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BOARD OF DIRECTORS MEETING  
22ND DISTRICT AGRICULTURAL ASSOCIATION  
DEL MAR FAIRGROUNDS  
2260 JIMMY DURANTE BOULEVARD  
DEL MAR, CALIFORNIA 92014  
(TELECONFERENCE)  
TUESDAY, OCTOBER 14, 2025

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Transcribed by:  
QuickCaption, Inc.  
3457 Arlington Avenue, Ste. 104  
Riverside, CA 92506

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IN ATTENDANCE

OFFICERS:

- SAM NEJABAT, CHAIR
- LISA BARKETT, VICE CHAIR
- MARK ARABO, DIRECTOR
- DONNA DEBERRY, DIRECTOR
- MICHAEL GELFAND, DIRECTOR
- KATHLYN MEAD, DIRECTOR (VIA ZOOM)
- FREDERICK SCHENK, DIRECTOR

22ND DISTRICT AGRICULTURAL ASSOCIATION STAFF:

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

22ND DISTRICT AGRICULTURAL ASSOCIATION COUNSEL

- JOSHUA CAPLAN, OFFICE OF THE ATTORNEY GENERAL

OTHER SPEAKERS:

- JOSH RUBINSTEIN, PRESIDENT & COO, DEL MAR
- THOROUGHBRED CLUB

1 PUBLIC COMMENTERS:  
2 AMY CHESHIRE  
3 CARLA ECHOLS-HAYES  
4 JANE CARTMILL  
5 MARTHA SULLIVAN  
6 LAURA DE MARCO  
7 DARREN PUDGIL  
8 BROOKE MILLER  
9 JOSEPH SMITH  
10 CAROL LAZIER  
11 ABIGAIL HAWTHORNE

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2 [Meeting convened at 9:33 a.m.]

3

4 MR. RIVERA: We are live in the room.

5 CHAIR NEJABAT: All right.

6 Good morning.

7 Today is Tuesday, October 14th, and the time is 9:33 a.m.

8 I now call this meeting of the 22nd District Agricultural

9 Association Board of Directors to order.

10 I want to start off by thanking Director Schenk for his

11 years of service and the presidency.

12 As I've quickly come to learn, it is a time-consuming

13 task.

14 I know we're all appreciative of that and speaking for

15 everyone when I say that.

16 So thank you, Director Schenk.

17 Moving on to roll call.

18 Donna, may we please call the roll?

19 MS. O'LEARY: Chair Nejabat.

20 CHAIR NEJABAT: Here.

21 MS. O'LEARY: Vice Chair Barkett.

22 VICE CHAIR BARKETT: Here.

23 MS. O'LEARY: Director Arabo.

24 DIRECTOR ARABO: Here.

1 MS. O'LEARY: Director Blair has an excused absence.

2 Director DeBerry.

3 DIRECTOR DeBERRY: Here.

4 MS. O'LEARY: Director Gelfand.

5 DIRECTOR GELFAND: Here.

6 MS. O'LEARY: Director Mead.

7 She's going to join us via Zoom.

8 Okay.

9 Director Rowland is unable to join us today.

10 And Director Schenk.

11 DIRECTOR SCHENK: Here.

12 CHAIR NEJABAT: Great, we have a quorum of board members  
13 present in the room.

14 Moving on to closed executive session.

15 The Board will now move on to our closed executive  
16 session to discuss matters described under item 3 on the  
17 agenda.

18 We anticipate returning to open session around 10:30  
19 a.m., about an hour.

20 The current time is 9:34 a.m., and pursuant to the  
21 authority of Government Code Section 11126(a), (b), and (e),  
22 the Board of Directors will meet in closed executive sessions  
23 on the items described on today's agenda.

24

1 [The Board has recessed to closed executive session at  
2 9:34 a.m.]

3 [The Board has returned from closed executive session at  
4 10:35 a.m.]

5

6 CHAIR NEJABAT: The time is 10:35 a.m.

7 We have returned from our closed executive session.

8 The 22nd DAA Board of Directors considered the advice of  
9 counsel on the items listed on the closed session portion of  
10 the agenda and has nothing to report.

11 With that, our first order of business is the consent  
12 calendar.

13 Do we have any members of the public in the room that  
14 would like to speak on the consent calendar as presented in  
15 the agenda?

16 Seeing none.

17 We have no public speakers on Zoom.

18 Are there any requests from the Board to remove any items  
19 from the consent calendar for further individual discussion?

20 All right, seeing none, do I have a motion for approval  
21 on the consent calendar.

22 DIRECTOR SCHENK: So moved.

23 CHAIR NEJABAT: Director Schenk for the motion.

24 Second?

1 Director DeBerry.

2 Donna, may I have the roll?

3 MS. O'LEARY: Chair Nejabat.

4 CHAIR NEJABAT: Aye.

5 MS. O'LEARY: Vice Chair Barkett.

6 VICE CHAIR BARKETT: Aye.

7 MS. O'LEARY: Director Arabo.

8 DIRECTOR ARABO: Aye.

9 MS. O'LEARY: Director DeBerry.

10 DIRECTOR DeBERRY: Aye.

11 MS. O'LEARY: Director Gelfand.

12 DIRECTOR GELFAND: Aye.

13 MS. O'LEARY: Director Mead

14 DIRECTOR MEAD: Aye.

15 MS. O'LEARY: Director Schenk.

16 DIRECTOR SCHENK: Aye.

17 CHAIR NEJABAT: All right.

18 The motion carries.

19 We'll now move on to public comment for items not on

20 today's agenda.

21 As a reminder, the Board will not debate nor act on any

22 comments heard today.

23 If you are here to speak on an agenda item, please wait

24 until we take that item up.

1           For all public comment opportunities today each speaker  
2 will be given two minutes to make their remarks.

3           Be prepared and ready to speak as soon as you are  
4 recognized to do so.

5           Out of respect for everyone's time, we'll mute your  
6 microphone a after two minutes.

7           Do we have any public speakers in the room today for  
8 matters not on the agenda.

9           If so, please queue up at the podium.

10          AMY CHESHIRE: Honorable chair and members of the board,  
11 my name is Amy Cheshire.

12          I'm here representing the Coalition for Safer Trains, a  
13 group of community members who have been participating in the  
14 public process to help develop a railroad alignment that  
15 minimizes impacts to the community and is resilient to sea-  
16 level rise.

17          Back in February in response to SANDAG's first NOP we  
18 proposed a route now called the northern yellow line that has  
19 been embraced by the community at large and is currently being  
20 studied by SANDAG.

21          We read the comment letter the 22<sup>nd</sup> DAA submitted to the  
22 SANDAG for the second NOP, and were taken aback why the  
23 negative characterization of our efforts as member of the  
24 public members of the public participating in the public

1 process to determine the LOSSAN rail relocation alignment.

2 This level of public participation is consistent with the  
3 first guiding principle for your Master Site Planning process,  
4 in which you emphasized broad community outreach and input is  
5 foundational to the process.

6 We understand the northern yellow line route is a  
7 relatively new concept and the timeline has been short for  
8 everyone involved to study it thoroughly.

9 However, there is strong support in the community for  
10 this proposal and potential advantages for the fairgrounds  
11 that should be explored by this board.

12 We were glad to see the polling data presented at  
13 September's Board meeting.

14 The top two priorities expressed by the residents of San  
15 Diego County for the future of the fairgrounds are one,  
16 access, parking, and public transit.

17 Two, preservation of the coastal character and  
18 environment.

19 The northern yellow line is the rail alignment that best  
20 achieves the priorities and everyone, including the  
21 fairgrounds.

22 It should be thoughtfully considered as part of your site  
23 planning process.

24 We respectfully request a subcommittee of your board meet

1 with us in person to listen and learn more how our proposed  
2 northern yellow line route could minimize impacts to  
3 surrounding communities while also providing benefits to the  
4 fairgrounds.

5 Thank you for considering our request and we look forward  
6 to meeting with members of the board in the near future.

7 CHAIR NEJABAT: All right.

8 Perfect timing.

9 Thanks for your comments.

10 Anybody else?

11 CARLA ECHOLS-HAYES: Hello everyone.

12 I'm Carla Echols-Hayes, Friends of Del Mar Horsepark.

13 I've seen you before.

14 Is this not on?

15 It's on, okay cool.

16 Okay, so this weekend there is a Halloween dressage show  
17 which is a lot of fun.

18 I know everybody thinks dressage is like this really  
19 boring thing but it really isn't.

20 You have dancing horses with costumes, now that's  
21 actually pretty cool.

22 They have a dog costume contest.

23 There's a lot more diversity of events happening at  
24 Horsepark.

1           The dog agility people are using the old grass field  
2   which nobody else can use because it's not good for horses and  
3   we've got a lot more public participation.

4           And I wanted to invite all of you if you have grandkids  
5   who want to see dancing horses in costume.

6           It's pretty cool actually.

7           And for adults there is at 5:00, one of those charity  
8   casino night things where you play for prizes but there's no  
9   money involved.

10          I wanted to tell all of you, hey, I know you probably  
11   don't look at Instagram, if you probably don't looking at the  
12   Facebook I post but you might listen at one of these meetings,  
13   so I hope all of you can get there.

14          Thank you very much for supporting Horsepark, I  
15   appreciate it.

16          CHAIR NEJABAT: Thank you for your comments.

17          It looks like that with we'll move on to the three  
18   speakers on Zoom, starting with Jane Cartmill.

19          JANE CARTMILL: This is a report with some parallel I  
20   believe this board could learn from.

21          It was published on October 6th by NBC in South Florida.

22          Quote, a new chapter is beginning for the Miami Sea  
23   Aquarium as a developer filed for bankruptcy court approval,  
24   takeover the troubled marine park's lease.

1           It's the final weeks of the Miami Sea Aquarium as we've  
2   known it for decades.

3           In just one week the park will close its doors and its  
4   beloved marine mammals will retire, marking the end of an era  
5   and the beginning of a new chapter.

6           We're going to be preserving the Golden Dome and we're  
7   going to have a celebration for marine life with immersive  
8   experiences but no marine mammals.

9           But I think it's going to be an amazing, friendly  
10   destination for this community, David Martin, the developer  
11   said.

12          The project will also prioritize working with local  
13   partners on education and conservation efforts related to  
14   Biscayne Bay.

15          We have universities like the University of Miami that is  
16   adjacent that we really look for a potential strong  
17   partnership with, Martin said.

18          As for the marine mammals, they will be relocated with  
19   oversight from the bankruptcy trustee and the county to ensure  
20   their welfare.

21          Thank you.

22          CHAIR NEJABAT: Thank you.

23          Next up, we have Martha Sullivan.

24          MARTHA SULLIVAN: Hello, this is Martha Sullivan from

1 Imperial Beach.

2 This report was published on October 8th just before  
3 Indigenous People's Day yesterday.

4 And it is significant for tribal gaming everywhere,  
5 particularly here in California, which generates roughly a  
6 third of \$42 billion nationwide tribal gaming gross revenue.

7 Quote, the U.S.

8 Supreme Court has ruled in favor of Washington's  
9 established tribal gaming laws and regulations remaining in  
10 place despite a challenge made by RunItOneTime, formally  
11 Maverick Gaming.

12 The Indian Gaming Regulatory Act is a core piece of  
13 tribal law that was enacted by Congress in 1988.

14 This led to the formation of the National Indian Gaming  
15 Commission, which regulates any gambling activity on tribal  
16 lands throughout the United States.

17 Maverick Gaming, which then became RunItOneTime  
18 challenged the IDRA and Shorewater Bay's rights as well as all  
19 tribal gaming in Washington state.

20 The Supreme Court has once again rejected a meritless  
21 suit that sought to attack the very heart of tribal rights.

22 At the Native American Rights Fund, we stand ready to  
23 defend against these attacks wherever they are filed, said  
24 NARF's staff attorney, Lenny Powell.

1 Thank you.

2 CHAIR NEJABAT: Thank you.

3 It doesn't look like we have anybody else so with that,  
4 we'll move on to item number 7 on our agenda today.

5 At this time I would like to recognize our CEO Carlene  
6 Moore to provide her executive report.

7 MS. MOORE: Thank you.

8 So first up regarding the Fairgrounds 2050 update as you  
9 recall last month we had an update by our on our overall  
10 approach and strategic communications approach to this, our  
11 Master Site Planning outreach efforts that included polling  
12 results, the outreach and planned open houses on the horizon.

13 And these are additional community outreach events.

14 I wanted to provide a brief update on things since last  
15 month.

16 Since our last meeting we have also briefed and presented  
17 at the Solana Beach City Council as well as did a briefing  
18 with San Diego City Council president Joe LaCava, in terms of  
19 the process.

20 I wanted to share with you that he was very complimentary  
21 of, what he said was, and I quote, our strategic and  
22 deliberative approach to our Master Site Plan.

23 For the record, he told us it was unlikely we would have  
24 a venue to be able to present this at the San Diego City

1 Council.

2 They operate differently than most other councils, so  
3 we're looking at other means of updating those councilmembers.

4 We also were scheduled to present to Del Mar City  
5 Council, but they unfortunately had to cancel their most  
6 recent meeting, so we've been rescheduled for the presentation  
7 on October 20th.

8 In terms of our open houses we've had the first of two  
9 held earlier this month, Poway on October 1<sup>st</sup> and La Mesa on  
10 October 6<sup>th</sup>.

11 And overall been happy with how they turned out, the  
12 process that we arranged for it, the opportunity, again, to go  
13 out into our community and hear from our community members.

14 We've done a lot of marketing around that, eblasts,  
15 social media ads and so forth to help spread the word.

16 But we could always use your help as well and other  
17 members in our community to further that.

18 We have more on the horizon.

19 Our team has been there at those events and working with  
20 Southwest Strategies and enjoyed that opportunity to engage as  
21 well as for those board members, and I want to thank you, that  
22 have been able to attend so far.

23 And that has included Director Barkett, Director Nejabat,  
24 Director DeBerry, Director Rowland as well, Director Gelfand.

1        So thank you very much.

2        Hopefully, we'll see the rest of you at our upcoming.

3        We have four more events still planned, the next one is  
4 next Monday, October 20<sup>th</sup>.

5        That one will be in Central San Diego.

6        October 29<sup>th</sup> we will be in San Marcos.

7        November 13<sup>th</sup> we'll be in Chula Vista.

8        And our final one, November 18<sup>th</sup>, which is the same day as  
9 our board meeting, but in the evening here at The Sound, and  
10 we really do expect this to be our largest event as we get  
11 closer to home.

12       Looking ahead, we will be working on various aspects of  
13 the plan with the committee assignments that Chair Nejabat has  
14 appointed.

15       And so then we should have another quarterly update at  
16 the November board meeting because, again, that just quarterly  
17 cadence of those updates.

18       Moving on to the progress report on affordable housing  
19 discussions with the City of Del Mar.

20       So this is I know we have an item later on regarding the  
21 exclusive negotiating rights agreement, but this really is an  
22 update.

