look-back. One thing we added this year in addition to, you
3 know, featuring our new awards of course was we actually have
4 our best of show winners featured this year. So very cool
5 thing that hopefully we do next year with our exhibitors too
6 so they have a little bit of a nice document that they can
7 look at.

8 Then we have six different sections, several of which
9 talk about our impact. Community impact. This is a listing of
10 all of the various programs that we do. It's really a
11 resource, again, for all of you to be able to talk about when
12 you go out in public and you're talking about the fair, those
13 kinds of things that we do. And we pulled some of those
14 things out, like our proclamations effort last year. The
15 Tijuana Press Conference was the first time we did that. The
16 WAVE Volleyball, not traditionally something that we - it's
17 over there at Surf and Tur, but it is very much part of what
18 we do here is providing that space for that club to be able
19 to function.

20 Economic impact. We you know took over the RV park this
21 past year, we had RV Park Night numbers like we would do if
22 we had, if there was a hotel. That economic impact number
23 that you see there, I got tired of saying 682 million because

1 that is [indecipherable]

2 We also spotlighted the Eco Hut, and yes, the tree
3 planning event, which you can kind of see through that tree
4 there. Helping dig the hole that helped plant. Helping dig
5 the hole that helps plant 50 trees by our fence line.

6 We do have a section on our strategic planning efforts. I
7 mentioned last year that this would grow. It did this year.
8 We had a lot more going on. We pulled out the summer socials
9 talking about the vision wall and our outreach efforts for
10 the fairgrounds 2050, as well as our efforts to make sure
11 that the realignment of the LOSSAN Rail Corridor is not
12 detrimental to us.

13 And then finally it's all the sort of numbers, the
14 financial statement that Carlene walked you through last
15 month, the balance sheet, a listing of our operations and
16 contractors. A look back at some of the events that we hosted
17 including the lineup of The Sound. We didn't have that last
18 year. We added that this year. And then, we end of course by
19 looking ahead to the 2025 fair as we did today. So with that,
20 I think that was about 6 minutes, maybe 7. Do we have any
21 questions?

22 MS. ROWLAND: Can you do that faster next year?

23 TRISTAN HALLMAN: I can probably pick up the cadence a

1 little bit I think.

2 MS. ROWLAND: Nice job.

3 [Multiple speakers]

4 MR. ARABO: Do you have it on the website, like a link to
5 it?

6 TRISTAN HALLMAN: Yeah, we will. It will be on the public
7 documents page.

8 PRESIDENT FREDERICK SCHENK: Of course, I don't want to
9 make light of the time that, what took a lot of time,
10 preparation and collection and collating and the photography,
11 and so to you and the team, congratulations. I know you said
12 well you did it in 5-6 minutes. It took months and months, I'm
13 sure, of real surgical, you know, precision to get these facts
14 down and the data put together, so congratulations to all of
15 you.

16 TRISTAN HALLMAN: Well, thank you.

17 PRESIDENT FREDERICK SCHENK: Joyce, did you want to?

18 MS. ROWLAND: No, I was just going to ask, so you made a
19 decision to do some number of printed copies? Because it's
20 becoming more and more common just to have it virtual, so is
21 there a target other than us for this that you think that they
22 need to have their hands on it, thought leaders, et cetera, is
23 it preferred that they have it hardcopy?

1 TRISTAN HALLMAN: Generally, yes. It's you know there's a
2 lot of digital noise out there, so being able to have some
3 amount of hard copies, we do a small amount. I think we
4 printed about 100 last year.

5 MS. ROWLAND: I like it personally because I can take it
6 and read it in different venues. I don't always want to
7 necessarily -

8 TRISTAN HALLMAN: Right.

9 MS. ROWLAND: - be at the computer or phone.

10 TRISTAN HALLMAN: Yeah, and I you know something nicer
11 about the way that we designed it also has sort of that
12 spread, the two-page spread look that doesn't quite translate
13 as well to a printed stapled version or PDF.

14 PRESIDENT FREDERICK SCHENK: All right, any other
15 questions before we go to public comment?

16 MS. BARKETT: Fantastic. Really.

17 TRISTAN HALLMAN: Thank you.

18 MS. BARKETT: Beautifully done.

19 PRESIDENT FREDERICK SCHENK: All right, is there any
20 members of the public that would like to comment in person?
21 No.

22 All right. We will go on to online public comment from
23 Chaun Reynolds.

1 Did you want to address this topic?

2 MR. RIVERA: He's dropped out of the queue.

3 PRESIDENT FREDERICK SCHENK: Okay. All right.

4 Then we'll move on to anything else for executive report.

5 MS. MOORE: Excuse me. Just one other thing and that is
6 the facilities condition assessment. We will be - they've
7 been back out onsite touring on some of our facilities. We
8 will be receiving kind of that final draft report later this
9 month. And then a supplemental report will be coming. If you
10 recall, we asked for the, for example, the backstretch area
11 to not be considered one building but all of the separate
12 buildings to be reviewed in it. So we'll have more
13 information on that and be able to present that to you at our
14 August or September meeting, so either late summer, early
15 fall.

16 PRESIDENT FREDERICK SCHENK: All right. Then next is
17 matters of information, number 9, which are found on page 55.
18 Before we adjourn from the board meeting to closed session,
19 as a matter of personal privilege I want to compliment and
20 praise Director Arabo for being selected by the Cal State
21 University system as receiving and honorary doctorate degree,
22 who will be speaking to the - presenting to the business
23 school. It's a tremendous honor. We're very proud of you.

1 And congratulations, Director Arabo.

2 All right. With that, we will go into closed session.

3 [The Board recessed to closed session at 4:59pm]

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