23       I'm sorry, did you have a question?

24       >> [off mic]

1 MS. MOORE: Yes.

2 DIRECTOR GELFAND: November - [off mic]

3 MR. RIVERA: Microphone please.

4 DIRECTOR GELFAND: At the November meeting will we get an  
5 update on what happened on the public outreach meetings that  
6 have occurred at least to date?

7 I know there will be a couple of more in November, the  
8 night of the meeting and afterwards, but will we get some  
9 interim data or will that come at the end?

10 MS. MOORE: I think we can look at that and maybe some  
11 high-level themes that we're hearing, but otherwise to bring  
12 that information back collectively.

13 So in terms of then moving onto again just kind of the  
14 progress report.

15 This is the request to have a monthly updates.

16 So as everyone is aware, we do have the exclusive  
17 negotiating rights agreement with the City of Del Mar we  
18 entered into to explore whether to cite affordable housing  
19 here on a portion of the District's property.

20 And I think one thing that is really important to remind  
21 everyone of us in terms of those discussions, we collectively  
22 have said as the District Agricultural Association is if  
23 affordable housing is going to be cited we wanted to be cited  
24 in the place most appropriate to our activities, how the

1 public engages with our property.

2 And then there's the request of the City of Del Mar,  
3 which for them currently to receive RHNA credits means it  
4 being in essence with their boundaries.

5 And we have a unique situation as the District because we  
6 are in two cities.

7 Even as close as this property is, it's literally Jimmy  
8 Durante that divides that line.

9 And I share that with you as a reminder because, so the  
10 due diligence work has been well underway.

11 And our team primarily lead by our supervising  
12 environmental planner, Dustin Fuller, continue to meet with  
13 the city as well as our consultants regularly.

14 The work has included the feasibility studies that are  
15 being conducted.

16 And this is utilizing the California Department of  
17 Housing and Community Development or HCD as it's called and  
18 those housing acceleration program funds.

19 This was grant funds commonly referred to as the HAP  
20 funds to facilitate potential site selection.

21 And that's what's key here as well is potential.

22 And so these funds were made available to us and that's  
23 where we executed the Memorandum of Understanding with the  
24 City of Del Mar to be able to have access to those funds to

1 that grant opportunity.

2 And that came to us through the opportunity through the  
3 ENRA, as it's called.

4 The M.O.U. so it funds the task orders that are  
5 associated with the HAP grant, and that is the mechanism for  
6 us to get reimbursed on those expenses.

7 And that is included sort of affordable housing  
8 consultant services, identify CEQA constraints,  
9 transportation, due diligence that needs to be done there,  
10 sea-level rise vulnerability as well as water and sewer master  
11 planning.

12 These studies are currently in progress.

13 A thing to note is that in addition to while it's being  
14 pursued with regard to this consideration for affordable  
15 housing -

16 I just want to check, so did we lose Zoom or just the TV?

17 Okay, just to make sure so I can keep going.

18 Okay.

19 Oh, okay.

20 In front of us it went black just so the audience out  
21 here knows as well.

22 These studies are beneficial to our Master Site Plan,  
23 regardless of affordable housing and there's still that to be  
24 determined.

1           This due diligence that we're doing, this information  
2   will be beneficial to our Master Site Plan.

3           And then separately we can have that determination of  
4   affordable housing.

5           >> [off mic]

6           MS. MOORE: We have a consultant that we work with and  
7   then our staff and Supervising Environmental Planner is our  
8   key staff person on that.

9           >> [off mic]

10          MS. MOORE: That is directed by the DAA.

11          What we have to work with and that is what the M.O.U.  
12   outlines is we have to seek approval under the grant funds  
13   like you do with any grant for these are the considerations,  
14   here's what needs to be studied.

15          City of Del Mar has identified those as well because they  
16   need that information as they look at affordable housing here  
17   at the fairgrounds.

18          And so it's mutually agreed upon in terms of the  
19   activities that need to be done through this due diligence  
20   process as required for housing.

21          >> [off mic]

22          MS. MOORE: Yes.

23          So, and that's one of the things.

24          So then the ENRA, the Exclusive Negotiating Rights

1 Agreement, what it does is it outlines and that's where there  
2 is key milestone dates and that's from an update perspective.

3 For you as board members that's when we would truly have  
4 information to share with you at that time, including the  
5 results of the studies.

6 Because that's going to inform our Master Site Plan.

7 And then it will also be utilized to inform again as this  
8 board looks ahead to the future for making a determination  
9 about affordable housing.

10 VICE CHAIR BARKET: Carlene, could we get Dustin Fuller to  
11 give us an overview of where they are at with the different  
12 ones that are currently being done under the HAP.

13 MS. MOORE: Yes, so Dustin will come and make the  
14 presentation when we have that information.

15 Right now what we have is a question for you.

16 Kind of for this board.

17 And that is going back to what we said about and this  
18 board has if affordable housing is cited here, we want it to  
19 be in to kind of occur in the best place for the residents of  
20 it, for our activities, you know, recognizing traffic and  
21 things like that.

22 We have an interesting -- we're in an interesting  
23 position as the District in having this request because there  
24 is our land mass that is in the City of Del Mar's boundaries

1 and then there is our land that is in the City of San Diego.

2 There are two studies that if we want to explore all  
3 potential options there are two studies that would not be  
4 funded through the HAP grant that would be necessary to  
5 potential sites outside of the City of Del Mar's boundaries.

6 It's about \$30,000 in expense for those.

7 It's related to the water and sewer studies that need to  
8 be done.

9 But if we want that as an option, as the District to  
10 consider, that's an expense that we would need to incur  
11 outside of the reimbursable HAP grant funds.

12 VICE CHAIR BARKETT: Okay.

13 I also know there's a study that was done in 2018, a very  
14 comprehensive one with the City of Del Mar.

15 And it was made public.

16 Do we have that in our records?

17 Because we should, that study.

18 MS. MOORE: Yeah, I'm sure that if there was a study that  
19 was done in 2018, I'm sure that we have that in our records.

20 And I will see about having that be brought forward at  
21 our next meeting.

22 VICE CHAIR BARKETT: Or at a future meeting?

23 MS. MOORE: Mm-hmm.

24 VICE CHAIR BARKETT: Okay.

1 Thank you very much.

2 MS. MOORE: Yes, thank you for that.

3 >> [Off mic]

4 MR. RIVERA: Microphone please.

5 DIRECTOR GELFAND: In the board packet in the description  
6 of new committees and their structure and whey they're  
7 supposed to, you know, deal with.

8 I don't see this issue of Del Mar and the ENRA and the  
9 housing issue that Del Mar affordable housing issue.

10 Would it fall under the Regulatory and Government Affairs  
11 Committee purview or maybe that's a Sam question.

12 MS. MOORE: Yeah, I don't know that that's a question that  
13 I could answer at this time.

14 But the approach that we have had is bringing this  
15 information at this time, bringing this information back to  
16 the full board.

17 And so that might be something for consideration in terms  
18 of committees.

19 DIRECTOR GELFAND: It seems like there ought to be some  
20 committee of the board that is dealing with this issue.

21 And so I mean maybe it's up to you, Sam, to figure out  
22 which committee that is or if maybe it's an ad hoc committee.

23 It hasn't been formed yet.

24 Maybe it falls under government affairs.

1 But we ought to get on it.

2 DIRECTOR DeBERRY: Is that a recommendation?

3 MS. MOORE: Well, it's definitely something that, yeah, it  
4 can be taken into consideration.

5 This is my executive report, it's not an action item in  
6 terms of anything so our counsel isn't getting too nervous  
7 over there.

8 DIRECTOR GELFAND: Well, we have a weird -

9 MS. MOORE: So your feedback is being received.

10 DIRECTOR GELFAND: Yeah, we have a weird structure because  
11 action items have to be noticed in advance.

12 And there is no clear mechanism for how to get something  
13 on the agenda in advance unless you happen to be the chair.

14 MS. MOORE: You as board members can reach out to the  
15 chair if you would like an item to be place on the agenda.

16 DIRECTOR GELFAND: Consider yourself reached out to.

17 DIRECTOR SCHENK: But the issue though is you know Bagley-  
18 Keen.

19 And that's why it's always a sensitive circle that one  
20 has to go through or route one has to go through for that.

21 So yeah, really best to direct your inquiry to Carlene  
22 and then Carlene with the chair can make a decision as to  
23 which committee it will be assigned, to which committee.

24 So that you don't get conversations one after the other.

1           DIRECTOR GELFAND: But the issue is, part of the issue is  
2 it could just be assigned by the chair or it just could be  
3 dropped by the chair.

4           And if the board wanted to actually force the issue and  
5 say there should be a committee there is no real mechanism to  
6 do that that I know of.

7           MS. MOORE: Well, this is the other arena, which is in the  
8 course of this such as like what you have done here where  
9 you're saying here in this meeting I'd like to see something  
10 like this for consideration in the future.

11           And we have historically had that as well.

12           DIRECTOR SCHENK: Right, because it's an open meeting.

13           DIRECTOR GELFAND: But it can still be dropped by the  
14 chair without a vote of the board.

15           DIRECTOR ARABO: Yeah.

16           I've had that happen to me last year.

17           DIRECTOR SCHENK: Not by me.

18           It's not dropped.

19           It has never been dropped.

20           It just hasn't been assigned out to committee.

21           DIRECTOR ARABO: I'm not directing it towards you.

22           It was towards the committee, it wasn't to the former  
23 President Schenk.

24           MS. MOORE: Okay, with that I'm going to move on.

1           That's kind of an update on where we're at with regard to  
2 those studies and those the use of those HAP grant funds.

3           I also wanted to share with you, as you consider item 8F  
4 on the agenda.

5           Because we do have contracts with consultants through in  
6 essence this funding mechanism of the HAP grant.

7           So any consideration of the amendments the ENRA just need  
8 to take into consideration the impact that might have to that  
9 funding mechanism for that work.

10          We are it's anticipated that through this, what we are  
11 receiving again beneficial to our Master Site Plan is about  
12 three quarters of a million dollars, around \$750,000 of work  
13 valuable to our Master Site Planning process.

14          Just very briefly in terms of construction projects and  
15 facilities updates, we have received the facility condition  
16 assessment report.

17          And our Chief Administrative Officer, Mike Seyle and our  
18 Facilities Director, Brad Mason have been working through it,  
19 pulling through it as we prepare an executive summary of the  
20 approximately 800 page document.

21          So it's very robust in that.

22          Additionally, we are working with the Del Mar  
23 Thoroughbred Club to strategize a multiyear approach to the  
24 capital expenditures plan, the needs of the facility, but also

1 some of the projects both of - either of us would like to see  
2 accomplished over the next few years.

3 And so at the Finance Committee's recommendation, we're  
4 going to present on that at next month's meeting as we also  
5 present our capital expenditures budget and our operating plan  
6 and budget for the coming year.

7 So more to come on that.

8 Industry news and updates.

9 I'm really excited to share with you that just yesterday  
10 we received word that Governor Newsom signed AB258 into law.

11 So I just want to take a moment to thank all of you, any  
12 one of you who may have reached out on not only our behalf,  
13 but on behalf of the industry to help bring that to a reality.

14 As you'll recall, I serve on the California Affairs  
15 Alliance Board of Directors, which is the organization that  
16 brought this bill forward.

17 It's really something we have been working on for three  
18 years and so to finally now have it.

19 And what this bill will do is significantly increase, in  
20 essence, the funds that the industry is receiving, and for  
21 that, the 74 fair organizations in it.

22 Because what it does is changes the state's funding  
23 calculator.

24

1           So previously, since 2017, the industry has been  
2   receiving three quarters of 1% of the total gross sales  
3   generated on California fairgrounds.

4           And under AB258, that has now been increased to 2% of the  
5   total sales generated on the fairgrounds.

6           So again, significant and a major milestone.

7           And we're very appreciative of Governor Newsom, and like  
8   I said, and then just all of the grassroots efforts to get  
9   this one signed into law.

10          So and with that, that concludes my executive report.

11          CHAIR NEJABAT: All right.

12          Thank you.

13          Any other questions from the Board?

14          No.

15          Do I have anyone from the public that wishes to speak on  
16   this item?

17          Executive report?

18          No?

19          All right.

20          That concludes our public comment on the executive  
21   report.

22          With that, we're moving onto general business, which  
23   consists of the items listed under section 8 of our agenda.

24

1           As a reminder, under Robert's Rules on action items our  
2 procedure is as follows.

3           The item is read into the record.

4           Next we will entertain public comment, then we go  
5 directly to a motion and second.

6           Then only after we have a motion and second do we open up  
7 questions and discussion for the board.

8           And finally, we have a vote.

9           If we have no motion and second to begin discussions, we  
10 will simply move on to the next item.

11          For information items, our procedure is as follows.

12          The item is read into the record.

13          Next we have information presented.

14          Then we open for questions and discussion of the board.

15          Finally, we will entertain public comment.

16          The first item in our general business is item 8A,  
17 Finance Committee Report.

18          This is an information item only.

19          And you can find the report beginning on page 13 of your  
20 board packet.

21          Do we have any questions from the board?

22          No?

23          We'll now take public comment on the Finance Committee  
24 report.

1           If you are in the room, please queue up at the podium.

2           All right, seeing nobody on Zoom as well.

3           We will now move onto item 8B, which is Fair Operations  
4 Committee Report.

5           This is an informational item.

6           As you will recall, we carried over the presentation from  
7 last month in the interest of time.

8           So I would like to now hand it over to Fair Operations  
9 Committee chair, the 2025 San Diego County Fair, Director  
10 Schenk to introduce this presentation.

11          DIRECTOR SCHENK: Thank you, Mr. Chair.

12          Well, we all know that the fair is critical to the  
13 financial success of the District and it's vital to offer a  
14 safe, fun, and engaging event for the members of our community  
15 every summer.

16          And there are a lot of summer seasonal options throughout  
17 San Diego County, and a lot of ways to enjoy the summer in San  
18 Diego.

19          But the fair is unique and special and it's something  
20 that we just don't find anywhere else.

21          In fact, it is a I think about an eight-decade long  
22 legacy that we have.

23          And I want to say I'm proud of our team that presents the  
24 annual summer fair.

1 I'm proud of our board for the roles we play.

2 I'm grateful for all of our partners, our sponsors, all  
3 the participants, the small businesses who make our fair work,  
4 and especially the food vendors who set up shop along the  
5 midway.

6 I'm always grateful to our community who keeps coming  
7 back to spend summer with us.

8 During the summer I often walk with my credentials worn  
9 along the midway.

10 I'll greet people, engage with them, try to answer their  
11 questions.

12 And I get to see the smiles, the joy, the diversity that  
13 makes up our San Diego County and the folks that come up out  
14 to enjoy the fair.

15 So with tremendous gratitude, I get to now turn it over  
16 to our CEO, Carlene Moore.

17 So that she can introduce the wrap-up for the 2025 San  
18 Diego County Fair.

19 Carlene.

20 MS. MOORE: Thank you very much, Director Schenk.

21 And so as Katie makes her way up to the podium, our Chief  
22 Operations Officer, to present on, I think she'll be joined in  
23 moments by Tristan Hallman our Communications Officer as well.

24 We have delayed this from last month's meeting.

1           And so but it's still timely and it's always nice to take  
2   that moment to remember the joy, right, the joy we bring to so  
3   many people in this community through the fair and the  
4   activities that take place.

5           And this year, you know, the 2025 San Diego County Fair  
6   was also we were at an interesting time in terms of in our  
7   community and in our society as well.

8           And I am just so proud of our team for in essence the  
9   product that we put forward to our community, the program of  
10   it.

11          It was wonderful to experience, to see and on our take  
12   aways, truly one of the best San Diego County fairs yet.

13          Very excited of what is to come.

14          But just to take us kind of through a brief walk down  
15   memory lane of not see long ago, here is Katie to present on  
16   the 2025 San Diego County Fair.

17          KATIE MUELLER: Thank you.

18          Good morning board members, public.

19          I'm really excited to be able to standup here and talk  
20   about the 2025 San Diego County Fair but I have to acknowledge  
21   I get to talk about it but it is huge, huge team effort, not  
22   just form our own employees, but our partners, vendors,  
23   contractors, sponsors, everybody.

24          So this year was a Summer Pet-tacular.

1           We all remember.

2           It seems like so long ago so forgive me if I say last  
3 year, what I really mean is last season.

4           So take you on a little trip down memory lane.

5           Just to remind everyone, the San Diego County Fair we're  
6 self-sustaining.

7           It's our biggest annual event and largest gross and net  
8 generator.

9           Two-thirds of the revenue that it takes to operate the  
10 fairgrounds comes from the fair.

11          Which allows us to contribute to our environmental  
12 investments that we make each year, our capital investments  
13 and the property and our other year-round operations.

14          A recent study showed, so this is a recent number, that  
15 we generate \$328 million in economic impact just in those 20  
16 days.

17          You all remember this day, right?

18          Here we are all smiling.

19          We're all fresh faced, ready to take on the world, first  
20 opening day.

21          So some numbers.

22          So if you look at our attendance speaker and sorry it's  
23 kind of blocked there by the panel on the side.

24          But our overall attendance was relatively flat compared

1 to last year.

2 That, to me, was a win and I'll tell you why in just a  
3 moment.

4 Our paid attendance was a bit down.

5 Our grandstand attendance was up.

6 We had more grandstand shows this year than previous  
7 years.

8 So that downturn in paid attendance can mostly be  
9 attributed to the state of our country and nation as Carlene  
10 mentioned.

11 There was an incident, if you all recall back in May,  
12 that happened right here in San Diego.

13 And frankly, it was an attendance impact on some  
14 demographics that attend our fair regularly that we really  
15 rely on to attend the fair and who are frankly some of our  
16 biggest fans.

17 We don't measure demographics of those who come through  
18 our gates.

19 But as you can see, the impact to our Hispanic concert  
20 series, we booked four Hispanic concerts, three of which has  
21 been sell outs in the past.

22 You can see the first two weeks, Los Tigres Del Norte,  
23 which was also a sell out at the Houston Livestock Show, one  
24 of the largest fairs in the country.

1           And Banda MS, they were about half of the attendance that  
2 we had anticipated.

3           So we worked really hard thanks to Tristan and the  
4 marketing team to get the message out that the fair is a safe,  
5 inclusive place.

6           And we worked hard on that message throughout the fair.

7           And our attendance did pick up at the shows as we got  
8 later into the fair.

9           Still not beating, you know, last year, we had Los  
10 Tucanes, which was a sell out and that attendance was down  
11 just a bit too.

12          The theme.

13          This was such a fun theme.

14          This is one of the most memorable themes that I've been a  
15 part of in a while.

16          And we've had a lot of really great themes at the fair.

17          We were celebrating the bond between humans and their  
18 pets.

19          We had the Theme Exhibit.

20          We partnered with the Humane Society, which was a really  
21 wonderful partnership.

22          It gave us a platform to talk about a lot out things and  
23 get a lot of media coverage.

24          We partnered with Kahoots.

1           We had a Pet Pavilion.

2           We did Puppy Yoga.

3           We had a Pet Fun Run.

4           We did a lot of pet-related entertainment, which was  
5   hugely popular.

6           But the trick with celebrating pets while letting people  
7   know they couldn't actually bring their pets.

8           And so we were a little nervous at the beginning about  
9   having a lot of dogs and cats and things on leashes lined up  
10   at the gate.

11          We got the message out early and really strong that this  
12   was a celebration of pets and not a place to bring your pet.

13          However, we did provide an opportunity for people to  
14   bring their pets, the Pet-tacular pooch fun run happened the  
15   last Saturday of the fair before the fair opened.

16          And it actually was a 5K that you could bring your dog or  
17   cat, mostly they were dogs, to walk through the fair, do some  
18   fun selfies in front of the Ferris wheel and other key stand  
19   out places.

20          But at the end, it culminated into a festival where we  
21   had pet costume contest.

22          We had a veterinarian on site to answer questions and  
23   talk about pet nutrition.

24          We had a D.J., it was really a lot of fun.

1           It turned out to be a great success.

2           And as I mentioned, pet-centric entertainment was a huge  
3 hit and something that I think you will see at the 2026 fair  
4 that we'll continue doing.

5           If you saw those wiener dog and corgi races, oh, my gosh,  
6 you could have a perfect vantage point from our new speakeasy  
7 in the arena.

8           And that thing was packed all day long.

9           So that was a great hit.

10          Some other new things, Farm 2U.

11          We had a new exhibit about agriculture in O'Brien Hall,  
12 which I'll talk about in a minute.

13          Rady's Children's Hospital event, which we'll talk about  
14 in more depth.

15          We had a brand-new San Diego Marketplace & Vendors, which  
16 we were able to incorporate those who have handmade items that  
17 maybe can't staff a booth for 20 days of the fair but they  
18 could still have a presence at the fair.

19          We had lots of new food stands and foot items.

20          We've really become like a foodie fair, which has been  
21 great to see.

22          We had a new KPOP festival, which adds to our repertoire  
23 of diverse events that we have for our diverse audience going  
24 on at the fair.

1           And then we had some new promotions.

2           Foodie Friday and Everyday Value Meals.

3           We brought back ticket sales at Albertsons and Vons,  
4   which had a huge uptick which I'll talk about.

5           The season pass is back.

6           Came back for the first time since 2019, encouraging  
7   people to come multiple days.

8           We added water refill stations and we made some great  
9   layout changes that worked really well for the fair and moving  
10   people around.

11          This is just some pictures of our new San Diego  
12   Marketplace, which featured handmade items from local vendors,  
13   extremely popular.

14          And then one of our goals to make the fair affordable, is  
15   to make the fair affordable and accessible to all.

16          And we work hard to provide a lot of opportunities to do  
17   that.

18          I don't know if everyone is aware of all of them because  
19   there is so many.

20          I always say if you are paying full price to come to the  
21   fair you are not trying hard enough.

22          And as a reminder, the promotions that we present are  
23   really only possible because of our vendors and our  
24   relationships with our vendors, our concessionaires, our

1 carnival partners that allow us to collaborate and make these  
2 promotions really a win/win for everybody.

3 So we offered Game On Friday.

4 First time we've ever offered a game promotion on Fridays  
5 to encourage daytime attendance.

6 You could play any game you wanted in the midway for four  
7 tickets.

8 Normal prices are around eight tickets for a play.

9 We had Foodie Friday.

10 So winners of our Fair-Tastic Food Competition were half  
11 price on Fridays to give people an opportunity to try those.

12 We had Everyday Value Melas.

13 We had about over 20 vendors who offered a \$15 drink,  
14 side, and entree to help people save money at the food  
15 concessions.

16 We sold 1,100 season passes.

17 As I mentioned, our Albertsons/Vons tickets were way up  
18 from the codes that we used to distribute in 2024.

19 And then we sold quite a few tickets on our military  
20 bases as well.

21 And then our returning deals we have kids days on  
22 Fridays.

23 We have Costco packs, which are a great savings for  
24 families.

1 O'Reilly Auto Parts sells tickets for us.

2 We have our Pay-One-Price Wristband days, which have  
3 become the biggest days at the fair, even bigger than some of  
4 our weekends.

5 Horsepark and Canyon Crest were also available for  
6 discounted parking.

7 And then there is no better value for your entertainment  
8 dollar.

9 I mean, we've got a lot of competition in San Diego for  
10 entertainment between all the amusement parks and the concert  
11 venues and that kind of thing.

12 But we had 1,200 hours of entertainment and over 18,000  
13 entertainers that are included with your admission.

14 And then at the heart of the fair is the community.

15 I think it's the community that really separates this  
16 event from any other event that you can go to in the county.

17 So we've got lots of programs for the community.

18 We've got our Fair-For-All.

19 You know of course, we host a Plant\*Grow\*Eat an ag  
20 education event prior to the fair.

21 That's free to school kids.

22 We have a nonprofit and government associations that  
23 participate at the fair.

24 We do flag raising for Boy and Girl Scouts.

1           And we fill up faster than we can accommodate all the  
2 Scouts.

3           And our care and share toy drive has been fantastic.  
4           They really enjoy that.

5           And then of course, our Care 'n Share Toy Drive has just  
6 been fantastic.

7           And of course, the exhibits department near and dear to  
8 my heart.

9           This is what I started in here at the fair.

10          And we had 21,000 entries from our community.

11          And this really is the only event where the community is  
12 actually part of the show, where what they put on display is  
13 part of what draws people to come and visit the fair.

14          These are just some photos.

15          This is from our art show.

16          This is our garden.

17          Design and wood exhibition.

18          We're extremely proud to have the diversity we offer and  
19 have been recognized over the years for our diverse  
20 programming and entertainment and one-day festivals.

21          We were actually asked to speak at fair conventions  
22 because we do a fantastic job.

23          We have our Asian and Pacific Islander Festival.

24          We have our Out At The Fair Festival.

1           And we added last year our Native American Powwow in the  
2 arena.

3           We also have our Gospel Festival, which we've had for  
4 many, many years.

5           It's very popular.

6           And this year, of course, we added our KPOP Festival.

7           And 4th of July is always a big deal.

8           We try to always make that a big deal at the fair.

9           Of course this year it will be on a Saturday, so I  
10 anticipate it being a very big deal to a lot of San Diegans.

11          This is our 4th of July parade that we had down the  
12 avenue.

13          And then we have a lot of 4<sup>th</sup> of July programming that we  
14 offer.

15          And then of course, the world-famous fireworks we have  
16 that evening.

17          And this isn't really a new thing but we kind of did it  
18 in a new way.

19          After the fair everyone is like "where does the food go?"

20          Well, believe it or not, the vendors do go to others  
21 fairs so they can use the food in other locations.

22          But they do have a lot of food and produce especially  
23 that isn't going to make it to the next event.

24          So we worked with the San Diego County Food Bank and did

1 an official food recovery program.

2 Before they kind of, you know, found people they could  
3 donate to and that sort of thing.

4 But we had a place where they could drop it off and then  
5 we had made arrangements with the San Diego Food Bank to  
6 actually come and pick it up at the end of the fair.

7 You can see the results there.

8 Albertson/Vons also donated out of their store that they  
9 have on the concourse, they donated food from there.

10 It equaled about 2,800 meals that were donated at the  
11 conclusion of the fair.

12 It was a great partnership and one we look forward to  
13 continuing in the future.

14 Agriculture is a wonderful thing that we celebrate here  
15 at the fair.

16 This is many fairgoers only exposure to agriculture all  
17 year long because we live in such an urban community is here  
18 at the fair.

19 So we take that responsibility, very, very seriously.

20 And it's one of the things that draws a lot of people to  
21 come to our event.

22 This is one program out of many but this is our Junior  
23 Livestock Auction we've had for over 50 years.

24 This year we raised \$664,000.

1           And all of that money goes to the youth programs that  
2 participate FFA and 4H programs.

3           And those students will use the money to invest in other  
4 projects.

5           So they learn how to become entrepreneurial and business  
6 minded, but then they'll also use that money to ultimately pay  
7 for their education as well.

8           We had 105 buyers.

9           Prices were higher than last year and we had a lot of  
10 concessionaires participate which was really great to see them  
11 getting into the action.

12          I would encourage all of you if you haven't been in the  
13 past just come spend an hour there.

14          It's really a lot of fun to watch a good old fashion  
15 livestock auction.

16          >> [off mic]

17          KATIE MUELLER: Not quite that direct.

18          It went home with them.

19          Farm 2U is a brand-new exhibit.

20          This was the first brand-new exhibit from scratch aside  
21 from the theme exhibit that we've done in a few years.

22          And so we did this exhibit on the east end of O'Brien  
23 Hall, if you recall at all.

24          But basically it's a story of food from farm to the

1 table.

2 We had chefs and cooking demonstrations, we had  
3 educational displays, we had a children's grocery store, we  
4 had a meat market, so we had all kinds of displays.

5 Really geared towards all ages to learn about agriculture  
6 in a unique way.

7 Now Tristan is going to come up and talk about marketing  
8 and outreach.

9 But first, going to give you a little preview, not a  
10 preview but a little news story that the Channel 8 had done  
11 about our fair day at Rady's Children's Hospital.

12 I know some of you were able to join us, but it was  
13 really one of the most special things that I've been a part of  
14 since I've worked here.

15 If we can get it to play.

16 And again.

17

18 [Video playing]

19

20 >> The young patients at Rady Children's Hospital  
21 received quite a surprise yesterday when food and  
22 entertainment from the San Diego County Fair arrived at the  
23 hospital.

24

1           >> In tonight's Zevely Zone, Jeff shows us the smiles of  
2 the young patients.

3           >> What a wonderful idea.

4           For the first time ever, patients at Rady Children's  
5 Hospital couldn't go to the fair so the fair came to them.

6           First, children heard the music.

7           Then they looked down from their hospital rooms and saw a  
8 parade.

9           >> I think it's great and I think it helps lift kids'  
10 spirit.

11          >> 12-year-old Phoenix Donley has been in the hospital  
12 for the past week battling sickle cell anemia.

13          >> It can be a little lonely, but when people do stuff  
14 like this, it just warms my heart.

15          >> Phoenix walked the midway, played games.

16          We met her grandmother Crystal.

17          Phoenix told me she's been in and out of the hospital  
18 since she was three months old.

19          >> Yes.

20          >> So a day like today.

21          >> A day like today is amazing and awesome and we're  
22 grateful for it.

23          >> The fair has made this as realistic as possible.

24          They even brought their own ticket booth.

1           And the number one question we're getting is where's the  
2 cotton candy.

3           All of the fair food was free, along with caricatures and  
4 entertainment.

5           They even brought out the power house of all  
6 entertainment, Mr. Mullet, Mark Wilder.

7           Mark made Micah's day, a six-year-old who spent the day  
8 in the emergency room.

9           >> The smile on this face says it all.

10          Came in.

11          He was feeling awful and now he gets to have a little fun  
12 with it, or a lot of fun with it.

13          >> Same goes for the Richmond family.

14          You are here unexpectedly because your son swallowed a  
15 what?

16          >> Swallowed a button battery.

17          >> The mother Lisa appreciates the much needed  
18 distraction.

19          >> It's entertaining when they have been stuck in a  
20 hospital.

21          >> For the staff at Rady Children's, seeing a patient's  
22 smile means everything.

23          >> She came today and look, she's feeling much better  
24 because she got to go see the fair.

1           >> And is that a stuffed animal I see over there?

2           >> This is great.

3           We're having such a good time.

4           This is the first year we've been out here.

5           Hopefully, it can be an annual tradition.

6           Every fair season we can come out here and put on a show

7 for the kids here.

8           >> Kids who forgot for just a few hours about their

9 worries.

10          >> It just means a lot to me because to me there isn't

11 enough recognition for just kids that go through all of this.

12          >> Which is why on this day, the fair took this party on

13 the road.

14          >> I really like listening to the music.

15          >> In the Zevely Zone.

16          Are you getting your boogie on?

17          Chuck Seville, CBS8.

18          >> And a reminder the fair runs this summer for 29 days

19 until July 6th.

20

21          [End video]

22

23          DIRECTOR SCHENK: Tristan, before you go on, may I just

24 say, Lisa and I stood there when Phoenix was being

1 interviewed.

2 We were in awe.

3 I think it was a 30 minute interview and she was  
4 engaging, she -- I wish they were able to cover more than the  
5 minute or so.

6 She was a great representative of the children there.

7 And we were very impressed by everything but particularly  
8 her.

9 TRISTAN HALLMAN: Well, the fair wasn't 29 days but we did  
10 have I guess that was an extra day, that was one of our off  
11 days but it was a tremendous team effort.

12 I know you were there and Director Barkett was there and  
13 Director Blair as well.

14 I think our only regret about it is that we weren't able  
15 to have even more of our staff participate but even some of  
16 the things that you saw there were the efforts our team that  
17 wasn't able to attend due to health and safety protocols.

18 The ticket booth for example, those were things that were  
19 set up by our team and so it's something we're very proud of.

20 We didn't do it for the media.

21 And we're grateful that we had three, I think it was  
22 about almost four minutes of TV time, which is a lot.

23 So we're grateful that we had that opportunity to tell  
24 our story.

1 But we did have some intentional efforts to tell our  
2 story as well, which was we had five media events this year.

3 This was the first time we've done some of these.

4 The first two you see there, and some of you participated  
5 in that.

6 But we had our - we've increased this from essentially  
7 one media event to five now before the fair to increase our  
8 media and get people's attention earlier in the cycle.

9 We focused on the different aspects of the fair as we  
10 told our story.

11 We had our community event theme events.

12 We had our theme partnership event at the San Diego  
13 Humane Society.

14 And then we did our Paddock Preview and we also went to  
15 Tijuana beforehand.

16 And I do take objection to one thing Katie said.

17 I was not fresh faced in that first photo.

18 I had been up since 4:00 a.m.

19 here Media Morning, or I'm sorry, since 3:00 a.m., here  
20 at 4:00 a.m.

21 for that.

22 But it's a great opportunity to get people to come to  
23 tell people about the fair before it opens.

24 So we build all of our messaging and our storytelling

1 around a set of core messages each year.

2 And the first thing we always focus on is the thing we'll  
3 talk about here in a minute is our theme.

4 In a minute, I mean 2026.

5 It is the sort of central answer to the question we get  
6 from media every single year at the fair, which is what is new  
7 at the fair.

8 The theme always provides us an opportunity to bring new  
9 things to the fair and new set of programming, ideas,  
10 exhibits, et cetera.

11 So we did have a little bit of a challenge as Katie  
12 mentioned with the celebration of pets but don't bring them.

13 We were successful in that this year.

14 We didn't have that many incidents of people actually  
15 trying to do that.

16 Value is a very important area for us not just because  
17 we're telling people how they can save money.

18 We have a lot of deals.

19 But it's also about something else Katie said, which is  
20 that bang for your buck.

21 Nowhere else can you get all of this for the price that  
22 you're paying and essentially telling people it's worth it.

23 This is a worthwhile experience.

24 It's a can't-miss experience.

1           And it is going to be the most fun you can have in San  
2   Diego in the summer.

3           Of course, the entertainment, the food, the fun that all  
4   provides tremendous messaging value.

5           The Fair-Tastic Food competition was really big this in  
6   its third year.

7           The tres leches cinnamon roll that we'll get to in a  
8   minute.

9           Provided a lot of additional marketing opportunities for  
10   us.

11          Summer tradition, of course, that's going to be part of  
12   the messaging every single year where we focus on something  
13   that people tell us they come back for, which is this is part  
14   of what they do every summer in San Diego.

15          This is an event that dates back to 1880 and here since  
16   1936.

17          So that lineage, that tradition is something that we sell  
18   every single year.

19          The community impact as well.

20          We really emphasized that early in the year with our  
21   community banner program with the other kinds of community  
22   impact and outreach programs that we do, Plant\*Grow\*Eat, et  
23   cetera.

24          And then of course, that safe, inclusive event, that's

1 part of our messaging every year but it really came to the  
2 forward this year because of the sort of fear and federal law  
3 enforcement actions that were taking place right around the  
4 time the fair started.

5 So we really emphasized that this was a place that people  
6 could get away, that people were safe, that you could feel  
7 included, that it was diverse.

8 That was just a way to tune out the outside world and  
9 have fun with your community during the summer.

10 So this is just kind of a collection of headlines that  
11 shows the effectiveness of the messaging.

12 You can see it kind of come through in the various  
13 headlines.

14 I'm not sure if there are KPBS headlines in there, but  
15 we'll work on it.

16 I'm kidding, Alex.

17 And it's not just about outreach to the media as well.

18 So we depend on our partners throughout San Diego County  
19 to help us spread the word.

20 And one of the main ways we do that is through the  
21 Community Banner, our Street Banner Program.

22 We've increased the number of participants every single  
23 year.

24 There's a limited number.

1           We're going to hit a point where we can't do anymore  
2 because there's only so many street banners in San Diego.

3           But this is an opportunity for us to engage with people  
4 directly, engage with organizations so we're able to take  
5 their photo and advertise the fair and make them part of the  
6 fair experience in a way maybe they don't have an exhibit but  
7 they would like to be part of the promotion of the fair.

8           We also reached out to our local elected officials in a  
9 new way this year.

10          Last year we did a series of proclamations at different  
11 city councils.

12          This year we tried something new which was to reach out  
13 to all of them and say, would you like to shoot some social  
14 media video for us?

15          And we gave them prompts and directions.

16          We had a number of people participating this year.

17          We were very proud to see that.

18          I think Vivian Morano was the only one who actually  
19 included her pet which was an option as well.

20          We were glad to see that and really have an opportunity  
21 to make our elected officials part of the fair experience and  
22 part of the promotion for what we're doing.

23          This was the first year we've done it.

24          We hope to see it grow again next year as well.

1           And then some of those people actually came to the fair,  
2 as well.

3           You see Mayor Gloria.

4           By the way, I love that this fair you can actually wear  
5 sleeves in June.

6           But he came later in the fair to shoot video for his  
7 social media accounts as well.

8           Great sport.

9           Congressman Levin came as well and met with some of us,  
10 we talked about fairgrounds 2050.

11          Catherine Blakespear staff come and give us a ceremonial  
12 recognition there on opening day.

13          You can see that picture over in the corner.

14          We had our usual Western Fairs Association member mixer.

15          That was about kind of showing up for the industry.

16          And then our summer socials program, this was our third  
17 year of doing it.

18          It's our second year with the format that we had it.

19          This was something when I got here that Carlene had a  
20 vision for about bringing people into our space during our  
21 biggest event of the year, the biggest summer party in San  
22 Diego County.

23          And not only letting them experience the festive  
24 atmosphere but being able to have an opportunity to share our

1 story and to share our plans and vision for the future.

2 So you see some of the groups that participated there.

3 This was the most participation we had.

4 We change the groups every year.

5 This was a great year for this.

6 And it gave us an opportunity to talk about our  
7 fairgrounds 2050 plans as well.

8 You can see there are some photos there.

9 Down in the lower left-hand side corner, that is Chris  
10 Cate, the San Diego Chamber President.

11 I believe it was his actual first event where he was  
12 speaking and so he was able to come and do that as well.

13 But some of our board members obviously, thank you for  
14 your participation in these events.

15 These are very important to us to be able to kind of get  
16 our message out during our event and not just about corny dogs  
17 and fried Oreos.

18 These are a look at some of our digital numbers.

19 You know, this changes every year.

20 We saw a lot of growth in our Facebook and Instagram  
21 accounts this year.

22 We depend on influencers to help push out our content and  
23 make it ubiquitous for people.

24 So digital advertising is something that we're shifting

1 more and more toward as traditional media becomes less and  
2 less important.

3 It's important for us to be able to track all of these  
4 statistics as well.

5 Something it's a little harder to do on television but  
6 you are able to see direct response on these.

7 We tried some new things around our customer experience  
8 this year.

9 It is difficult to have 45,000 people with 1,200 new  
10 employees, some of them are returning of course.

11 But really having messaging and training around how to be  
12 able to ensure all of these guests, you know, when we do have  
13 a busy day are having a great time.

14 So this year we tried some new things.

15 And I know I briefed you on this so I won't belabor it.

16 But we combined some of our customer service units that  
17 were in different parts of the fairgrounds.

18 So some were under the Public Safety Department, some  
19 were under the Agriculture and Education Department.

20 We made one Customer Care Unit.

21 We also understand that most people, unless they have a  
22 problem, aren't going to those Customer Care representatives  
23 necessarily unless they have a question.

24 But we know they're interacting with our traffic and

1 parking staff, the ticket takers, the exhibit representatives.

2 So we really want to create a unified guide to how to do  
3 customer service at the fair.

4 So this was our first year having sort of one coherent  
5 message.

6 We had 20 tips that we're able to give out.

7 So we were able to emphasize one each day of the fair.

8 We gave it to them in advance.

9 We had provided everyone with guides.

10 We had a customer care pledge, so that was our outward  
11 facing messaging about what you could expect.

12 We had our code of conduct, which is also here's what we  
13 expect of you.

14 And we provided safety lanyards to everyone to give a  
15 quick reference guide to what you need to do in any sort of  
16 emergency situation.

17 We also made it to where we only had one dispatch numbers  
18 for facilities and public safety so that if there were issues  
19 regarding spills, dirty bathrooms, or some sort of safety  
20 issue, you call one number, you're able to have a facilities  
21 dispatcher and we were able to respond to things much more  
22 quickly this year through our newly established commander  
23 center.

24 We added more wayfinding, more maps, more QR codes that

1     were able to be used.

2             And we sent out a daily email survey to our guests, our  
3     ticket buyers through sdfair.com.

4             We weren't able to get the Albertsons/Vons ones, but the  
5     ones who bought directly from through us, we were able to  
6     email them every single day, so that was new this year.

7             And ask them just quickly, how was your experience.

8             And some of that feedback actually was very helpful.

9             After the first week, we saw we had a lot of people  
10    saying your bathrooms are kind of dirty.

11            After that, our facilities department changed their  
12    strategy and instantly we started seeing those complaints just  
13    fall off the table.

14            No one was complaining about bathrooms after the first  
15    week.

16            So that's the value of the kind of having these email  
17    surveys each day.

18            Part of the customer experience of course is getting here  
19    safely.

20            We have limited on-site parking.

21            We had several days where we ran out of on-site parking,  
22    and really needed to direct people to our off-site lots.

23            About 10% of our guests come through these off-site lots.

24            So we saw a little bit of an uptick in Horsepark in

1 Solana Beach this year.

2 Canyon Crest, that's a little farther out, so we saw that  
3 one was down.

4 But I think part of that could also be attributed to we  
5 had more proactive messaging about the availability of our  
6 lots this year so that people knew going in, if you go on  
7 sdfair.com and you go on the traffic page, where there is  
8 parking available.

9 We're going to push that out in the years to come.

10 But it was sort of a green, yellow, red system that I  
11 think worked pretty well, especially during the second half of  
12 the fair.

13 Not much to say about safety.

14 No major incidents.

15 We had almost a thousand Band-Aids for booboos, but other  
16 than that, not really many issues.

17 So thank you to Mark and his team.

18 And you know, we had a good plan in place.

19 And I think the Command Center helped where people were  
20 able to go in there and monitor cameras and situations and  
21 there was instant response.

22 Putting this team together is a lot of work.

23 Katie mentioned not only do we have the 1,200 temporary  
24 employees, she mentioned that we have the vendors, the

1 exhibitors.

2 We have ride and game operators, we have sponsors onsite.

3 It takes a lot to pull all that together.

4 We're very proud that we're able to do that every single  
5 year, but it is essentially thousands of people who help put  
6 this on every single year.

7 Employee engagement for our employees, not only, and for  
8 our vendors as well, communication is important.

9 We put out a daily email newsletter so that everyone  
10 knows what is going on.

11 Try to make it as entertaining as possible.

12 But we also make efforts for our employees to reward them  
13 for the work that they do.

14 It's a long fair.

15 It's 20 days.

16 Everyone is excited the first week.

17 Everyone starts getting a little tired the second and  
18 third week.

19 And then we get the second wind in the fourth week.

20 But those, you know, when people start getting tired of  
21 coworkers or being asked for the restroom is.

22 Keeping everyone engaged through our scavenger hunt,  
23 through our various awards programs and rewards programs was  
24 very effective this year.

1           And I think people liked it.

2           And now I'm going to have Katie come back up to talk  
3 about fun stuff but I'll be back.

4           KATIE MUELLER: I'm glad I get the fun stuff.

5           All right.

6           Fair-Tastic Food Competition.

7           The reason that I bring this up or that I think it's  
8 important to mention is we really have made a concerted effort  
9 to position ourselves as a foodie fair.

10          Like you're going to get to come here and try food you  
11 don't get to try anywhere else.

12          And we've worked really hard to choose vendors that  
13 provide unique food items to pull out, you know, when  
14 necessary some of the ones that maybe aren't stepping up to  
15 our standards and that kind of thing.

16          And one of the ways we do this is the Fair-Tastic Food  
17 Competition, where we encourage vendors to enter unique food  
18 items that they offer for sale to the general public as well.

19          And this is our third year of doing it in partnership  
20 with San Diego Magazine.

21          They do a really nice spread about it.

22          And we have the judging live here the first day or two of  
23 the fair.

24          We always have room for judges, so if you haven't been a

1 judge yet, it's a great way to try all the new fair foods.

2 This is a great partnership with our vendors.

3 What we actually saw this year, these were our winners.

4 We offer three categories in sweet and savory classes.

5 But what we actually saw this year was an increase,  
6 uptick in sales.

7 We were able to actually monitor what people's sales are,  
8 what items they are selling and that kind of thing.

9 We saw an uptick of the sales in a lot of the Fair-Tastic  
10 food items.

11 But this was the overall winner and hopefully you got to  
12 try it.

13 It was from the cinnamon roll stand right here at County  
14 Fair on the concourse.

15 And their number one seller for 30 years was a good old  
16 fashion cinnamon roll with frosting.

17 This year this surpassed that, their number one food  
18 item.

19 That was pretty incredible just based on the social media  
20 that came along with winning the competition.

21 And so here's a little snapshot of our judging.

22 As you can fun was had by all.

23 Our grandstand just to touch on that really quickly.

24 Every year we're looking for a variety of genres to meet

1 the needs of a very broad and diverse audience.

2 Not counting our food and beverage sales at all in this  
3 because that does play a huge part in all of our shows.

4 Our ticket revenue was over \$6 million, which by far  
5 exceeds what our budgeted amount to spend was.

6 Our most popular in terms of the number of tickets sold,  
7 Zedd and John Pardi, those were just both two winners.

8 And the only reason they weren't equal is because those  
9 are a lot of single seats that are left over and those ones  
10 are harder to sell.

11 Those were great, great shows if you attended those.

12 And then followed by Los Tucanes, which you know as I  
13 mentioned earlier, probably would have been followed by some  
14 of our other Hispanic acts.

15 MS. MOORE: Just to clarify on that, because capacity for  
16 us is?

17 KATIE MUELLER: About 79-8,000, somewhere in there.

18 That's all the tickets we can sell.

19 So that does come into play when bands are considering us  
20 or we're making offers is that we only have a capacity of  
21 about 8,000 at the max.

22 We did try some new sounds, I called them the variety  
23 shows, at the -- I'm sorry, we did try some new shows at The  
24 Sound.

1 I called them the variety shows because they were  
2 nonmusical types of acts, laser shows, Cesar Milan.

3 Some of those.

4 This year, new this year, Belly Up, if you recall from  
5 the summer meeting, Belly Up, if you recall from the summer  
6 meeting, will be selling shows in the sound just like they do  
7 year around.

8 We're really excited to be able to tap into that audience  
9 that they draw regularly to The Sound.

10 Just out of curiosity, one of our - we are one of the  
11 largest independent midways in the county.

12 There's only six in the entire United States.

13 And our rides and games contribute significantly to the  
14 financial success of the fair, so it's extremely important  
15 part of it.

16 These are the most popular rides.

17 I don't think there is probably any surprises here.

18 And then of course, the top five games.

19 And this is just an aerial shot from one of Mark Wilder's  
20 shows on the avenue.

21 MS. MOORE: Mark Wilder who was featured.

22 KATIE MUELLER: Who was featured in the Channel 8 bit.

23 Very popular entertainer.

24 Some of our key takeaways.

1           You want to cover those?

2           DUSTIN FULLER: All right, so some of the key takeaways  
3 before we get into the 2026.

4           Food draws.

5           And this is a credit as well to our vendors who  
6 participated in these valued deals that we had the \$15 value  
7 meals, the Foodie Friday.

8           And that's been big for us.

9           Consistently whenever you ask people why do you come to  
10 the fair, food is going to rise to the top.

11          We had various layout changes that activated areas that  
12 were previously sort of not particularly active I guess you  
13 could say.

14          We brought more areas to life this year by changing some  
15 of the layout.

16          The Command Center concept works.

17          We'll look at maybe expanding that.

18          But that was a new idea that we brought to fruition this  
19 year, combining our dispatch functions and customer care  
20 functions into one space.

21          Genre variety matters of course.

22          We want as many different offerings as possible.

23          We really do try to offer something for everyone.

24          Of course, some genres when we talk about grandstand

1   concerts don't do as well in the market.

2           We do have, you know, the pet-themed activities were  
3   popular this year as well.

4           So some of those we can carryover from year to year  
5   beyond just the theme.

6           And then societal impacts.

7           They are hard to plan for but we have to be prepared for  
8   things that happen outside the world affecting what happens  
9   inside the fair.

10          Just to go over.

11          We sent a post-fair survey.

12          So in addition to the daily email surveys, we also sent  
13   out a survey to our guests asking them about their experience  
14   at the fair, This was much more comprehensive.

15          The other one was only a few, quick questions so we could  
16   get kind of the instant feedback, that touch point.

17          This was much more focused on the entire experience  
18   people had.

19          We were very surprised and delighted to have received  
20   almost 6,300 responses.

21          Last year we got about 4,000.

22          And so we went through, we cast a wide net.

23          Of course our biggest response rate is our emails but we  
24   put it on social media and our website as well because we

1 wanted to capture people that didn't go to the fair this year.

2 So about 75% of those respondents said not only did they  
3 attend the fair, they attend every single year.

4 And by the way, this is different from our fairgrounds  
5 2050 poll.

6 It's not scientifically significant.

7 It's not necessarily representative.

8 So all of those disclaimers.

9 These were people that were engaged enough to want to  
10 answer our questions to at least have opportunity to win some  
11 tickets next year.

12 But nearly, more than 800 of the people that responded  
13 said they didn't attend the fair this year, so that gives us a  
14 useful data point as well.

15 Some of the take aways that we found interesting.

16 So, 60% of people said what we look at is when we look at  
17 our ticket sales and it's usually online we see it, it's the  
18 day before and the morning of essentially, or the day of.

19 That's when people tend to actually buy their tickets.

20 When you actually ask people, very few of our tickets are  
21 bought in advance of the fair.

22 When you actually ask people when did you decide you were  
23 going to go?

24 They said January, February, March, they decide early

1 that they're going to go, they just don't buy until they are  
2 ready.

3 Because we do sell tickets by day.

4 So repeat visitors were up.

5 We also had the season pass back this year, so that  
6 probably contributed to that, so that's good at least among  
7 this audience.

8 The top motivation people had for the date they selected  
9 was their own availability.

10 Not surprising.

11 It is summer in San Diego.

12 There's a lot to do.

13 There's a lot of plans that people have.

14 But it was their own availability.

15 Crowd size interestingly was a consideration of course.

16 We always hear people asking us 4<sup>th</sup> of July, that must be  
17 so busy.

18 I tell them, well, actually it's the 3<sup>rd</sup> of July, because  
19 you all think it's the 4<sup>th</sup>.

20 And then the discount promotions we put a lot into that.

21 It was about for this crowd about 10% of the people said  
22 that.

23 That is significant of course but it's maybe not a  
24 primary consideration for those people in terms of the date

1 they selected.

2 So we know people do come on the wristband days.

3 They come on Foodie Fridays.

4 That is not an unsizable chunk but something to consider  
5 as we work on our messaging for next year.

6 People also love the general fair atmosphere.

7 That is a big reason that draws people when we ask them  
8 why you come.

9 They just love the fair and everything we have to offer.

10 It's more than just the live music or the food, they just  
11 love going to the fair and being at the fair.

12 It's a unique experience.

13 And we actually had almost two-thirds, or I'm sorry,  
14 almost three-quarters of our audience stays for more than five  
15 hours or more.

16 That affects our parking of course, but it also, you  
17 know, it's a good indicator that people like to spend time,  
18 again, in that festive atmosphere.

19 When we talk about the value, that's why it's important  
20 for us to note it's worth the experience and we do have ways  
21 to save.

22 Tradition is a major driver for people.

23 As I mentioned before, that's one of our key selling  
24 points.

1 I was really proud of this one because we focused a lot  
2 on our navigation efforts this year, particularly our website.

3 Our website scored very, very high as a navigational  
4 tool.

5 It's hard, you have to rebuild from scratch every year.

6 Essentially, we have the platform in place but we have to  
7 enter all the events, we have to focus this year on cleaning  
8 up our schedule to make it simpler and easier to understand,  
9 including more entry points for maps and things like that.

10 The fact that it was really well regarded and that all  
11 navigation tools were up 5%-9% over last year's survey, good  
12 sign.

13 The top reasons that people didn't attend.

14 They said, you know, it didn't fit my budget or it didn't  
15 fit my schedule.

16 That's going to be the case every year.

17 And then other reasons any number of other potential  
18 reasons why people didn't come.

19 But those are the people that took the time to tell us  
20 why they didn't come.

21 And yes, there is some stuff going on behind me.

22 These are also, we asked some open-ended questions.

23 And it's important not to get lost in if you go on social  
24 media and if you just hear people say this or that about

1 various aspects of the fair.

2 It's important to remember that most, that the vast  
3 majority of people are having a great time.

4 And they actually did tell us that in this survey.

5 We heard a lot more of that.

6 And so we were very happy to see some of these comments  
7 there on the screen.

8 And that will close the book on 2025.

9 KATIE MUELLER: Yes, but --

10 MS. MOORE: Let's pause there and take any comments or  
11 questions from the Board.

12 DIRECTOR DeBERRY: I have a quick question.

13 So for you, Tristan, was there anything in the data  
14 points that surprised you?

15 TRISTAN HALLMAN: I think one thing that surprised me was  
16 the navigation tools going up.

17 Obviously, we worked toward that but you just expect  
18 people to complain sometimes.

19 A lot of times when you send people an online survey as  
20 we saw in our daily email survey.

21 People will take the opportunity to complain about  
22 anything they didn't enjoy.

23 But anytime you see those numbers go up, it surprised me  
24 in a good way.

1           DIRECTOR DeBERRY: Okay.

2           Thank you.

3           MS. MOORE: Microphone.

4           VICE CHAIR BARKETT: It was Pet-tacular.

5           Am I saying it right?

6           And then I wanted to tell you that Hair of the Dog, the

7   speakeasy was just adorable.

8           That was really cute.

9           And I love how it was by The Sound so it kind of drew the

10   crowd that way too.

11          I heard rave reviews about the speakeasies from all my

12   friends who went.

13          They love those too.

14          And it was just amazing.

15          So thank you.

16          DIRECTOR ARABO: I have a quick comment and question.

17          First, congratulations.

18          Great, great fair.

19          I want to thank Director Schenk who was the chair of the

20   committee.

21          I worked with him on the committee.

22          You were always there at every fair day opening and

23   ending.

24          Thanks for everyone for your hard work.

1 Quick question for bottom line profit.

2 How much did the District make bottom, bottom line?

3 I know you said in the beginning two-thirds.

4 We're self-sustaining as an organization so it's  
5 important that the number from the fair, how much is the net  
6 profit, do we know?

7 MS. MOORE: I'll jump in here in terms of that.

8 So the -- there is, so there's profit before employee,  
9 like the employee allotment of our full-time employees.

10 But the fair is, we had budgeted about \$12 million I  
11 believe in terms of the profit on the fair.

12 And I believe my recollection is for this year's fair we  
13 came in around 9 or 10 on that because we were down in some  
14 areas.

15 While attendance was up, we were down in that paid  
16 attendance.

17 We were down in those additional concert sales and there  
18 is a ripple effect to it.

19 But by and large, we were within percentages of our goals  
20 but overall and especially for something as large as the fair.

21 And then, I just don't recall because we also had some  
22 savings on expenses related to the fair that helped to drive  
23 that and we were just very cognizant of that throughout the  
24 fair.

1 MR. RIVERA: Director Mead has her hand up.

2 You can't see it in the collapsed windows.

3 DIRECTOR ARABO: My last comment was.

4 I know Chair Nejabat created a new committee, hopefully  
5 Director DeBerry will be the chair of it, for the Vendor and  
6 Entertainment Committee.

7 So as before we get to the committee, I encourage the  
8 staff not to lock in a lot of agreements yet until we get a  
9 full review on what is the most impactful, what's the most  
10 beneficial until we could bring a working item to the Board to  
11 increase the minority owned, small business owned, women owned  
12 and get more diversity into the ecosystem of the fair.

13 DIRECTOR MEAD: Hello?

14 CHAIR NEJABAT: Go ahead, Kathlyn.

15 DIRECTOR MEAD: Thank you.

16 First, I just want to also share my appreciation for  
17 Chair Schenk and his work is ubiquitous at the fair.

18 It's just really a joy to see you on this last day, Fred,  
19 along with Katie and the rest of the team.

20 Katie, you always do an amazing job.

21 But I especially want to thank you for the visit out to  
22 Children's Hospital for those of us who have been affiliated  
23 with Children's Hospital and know the difficulty it is for  
24 many of those children and families to actually get to the

1 fair, that was very special.

2 And I heard about that visit from many of my colleagues  
3 and just want to thank you.

4 I know it's not easy to take the show on the road.

5 And just much appreciation for doing that.

6 DIRECTOR SCHENK: Thank you, Kathlyn.

7 Being at Rady's with so many of us, it was really a  
8 special afternoon.

9 I'm wearing my July 4th shirt today because I knew we  
10 were going to have this presentation.

11 It's a wonderful way to celebrate the holiday to have  
12 that communities out there.

13 As Tristan you pointed out, there were some challenges in  
14 the community, but that day was a day that brought the entire  
15 community together.

16 And toward the end of the run, that last Sunday really  
17 brought out the Hispanic community in a way that made me feel  
18 very proud and delighted.

19 This photo that we have up is a very small reflection of  
20 a much larger team.

21 And Director Arabo there with his son is very meaningful  
22 to me as well.

23 Representing multiple generations of this board.

24 And the last comment or the bottom comment of somebody

1 who said their favorite thing about the fair was the view from  
2 the Ferris wheel being with family.

3 I think it says it all.

4 Thank you to all of you who put it on.

5 DIRECTOR GELFAND: Yeah.

6 I would also like to congratulate staff on a really  
7 incredible fair this year.

8 On one of one of the public outreach meetings for the  
9 strategic plan that I attended, I talked to a guy who lives in  
10 the community but has been a vendor at the fair for like 20  
11 years.

12 He's retired so it's been 10 years since he did it, but  
13 he said an interesting thing which is, there needs to be  
14 communication between the vendors and the staff to make the  
15 vendor experience better, which will make the fair better.

16 This new Entertainment and Vendor Relations Committee,  
17 just as a suggestion you might want to set up a meeting before  
18 or after the fair just to get feedback from the vendors to  
19 help, you know, just make the following year's fair that much  
20 better.

21 DIRECTOR DeBERRY: Chair?

22 So the second part of what I was going to say is to  
23 really acknowledge the two of you and certainly the entire  
24 staff, Carlene, but definitely I have a bias between the two

1 of you, one from a communication's standpoint.

2 You always hit it right on the nail, you are phenomenal.

3 And I love the way that you do your outreach to the  
4 communities at large.

5 And second, I just want to also acknowledge the diversity  
6 of activities and the cultural richness and experience that  
7 everyone no matter their background, who they are, could come  
8 and find a piece of themselves and experience no matter what  
9 it was.

10 So I just want to acknowledge that I feel like the fair  
11 does an incredible job in making that happen.

12 That people from all over the world can come and find  
13 themselves and experience their culture so thank you so much  
14 for that.

15 MS. MOORE: Thank you.

16 So with that, moving onto the next.

17 KATIE MUELLER: As we turn the page, as we close the book  
18 on 2025 and turn the page to 2026.

19 It didn't work.

20 That transition.

21 Yeah, it went fast.

22 It was supposed to be like a book page turning.

23 Anyways, so our theme as was approved by the Board two  
24 years ago, "Is Once Upon A Fair."

1           And our description: In a land not so far away, the story  
2 of your San Diego summer begins.

3           And if you go to our website now, you will see this as a  
4 landing page.

5           The San Diego County Fair is the greatest story our  
6 community has ever told.

7           It's a tale of food, fun, friends, family, laughter,  
8 tradition, music, amazement, and pure unbridled joy.

9           The fair, the biggest and longest running event in San  
10 Diego County makes its triumphant return from Wednesday, June  
11 10<sup>th</sup> through Sunday, July 5<sup>th</sup>, closed Mondays and Tuesdays.

12           In 2026, Once Upon a Fair invites our fair fanatics to  
13 write a new chapter, one about the narratives that shaped us,  
14 the simple pleasure of good books, the power of storytelling,  
15 and all the magic found between the lines.

16           We're really excited about this theme.

17           We started working on it actually over the summer even  
18 before we brought out our partners from San Diego County  
19 Library System and the San Diego Council on Literacy to come  
20 out to the fair and see what we do with the theme, our theme  
21 exhibit, and that kind of thing.

22           We've also met with Dr.

23           Seuss Enterprises, Scholastic Book Fairs we've met with.

24           And we actually have a meeting with KPBS coming up in the

1 near future.

2 So lots of exciting things happening, parts moving.

3 And we let nothing, you know, I can't remember the  
4 saying.

5 No grass grow under our feet.

6 We are moving and it takes all of a year and more to plan  
7 the next fair, so more to come.

8 More details.

9 So thank you all for your support of the fair and for all  
10 of our team and we'll be back.

11 MS. MOORE: Yes.

12 And I just on behalf of the entire team I have the joy  
13 and privilege of leading this organization.

14 I think it's understated in terms of the village that it  
15 takes to produce the San Diego County Fair.

16 And your recognition that you've given to the staff of  
17 that diversity that this place of belonging that we get the  
18 privilege of creating each and every year and the team that is  
19 behind that and the just ongoing nature of the work they do to  
20 work to improve upon and debrief afterwards and get right into  
21 planning for the next one.

22 Truly it is, it's those who aren't in this room today,  
23 and I'm sure I speak on behalf of Katie and Tristan on this as  
24 well, those who are not in this room today that really deserve

1 all of the accolades of the success and the joy that it brings  
2 to our community.

3 On behalf of them, thank you very much for that.

4 And I too, just want to share my pride in them for just  
5 again, just their creative minds, the logistics that they work  
6 out.

7 There is so much that goes into producing something like  
8 this.

9 DIRECTOR GELFAND: Yeah.

10 I would just like to say that although the revenue was a  
11 bit off from the fair, we didn't talk about the Finance  
12 Committee report, it's just referred to.

13 If you look at it we're actually doing really well  
14 relative to budget because of cost savings.

15 And so I want to congratulate you on the ability to  
16 respond when you saw things happening and keep us ahead of  
17 budget even though revenues were off, and at the same time  
18 pull off a really amazing fair.

19 MS. MOORE: Thank you.

20 And it's that same village of people who helped make that  
21 happen as well.

22 And we talked through it throughout the fair and what  
23 could be done.

24 So thank you for that.

1 CHAIR NEJABAT: Thank you both for that report.

2 And I'll echo everyone's statements on the job well done  
3 to the team.

4 So with that, we'll move on to public comment for the  
5 fair op's committee report.

6 Is there anyone in the room who wants to speak on this  
7 topic?

8 No?

9 All right, that concludes public comment on this  
10 information item.

11 Next up we have item 8C, the DMTC Liaison Committee  
12 Report.

13 This is an information only item.

14 At this time I would like to recognize the committee  
15 chair, Director Arabo, to provide the verbal report.

16 DIRECTOR ARABO: Thank you, Chair Nejabat.

17 I would like to recognize DMTC Josh Rubinstein is here,  
18 if you want to come to the podium.

19 The committee met, Director Barkett, Vice President  
20 Barkett and I met with Carlene and Josh.

21 The DMTC Committee met and we're so excited, grateful and  
22 thankful for everything DMTC does.

23 When I got on the committee a couple of years ago I told  
24 him I want hopefully DMTC to be the safest race track, horse

1 race track in the country but also for it to be the most  
2 profit generating.

3 Now we know it's \$10.2 million.

4 I hope DMTC, the District makes more than that from your  
5 operations and everything you do.

6 I think we're on par.

7 And we have the fall meet coming up.

8 Before that, we have very exciting the Breeders' Cup,  
9 which is really, really remarkable event.

10 It's the super bowl of horse racing.

11 I hope to see all my colleagues at the breakfasts and  
12 events.

13 And it brings in around \$300 million in one weekend for  
14 the region, and the District makes money.

15 We're happy.

16 We're so grateful to the Breeders' Cup and grateful for  
17 you, Josh, and your team and for DMTC.

18 So with that, I turn the floor to Mr. Rubinstein.

19 JOSH RUBINSTEIN: Thank you, Director Arabo.

20 And good afternoon, district directors and staff.

21 Josh Rubinstein with the Del Mar Thoroughbred Club.

22 As Director Arabo said, the Breeders' Cup is almost here,  
23 just 17 days away, which is really exciting.

24 If you've been around the facility at all, the

1 implementation of chalets and temporary track side boxes is  
2 well underway.

3 The City of Del Mar has the famous Breeders' Cup purple.

4 So you can really feel that the event is coming.

5 Look, you've heard us report on this before, having the  
6 Breeders' Cup is a real honor.

7 And Del Mar hosting the World Championships four out of  
8 nine years is not something to be taken for granted.

9 As Director Arabo mentioned, the Breeders' Cup provides  
10 significant revenue to the District and a huge economic boost  
11 for the local community.

12 The Breeders' Cup is part of our five-week fall season,  
13 which opens on October 30<sup>th</sup>.

14 We open on Thursday the 30th and then the Breeders' Cup  
15 begins on Friday, October 31st.

16 And we have some real positive momentum from the recently  
17 concluded summer meet.

18 We saw gains in attendance, wagering, and food and  
19 beverage.

20 We're very optimistic about the upcoming fall season and  
21 of course the Breeders' Cup.

22 Happy to answer any questions.

23 DIRECTOR ARABO: Any colleague on the Board want to ask  
24 DMTC any questions?

1 I have a question, Josh.

2 We've done such a great job securing Breeders' Cup four  
3 out of the last nine years, which was really a great  
4 accomplishment.

5 How do you see or what can we do as far as upgrades  
6 specifically for the DMTC and the facilities to attract  
7 another Breeders' Cup?

8 One or two, think of a wish list of what we could do to  
9 attract Breeders' Cup again and increase revenue for the  
10 District, what would it be?

11 JOSH RUBINSTEIN: The Breeders' Cup is very much about the  
12 customer experience.

13 And Director Arabo, as you saw earlier this year, and  
14 Director Barkett, when we went to Keeneland, they have  
15 undergone a \$150 million paddock renovation, which is  
16 something that is very attractive to the Breeders' Cup because  
17 it's more premium seating and also it adds to the overall  
18 customer experience.

19 In 2027, the event will be going to New York at a brand-  
20 new Belmont Park.

21 Cost of over \$500 million to build.

22 So look, we have a beautiful facility here.

23 It was built in 1991.

24 We are fortunate to have a significant amount of high-end

1 space.

2 That's one of the reasons why the Breeders' Cup likes  
3 coming here because all of our suites and sky rooms.

4 But if you ask me to pick probably one improvement, I  
5 would say they are our video boards.

6 And I think as anyone who attends a sporting event or  
7 even a concert these days, people tend to focus more on video  
8 screens than they do the live action.

9 And our boards are over 10 years old.

10 So I guess if you gave me a wish list, at the top of that  
11 would be new video boards facing the grandstand and in the  
12 paddock.

13 DIRECTOR ARABO: Okay.

14 Vice President Barkett?

15 VICE CHAIR BARKETT: I would agree with that only because  
16 I heard that mentioned from friends that go to the concerts.

17 They say you need new screens.

18 That's all I keep hearing.

19 Bigger, more visual, better technology, and so I think  
20 that goes hand in hand.

21 And it would be useable for all here.

22 JOSH RUBINSTEIN: Yeah, and we're seeing that with new  
23 venues across the country.

24 If anybody has been to SoFi or the Intuit Dome where the

1 Clippers play in Los Angeles, you walk into to those venues  
2 and you're blown away by the screens.

3 DIRECTOR ARABO: I've said it before, there's a general  
4 rule in business, 80/20 principle where 20%, 80% of revenue  
5 comes from really 20% of the activities.

6 And in the District it's really the horse racing and the  
7 fair.

8 And so it's important for us to invest in an investment  
9 that could yield back money for the District because we are  
10 self-sustaining.

11 But hopefully you'll come to the committee with numbers  
12 and figures and for a Board consideration.

13 JOSH RUBINSTEIN: We'd be happy to do that.

14 Thank you.

15 DIRECTOR ARABO: Any other Board directors comments or  
16 questions?

17 DIRECTOR DeBERRY: So I have one question for you, Josh.

18 When you think about the experience, the Breeders' Cup or  
19 any other race, right, what do you have something or thought  
20 in your mind of how we can generate or increase that  
21 experience?

22 Like so once the race ends at whatever time it ends,  
23 right, 6:00, what else can we do to kind of expand that  
24 experience here within the fairgrounds?

1 JOSH RUBINSTEIN: That's a great question and something  
2 that we discuss a lot internally.

3 Of course, now with The Sound here there has been  
4 discussion of having a post Breeders' Cup event at The Sound.

5 Unfortunately, I don't think the Breeders' Cup was  
6 comfortable with the talent that they could attract for that  
7 event.

8 But that is something not just for the Breeders' Cup but  
9 also from our standpoint from live racing during the summer  
10 and fall we have this great venue, The Sound.

11 We look forward to working with the District staff on  
12 ways that we can keep folks here and transition them to a new  
13 entertainment experience at The Sound.

14 DIRECTOR DeBERRY: Thank you.

15 VICE CHAIR BARKETT: I love that idea.

16 And you know, there were two days that weren't booked at  
17 The Sound this year that were anticipated to and that loss of  
18 revenue is really crucial.

19 I think the more we can combine and look for those extra  
20 concerts while they are here in place, I think it would be  
21 very popular.

22 Thank you.

23 CHAIR NEJABAT: Any other questions?

24 MR. RIVERA: We have Director Mead has her hand up.

1 CHAIR NEJABAT: Director Mead.

2 DIRECTOR MEAD: Thank you.

3 Thank you for your presentation, Josh.

4 And I just want to state again, you and I have chatted  
5 about this.

6 I know it's very difficult to coordinate and expensive to  
7 run but there were several years ago when we had post-race  
8 concerts on I think they were the Friday nights events.

9 And I continue to hear that from my friends and  
10 colleagues about having the Friday night concerts, whether  
11 they are on the grandstand.

12 I don't think my memory is that they were in the  
13 grandstand.

14 But I do think that people told me those were the days  
15 they came to the fair were the days, I mean, excuse me, not  
16 the fair the races, were the days the concerts came out.

17 And it was a great way to turn Friday afternoon into a  
18 race day and into the evening.

19 So I'll just share that again with you publicly.

20 JOSH RUBINSTEIN: Thank you for those comments, Director  
21 Mead.

22 And I think that's fits very well into the discussion we  
23 look forward to having with district staff and the Belly Up on  
24 the concerts at The Sound after the races.

1 CHAIR NEJABAT: All right.

2 Thanks, Josh.

3 JOSH RUBINSTEIN: Thank you.

4 CHAIR NEJABAT: All right.

5 Moving on.

6 Do we have anyone from the public in the room who wishes  
7 to speak on this topic?

8 If so, please queue up.

9 All right, seeing none.

10 We'll move on to the Zoom speakers.

11 We'll start off with Jane Cartmill.

12 You have two minutes as a reminder.

13 JANE CARTMILL: The following is from the Association of  
14 Racing Commissioners International, was published in Blood  
15 Horse on October 3<sup>rd</sup>, 2025.

16 Quoting, an independent assessment of the Horse Racing  
17 Integrity and Safety Authority, HISA programs, raises  
18 questions as to whether the results justify the almost \$230  
19 million cost that will have been spent on the authority by the  
20 end of 2025.

21 In the 19 states regulated by HISA since 2022, the equine  
22 fatality or ran rate remains largely unchanged except for  
23 minor variations.

24 There are few anti-doping tests being done, no new doping

1 agents detected, and \$165 million in new fees being assessed.

2 Neither the Federal Trade Commission, General Accounting  
3 Office, or any congressional panel has performed a review of  
4 how HISA programs are actually working.

5 This assessment is the only that currently exists.

6 It is based on publicly available data and limited in  
7 that HISA maintains they are not subject to open meetings or  
8 public records requests consistent with the Federal Advisory  
9 Committee Act.

10 CHAIR NEJABAT: Thank you for your comments.

11 Martha Sullivan.

12 MARTHA SULLIVAN: Hello.

13 This is Martha Sullivan, again, from Imperial Beach.

14 This Thursday morning, the California Horse Racing Board  
15 will discuss quote, the future of challenges facing horse  
16 racing in California, end quote.

17 Along with the continuing drop in wagering handle,  
18 including at Del Mar.

19 The continuing drop in the horse population is a big  
20 challenge.

21 Last week, the Jock Club released the 2025 report of  
22 North American mares bred with a decline of 6.4% from 2023.

23 If Kentucky has 66% of the 2025 mares bred.

24 The second largest breeding state is California.

1           With only 5.1% of the 2025 mares bred, down 20% since  
2   2023 at 270 mares bred in 2025.

3           In a story titled, quote, "Horse racing faces major  
4   threats in Florida, California," end quote.

5           USA Today reported on these challenges in May, quoting  
6   Damon Thayer, the retired Kentucky state senator, now advising  
7   a group called the thoroughbred racing initiative.

8           Quote, "The biggest challenge in California is antipathy  
9   from race track owner Belinda Stronach, for the sport,  
10   antipathy from legislators in Sacramento, and antipathy from  
11   the Native Americans who control the casino industry.

12          I don't think any of them care about the future of horse  
13   racing in California.

14          And if California racing is going to survive and thrive,  
15   particularly at Santa Anita Park, somebody in those groups is  
16   going to have to start to care," end quote.

17          This is the state of California horse racing.

18          Take your blinders off.

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

20          CHAIR NEJABAT: Thank you for your comments.

21          And that wraps up public comment on this topic.

22          Next up, we have item 8-D, which is consider  
23   consideration and vote to amend policy 6.01, of the event  
24   ticket policy to add a section predicting there

1 disproportionate use of tickets or passes by any 22nd DAA  
2 official.

3 This is an action item.

4 You can find the report beginning on page 21 of the  
5 packet.

6 We will now move onto public comment.

7 Do we have any members of the public who wish to speak on  
8 the ticket policy amendment?

9 Anyone in the room?

10 No?

11 Seeing none online.

12 That concludes the public comment.

13 At this time, I'll entertain a motion.

14 VICE CHAIR BARKETT: So moved.

15 CHAIR NEJABAT: Second?

16 DIRECTOR ARABO: Second.

17 CHAIR NEJABAT: Second, Director Arabo.

18 Thank you.

19 Any discussion from the motion from our board?

20 All right.

21 Seeing none.

22 Can we get a roll call please for the vote.

23 MS. O'LEARY: Chair Nejabat.

24 CHAIR NEJABAT: Aye.

1 MS. O'LEARY: Vice Chair Barkett.

2 VICE CHAIR BARKETT: Aye.

3 MS. O'LEARY: Director Arabo.

4 DIRECTOR ARABO: Aye.

5 MS. O'LEARY: Director DeBerry.

6 DIRECTOR DeBERRY: Aye.

7 MS. O'LEARY: Director Gelfand.

8 DIRECTOR GELFAND: Reluctantly, aye.

9 MS. O'LEARY: Director Mead.

10 DIRECTOR MEAD: Aye.

11 MS. O'LEARY: And Director Schenk.

12 DIRECTOR SCHENK: Aye.

13 CHAIR NEJABAT: All right, the motion carries.

14 Moving onto item 8-E, which is consideration and vote to

15 approve the 2026 Board of Directors meeting schedule.

16 This is an action item, so we'll start with any public

17 comment.

18 Any members of the public who wish to speak.

19 Seeing none.

20 That concludes public comment.

21 At this time, I'll entertain another motion.

22 VICE CHAIR BARKETT: So moved.

23 DIRECTOR ARABO: Second.

24 CHAIR NEJABAT: Second, Director Arabo.

1 Any discussion?

2 All right, seeing none, can we get another roll please?

3 MS. O'LEARY: Chair Nejabat.

4 CHAIR NEJABAT: Aye.

5 MS. O'LEARY: Vice Chair Barkett.

6 VICE CHAIR BARKETT: Aye.

7 MS. O'LEARY: Director Arabo.

8 DIRECTOR ARABO: Aye.

9 MS. O'LEARY: Director DeBerry.

10 DIRECTOR DeBERRY: Aye.

11 MS. O'LEARY: Director Gelfand.

12 DIRECTOR GELFAND: Reluctantly, aye.

13 MS. O'LEARY: Director Mead.

14 DIRECTOR MEAD: Aye.

15 MS. O'LEARY: And Director Schenk.

16 DIRECTOR SCHENK: Aye.

17 CHAIR NEJABAT: All right.

18 The motion carries.

19 Moving onto item 8-F, a discussion and vote on whether to

20 direct staff to work with the City of Del Mar to amend the

21 Exclusive Negotiating Rights Agreement entered into between

22 the District and the City of Del Mar.

23 You can find the written report on this item beginning on

24 page 35 in your packet.

1           Additionally, board members should have received an email  
2   last night, via email.

3           This was also included into your binders today and added  
4   to our website.

5           Before you get to public comment on this item, we have a  
6   report from our CEO, Carlene Moore and Deputy Attorney  
7   General, Josh Caplan.

8           MS. MOORE: And I will just be very brief in this since I  
9   updated you under my executive report with regard to the  
10   status of things with the City of Del Mar.

11          And again those various studies the due diligence is  
12   underway under the HAP grant, so hopefully everybody had an  
13   opportunity to read the information that was provided  
14   including last night's supplement.

15          It is, I just want to confirm that it is posted on our  
16   website.

17          That we were able to post that yesterday evening.

18          And so with that, I will hand over to our Deputy Attorney  
19   General, Josh Caplan.

20          MR. CAPLAN: Thank you, Carlene.

21          And I'll try to keep my comments direct.

22          And I typically don't speak on agenda items but I was  
23   invited to remind the Board of the contents of the ENRA, the  
24   genesis of that agreement.

1           And hopefully that will help guide the Board's  
2   discussion, whether to take any further steps regarding that  
3   agreement.

4           So as some of you who are on this board may remember,  
5   this agreement was approved 18 months ago by this board after  
6   ongoing discussions with the City of Del Mar regarding this  
7   working agreement.

8           The agreement has a term of 24 months with up to two,  
9   six-month extensions.

10          Which again, this board is part of this agreement vested  
11   in the CEO the authority to extend this agreement again up to  
12   a full 12 months.

13          So if both six-month options are exercised then the full  
14   life of the ENRA would be 36 months or three years.

15          A few pieces that I want to just remind the Board of.

16          The ENRA is not a lease agreement.

17          It's not -- it doesn't even require this board to approve  
18   a lease agreement.

19          It simply requires good-faith negotiations with the City  
20   of Del Mar.

21          Good-faith negotiations on a number of topics, including  
22   making preliminary feasibility determinations on appropriate  
23   sites for affordable housing development, identifying options,  
24   again, on the property for those sites.

1           Defining the scope of what a potential affordable housing  
2 development would look like.

3           And ultimately, if an affordable housing development is  
4 determined to be feasible on the property, then to negotiation  
5 with the City of Del Mar on a potential lease agreement.

6           Again, and I think this is critical because there's been  
7 some misstatements in the public sphere on the scope of this  
8 agreement.

9           Again, it does not obligate this board to enter into a  
10 lease agreement with the City of Del Mar.

11          And this agreement in several places I think provides a  
12 reminder of that.

13          And you all have the agreement in front of you.

14          I'm sure you've all read it several times but you can  
15 look to recital "N," which is an express acknowledgment that  
16 the agreement itself does not obligate any party to acquire or  
17 convey any portion of the property or to grant the city the  
18 right to develop affordable housing at the facility.

19          There's other provisions too that echo that same  
20 narrative.

21          Section 1.2 and section 3.1.

22          And ultimately after all these feasibility studies  
23 determinations are made and the Board has had a chance to  
24 review the studies that are going to flow from this process,

1 this board has the ultimate authority to decide whether or not  
2 in terms of the Master Site Planning process, that they are a  
3 good fit for the affordable housing.

4 But at this point, it's really a study period for you all  
5 to get as much information as you can to help frame that  
6 discussion.

7 Whether that happens at the end of an option period or at  
8 the end of the full duration of the ENRA term.

9 The last thing I want to remind the Board and we've seen  
10 this over the last couple of meetings, is this board, the  
11 jurisdiction of this board is really within the development  
12 and the decision is on its own property.

13 The Food and Ag Code is pretty clear if you look at  
14 Section 4051.

15 This board has ultimate authority with the approval by  
16 DGS to make any decision about leasing or selling portions of  
17 its property, including for the lease for the development of  
18 affordable housing with some time constraint limitations.

19 I think under the current statute, if you all decide to  
20 enter into a lease agreement, it could be no more than 55  
21 years.

22 But again, that's the authority of this board, right, is  
23 to make decisions about what to do with this property.

24 And so again, I'm just going to remind the Board that

1 it's not within the jurisdictional purview of this agency to  
2 opine on or have any discussions about the development of  
3 property outside of the 22nd DAA.

4 So if board members want to bring up discussions about  
5 development within the city but outside of the perimeter of  
6 this properties, I would likely object because that's within  
7 the purview of other jurisdictions and not the 22nd DAA.

8 To the extend board members think it's appropriate to  
9 have those discussions when you're negotiating a lease, for  
10 example, to determine a fair market value, then we'd have to  
11 consider and be sure that you all are acting within your  
12 jurisdiction.

13 Again, we need to be sure that this agency isn't  
14 interfering with or frustrating or even getting itself  
15 involved with discussions that do not directly relate to the  
16 development of your property.

17 So I guess with that, I will turn it back over to Chair  
18 Nejabat to begin the process, unless there's specific  
19 questions.

20 MS. MOORE: One thing to add, which you touched on a  
21 little bit, Josh.

22 But when we were negotiating this agreement, the  
23 Exclusive Negotiating Rights Agreement that we have, one of  
24 the messages of this board and I think that is what is found

1 in this document was we need, so the city has its timeline  
2 with regard to its sixth cycle housing element, but it was  
3 important for us to maintain the integrity of what we need,  
4 what this board collectively needs in pursuit of our Master  
5 Site Plan and maintaining that flexibility.

6 So therefore we were -- it was very important to not be  
7 bound through this ENRA and really providing for that  
8 treatment but also for it to match up to our timeline.

9 So at the time when we entered into this agreement, the  
10 thought was, Master Site Plan in a couple of years.

11 And so hence, because of the process that we have taken,  
12 right, this extensive public outreach that we have engaged in,  
13 which has really taken us through 2025.

14 That's where we extended the options, I want to make sure  
15 I was using the right term.

16 The options on that so that better aligns with our Master  
17 Site Planning work.

18 Really those decisions being driven by us as the  
19 District.

20 So that's what we worked to really create in this  
21 document Was that flexibility and owning the timeline that  
22 benefited our timeline of the Master Site Plan.

23 DIRECTOR GELFAND: I need a little more understanding of  
24 what we can and can't talk about and why.

1           Because part of our decision to entertain this in the  
2 first place 18 months ago was the City of Del Mar's concerns  
3 about meeting their RHNA guidelines.

4           And so, are you saying we can't take that into  
5 consideration in our --

6           MR. CAPLAN: The answer, Director Gelfand, is yes, you  
7 can.

8           Because that's really specific to your decision to house  
9 affordable housing units on this property based on discussions  
10 with or at the request of another jurisdiction.

11          My caution was really about conditioning your all's  
12 approval or consideration of the city's request on the city's  
13 decision related to other development projects outside of the  
14 of the fairgrounds.

15          Because there was a focus at the last public meeting  
16 [multiple speakers] -- in particular, pressing the city on  
17 pending permits for other potential projects within the city.

18          It's those discussions that are entirely unrelated to  
19 discussions with the city about development projects here at  
20 the 22nd DAA.

21          Those projects that are outside of the fairgrounds  
22 property line are the discussions this board needs to avoid.

23          DIRECTOR GELFAND: Okay.

24          And what about the city's apparent effort to change the

1 RHNA guidelines themselves so that their need for affordable  
2 housing may diminish?

3 MR. CAPLAN: Well, I think that can be part of your  
4 ongoing discussions with the city.

5 DIRECTOR GELFAND: Okay.

6 MR. CAPLAN: Whether and to what extent.

7 So that certainly would be appropriate here because  
8 that's going to guide this board at some -- maybe not today  
9 but if you get to the point where you determine that there's a  
10 particular site that is appropriate and you're trying to  
11 determine the scope of that site, how many units, certainly,  
12 the city will probably provide you information on their  
13 request if that request changes, if they need fewer units or  
14 more units that certainly can be something this board can  
15 consider.

16 DIRECTOR GELFAND: Could we take some kind of position to  
17 support or encourage that process that the city is  
18 undertaking?

19 MR. CAPLAN: The process the city's undertaking to?

20 DIRECTOR GELFAND: Change the RHNA guidelines.

21 MR. CAPLAN: Potentially to reallocate.

22 DIRECTOR GELFAND: Reallocate.

23 MR. CAPLAN: The assessment of the number of affordable  
24 housing units they need to come up with during the sixth

1 cycle.

2 I think the District should probably stay neutral on that  
3 at this point.

4 Because again, I mean to the extent you all disagree with  
5 the city, that disagreement can be raised in the context of  
6 your negotiations with the city in terms of the number of  
7 units here, right.

8 So if you all think that the city should be pushing for a  
9 lower number, then as part of the negotiations with the city,  
10 you can certainly say, you know, while we're going to pursue  
11 affordable housing as a board, we think it's probably more  
12 appropriate for us to consider some number of units less than  
13 61 or whatever the number is that the city has requested from  
14 the 22nd DAA.

15 That is within your authority.

16 I just -- I would be concerned with the Board getting  
17 involved with or lending support one way or the other on the  
18 city's efforts in their discussions with another state agency  
19 because that will have implications for the city, not just for  
20 their affordable housing units that they're requesting to be  
21 housed here, but for their requirements citywide.

22 And it may also have impacts on other potential  
23 development projects that we need to try and stay out of that  
24 process because we don't want to get in the middle of

1 discussions or ongoing litigation or disagreements between the  
2 city and other developers based on some change in that number.

3 DIRECTOR GELFAND: And that would include SANDAG?

4 MR. CAPLAN: Yes.

5 DIRECTOR GELFAND: Okay.

6 Thank you.

7 CHAIR NEJABAT: Any other questions?

8 DIRECTOR ARABO: Yeah, I have a point of clarification for  
9 Josh.

10 I think you mischaracterized the last meeting in the  
11 sense that I don't see the Board or myself looking at the city  
12 what they are doing in their city as far as what they look at.

13 Actually was pretty much if you look at the minutes, we  
14 have somebody who types them up, was very specific in that.

15 That's saying that that's Del Mar's business, that's not  
16 our business.

17 The point was the theme of using the District as an  
18 excuse not to hit that number.

19 Because the former President Schenk made the comment of  
20 the data and the basis that they were using was flawed.

21 And that is again, with the lens of what is best were the  
22 District, not what any city does in any part of their city  
23 because that's none of our business and I don't think anyone  
24 thinks it's their business.

1 I want to make that point very clear so it's on the  
2 minutes that I didn't see anyone on this board thinking about  
3 what the city is doing in their jurisdiction.

4 CHAIR NEJABAT: Anyone else?

5 All right.

6 With that, we'll now hear public comment.

7 Do we have any members of the public who wish to speak on  
8 this item?

9 Please queue up at the podium.

10 A reminder, two minutes.

11 LAURA DE MARCO: Hi, my name is Laura De Marco.

12 And Director Arabo, I was intimately involved in  
13 critiquing the RHNA allocation numbers.

14 And I went to SANDAG and a number of people did to  
15 basically say that the numbers that SANDAG had calculated were  
16 erroneous because they looked at jobs specifically in the  
17 92014 area code and they did not exclude part-time jobs,  
18 seasonal jobs.

19 And from that they captured all the part-time seasonal  
20 workers that you guys hire for the fairgrounds, people that  
21 come down from L.A.

22 and Orange County with the race track.

23 So they ended up calculating more jobs in Del Mar than  
24 our entire population.

1           Okay, so you know, that really stood out.  
2           The City of Coronado did the same thing.  
3           They counted all the guys out on the ships that don't  
4 actually reside in the City of Coronado.  
5           They're in the barracks.  
6           They're on shipboard.  
7           I mean, they don't need more housing.  
8           But we all lost.  
9           The City of Coronado sued SANDAG, they lost.  
10          And the problem is the sixth cycle RHNA numbers, we're  
11 stuck with them.  
12          They are permanent.  
13          We can't get around it.  
14          So that is the dilemma that the City of Del Mar is in.  
15          This is a state mandate.  
16          You have housing on this fairground's property that is  
17 substandard, speaking for the Hispanics, that part of my  
18 family that works in the stable areas.  
19          It would be great, you could have the opportunity to  
20 upgrade that as well as provide affordable housing.  
21          And if you look at the medical profession, all the  
22 professionals in the Del Mar and Solana Beach area --  
23          MS. O'LEARY: I'm sorry but your time is up.  
24          CHAIR NEJABAT: Thank you.

1           Thanks for your comments.

2           DARREN PUDGIL: Good afternoon, Chair Nejabat and members  
3 of the board.

4           My name is Darren Pudgil.

5           And I'm here on behalf of Seaside Ridge, the proposed  
6 mixed-income community that would be built just across Camino  
7 del Mar.

8           It was three years ago today on this very day that we  
9 submitted our application to the City of Del Mar.

10          Sadly, three years later, it's no closer to becoming a  
11 reality due to the city's inaction.

12          Unfortunately, since your meeting last month, the Del Mar  
13 City Council voted to block our project while continuing to  
14 rely on you to solve their housing problems.

15          With 85 affordable units including 42 low-income units,  
16 the ready to go Seaside Ridge proposal would significantly and  
17 much more quickly help the city comply with state housing laws  
18 and bring much needed, low-income housing to Del Mar and to  
19 our region.

20          The need for affordable housing today is greater than  
21 ever.

22          According to the San Diego Housing Federation, San Diego  
23 County is 134,000 homes short for low-income renters.

24          And our governor has made it very clear, every city must

1 do its part to solve the housing crisis.

2 How many low-income units does Del Mar have?

3 None.

4 How many building permits has the city issued for low-  
5 income housing?

6 Zero.

7 By turning away a real project like Seaside Ridge, Del  
8 Mar isn't helping to solve anything.

9 In fact, they are part of the problem.

10 Unfortunately, they seem to like paper projects,  
11 conceptual ones like the one here at the fairgrounds a lot of  
12 more than those that are ready to go.

13 Ultimately, the fate of Seaside Ridge will now be  
14 determined by a judge.

15 What you have to ask yourselves is whether a city with a  
16 long history of resisting affordable housing can be trusted to  
17 actually move these units forward.

18 All this comes as the City of Del Mar City Council  
19 battles Governor Newsom and his pro-housing agenda by  
20 unanimously endorsing a statewide ballot measure that would  
21 undo everything he's trying to accomplish.

22 This action should tell you what their real goal is.

23 Thank you.

24 CHAIR NEJABAT: Thank you for your comments.

1           BROOKE MILLER: Brooke Miller, counsel for Seaside Ridge.

2           And I want to give you some context as to why we're here  
3 today talking to you about the ENRA.

4           The city is using the ENRA to avoid rezoning the Seaside  
5 Ridge project site to accommodate the project by rate.

6           It's doing this by claiming that the ENRA satisfied its  
7 obligation under its housing element program 3A to enter a  
8 binding agreement with the state to develop housing on the  
9 fairground's property.

10          Under a different housing element program, program 1E,  
11 the city would rezone the project site, the Seaside Ridge  
12 project site, only if it fails to meet project program 3A.

13          In other words, they need your land to satisfy their  
14 preferred location for affordable housing.

15          But as your staff report and your counsel has  
16 acknowledged, only this board can decide whether to make a  
17 binding commitment to develop housing on the fairgrounds,  
18 which has yet to happen.

19          Regardless, the city is obligated to process the Seaside  
20 Ridge application because it's a builder's remedy project and  
21 the necessary project materials were submitted while the  
22 housing element was out of compliance.

23          After your last meeting we sent you a number of public  
24 records explaining why the city's actions are in error and the

1 project application is complete.

2 Our team is available today to answer any questions about  
3 that.

4 But you should know that last month the city council  
5 refused to take up our appeal of the incomplete determination  
6 made by staff providing us a total of three minutes to address  
7 the board, to address the council, and we are now forced to  
8 resort to refileing our litigation against the city to enforce  
9 its legal obligations.

10 It's clear the city is not committed to meeting its  
11 affordable housing goals.

12 The proponents of Seaside Ridge have always been in  
13 support of affordable housing, including here at the  
14 fairgrounds if that's your Board's decision.

15 But the ENRA should not be used as a way to prolong the  
16 delivery of affordable housing.

17 We ask this Board to consider the city's intentions in  
18 deciding whether to continue the --

19 MS. O'LEARY: Your time is up.

20 CHAIR NEJABAT: Thank you.

21 JOSEPH SMITH: Good afternoon, President, board members,  
22 CEO.

23 I'm Joseph Smith.

24 I'm also here on behalf of Seaside Ridge project that

1 could bring 42 lower-income units to the city.

2 I need to pivot a little bit in my comments and  
3 respectfully, Mr. Caplan, I need to disagree.

4 The reason that this project is being discussed is  
5 because the Board has asked, are there any other projects that  
6 are being considered for the same bucket of units that are  
7 being proposed here at the fairgrounds.

8 And so, when you read the city's housing element, 54  
9 units need to be sited either on the fairground or vacant  
10 sites.

11 That's a stay law mandate for the vacant site element.

12 All the other programs the city talks about may have done  
13 considerably well at those programs, I must add are in a  
14 different bucket, that's also true.

15 You divide your RHNA in half.

16 Half lower income on vacant sites at the fairgrounds as  
17 well or half on the other sites.

18 And so that's why it does matter.

19 And that's why this project is being discussed and we  
20 brought it to you is because you asked for those examples.

21 So in other words, if 42 units are built at the Seaside  
22 Ridge site, that takes pressure off this board from having to  
23 push so quickly to get 54 units to satisfy the city's housing  
24 program, at least that other half of it.

1 Back to my other comments.

2 I just want to note that April 2024, the city entered  
3 into this RHNA with you.

4 There were five years left in the housing cycle.

5 The housing cycle ends April 2029.

6 There are several key deadlines, including three that are  
7 noted in that ENRA.

8 The last one talks about providing feasible development  
9 sites, sorry, perspective development sites to the city, which  
10 has yet to be done.

11 That was due last December, the end of the year.

12 In lieu, the ENRA was amended as we now understand by  
13 reading the staff report.

14 That amendment kicks those deadlines and removes the  
15 pressure to actually complete those items outside the housing  
16 cycle potentially.

17 That extension was over 10 months ago and now we have  
18 three and a half years left in this housing cycle.

19 Time keeps ticking.

20 Each city sent a letter to the city in December 2024 and  
21 reminds that city that its milestones need to be implemented  
22 for the fairgrounds housing program.

23 MS. O'LEARY: I'm sorry, sir, your time is up.

24 CHAIR NEJABAT: Thanks for your comments.

1 CAROL LAZIER: Good afternoon.

2 Thank you for giving me a couple of minutes to talk here.

3 I'm not an attorney.

4 I'm not a developer.

5 I'm your neighbor.

6 I've lived in San Diego for 30 years and I appreciate the  
7 value that the fairgrounds brings to the greater community.

8 The City of Del Mar has used its relationship with the  
9 Board to delay and manipulate worthy projects like ours to  
10 avoid building housing in their city.

11 The ENRA agreement continues to stall this much-needed,  
12 inevitable affordable housing with endless studies, shifting  
13 timelines, and political maneuvering.

14 You have been appointed by the governor to find the  
15 highest and best use for the fairgrounds.

16 You're trusted to serve the public, not just a single  
17 city.

18 You have the power to pause the ENRA, reevaluate the  
19 agreement, or even end it and hit the reset button if the ENRA  
20 no longer lines up with your mission statement.

21 The broader public is counting on your leadership to make  
22 sure this property best serves the needs of San Diego County,  
23 including housing that will actually be built.

24 I urge you, Board, to show courage, transparency,

1 fairness, and progress for everyone and not just play  
2 politics.

3 Thank you very much.

4 CHAIR NEJABAT: Thank you for your comments.

5 We have one person on Zoom, Abigail Hawthorne.

6 ABIGAIL HAWTHORNE: Hi, can you guys hear me okay?

7 CHAIR NEJABAT: Yes.

8 ABIGAIL HAWTHORNE: Okay, great.

9 My name is Abbie Hawthorne.

10 I called in a couple times about the importance of  
11 affordable housing in your masterplan efforts.

12 So, I'm not going to restate all that.

13 But I did have a couple of questions related to SB 79 and  
14 the potential for large landowners like yourself that are next  
15 to transit.

16 This has been a huge undertaking for groups here in the  
17 region and across the state.

18 And I'm curious if you've considered what this means for  
19 your efforts at large and how you look at it delivering  
20 transit and with whom, or I'm sorry, housing and with Solana  
21 Beach Transit Center is just a stone's throw away.

22 So I thought maybe there could be some opportunity there.

23 I do assume that exclusive means exclusive to Del Mar,  
24 but was hoping that opportunities with SB 79 might open some

1 doors for other cities.

2 The director touched on this in her executive report.

3 If San Diego were to come forward and wanted to propose a  
4 partnership for the portion of the fairgrounds that's in their  
5 city limits, would that be allowed?

6 Anyways, it's a pretty new law.

7 So, I guess it's just sort of food for thought at this  
8 point.

9 But I was hopeful you would consider all the possible  
10 solutions especially since your masterplan outreach team is  
11 still on its road show.

12 I'm excited about what could happen at the fairgrounds  
13 and what it means regionally.

14 So thank you for your time.

15 CHAIR NEJABAT: Thank you for your comments.

16 That concludes public comment.

17 Before we entertain a potential motion, I would like to  
18 ask counsel to clarify what next steps the Board can take on  
19 this item.

20 MR. CAPLAN: Yes.

21 Thank you, Chair Nejabat.

22 So the item on the agenda for today allows the Board to  
23 discuss and vote on whether to direct staff to work with the  
24 City of Del Mar to amend the ENRA.

1           So put another way, you are not deciding today to make  
2 specific amendments to this agreement.

3           What you are deciding is whether a majority of the board  
4 thinks it's appropriate for staff to have discussions with the  
5 city on perspective amendments that at some point would come  
6 back to this board for deliberation and discussion.

7           The options that the Board has would be to do nothing, as  
8 Chair Nejabat said at the outset of this meeting.

9           If there is no motion and no second, Chair Nejabat would  
10 move on to the next agenda item.

11          That would essentially mean the status quo, right.

12          Staff from the District continues to have discussion with  
13 the city.

14          And the studies that are ongoing will continue.

15          Or there could be a motion to direct staff to have  
16 discussions regarding a perspective or several perspective  
17 amendments to this agreement.

18          Which again, wouldn't change things on the ground, it  
19 would simply allow staff to have those discussions, figure out  
20 what amendments might be appropriate based on directions from  
21 the Board and then bring those back at a future meeting for  
22 the Board to then consider as part of another public meeting.

23          But again, keep in mind discussing perspective amendments  
24 takes two to tango, as they say, right.

1           So if this board wants an amendment to an agreement but  
2   the city has concerns with that, I mean, there'd have to be a  
3   meeting of the minds.

4           But I think you would all learn that at a future meeting  
5   if that's the direction the Board wants to take and if they  
6   want to empower staff to start those discussions.

7           CHAIR NEJABAT: Okay.

8           All right.

9           So thank you, Josh.

10          With that in mind, does any director have any motion on  
11   this item?

12          DIRECTOR ARABO: I have a motion and question for Josh.

13          Are they able during the discussions for the potential  
14   amendments if we give guiding principles if the majority of  
15   the Board wants to.

16          Is the Board able to pause negotiations while they do  
17   that based on this wording of this agenda, or no?

18          MR. CAPLAN: Two questions there.

19          Let me answer the first question first, which is, yes.

20          I think if there is a motion and there are certain  
21   priorities the Board wants staff to consider those discussions  
22   regarding amendments to this agreement, that would certainly  
23   be appropriate.

24          As to the second question on whether the Board can also

1 vote to pause discussions under the ENRA, the short answer is  
2 no.

3 The way the agenda language is framed, that would not be  
4 an agendized item.

5 The ENRA itself would continue to remain in effect  
6 regardless of whether there is a motion or not on discussion  
7 related to amendments for the agreement.

8 DIRECTOR ARABO: Okay.

9 Then my comment, I know we had previous board meetings  
10 for previous agenda language to be broad enough that the Board  
11 could actually act and not narrow.

12 DIRECTOR GELFAND: Point of information.

13 To Director Arabo's point, I believe that we actually  
14 voted to every month consider this issue and the ability to  
15 cancel the agreement all together.

16 What happened to that?

17 Is it gone simply by virtue of the fact it's not  
18 specifically stated on the agenda or what?

19 MR. CAPLAN: All that I can speak to, Director Gelfand, is  
20 what the Board can or can't do with regards to specific agenda  
21 language.

22 As counsel to the Board, I do not draft the agenda.

23 I review agenda if there are specific legal questions.

24 But to the extent there's questions about specific agenda

1 items, why they are or not on an agenda, that is not a  
2 question that I can answer.

3 DIRECTOR SCHENK: Well, I can tell you as chair, I asked  
4 that we put it over to the consent calendar as part of the  
5 consent calendar.

6 Because it was a separate item on the calendar each  
7 month, and to me it seemed like it was not the best use of our  
8 time to go through this separately.

9 And so I think for the last two months or so, maybe up  
10 until last month it had been on the consent calendar.

11 And I think that's where it belongs if we're going to  
12 continue to have it discussed.

13 MR. RIVERA: Director Mead had her hand up.

14 DIRECTOR MEAD: Thank you.

15 I just want to confirm however that the verbiage that  
16 reads to amend the exclusive, the ENRA, that is the action  
17 that we could take so it's either an option to amend it or not  
18 to amend it or no.

19 So there's three options: amend, don't amend, or no  
20 action at all.

21 Am I understanding that correctly, Josh?

22 MR. CAPLAN: Director Mead, not entirely.

23 DIRECTOR MEAD: Okay.

24 MR. CAPLAN: The Board can't today vote to amend the ENRA.

1           What the Board can do today is they can vote to authorize  
2   staff to have discussions with the city regarding potential  
3   amendments.

4           DIRECTOR MEAD: Okay, and then bring that back to us?

5           MR. CAPLAN: Yeah, that is correct.

6           And the second option is the Board can do nothing.

7           The ENRA as it would no matter whether there is a motion  
8   or not, right, the ENRA is in place.

9           District staff will continue to work with the City of Del  
10   Mar in implementing the ENRA.

11          And so, but the Board could, so if the Board does  
12   nothing, the process continues.

13          DIRECTOR MEAD: Okay.

14          MR. CAPLAN: And then the District or Carlene and her team  
15   will bring updates to the Board periodically as those studies  
16   are completed as she mentioned in her staff report today.

17          DIRECTOR MEAD: Thank you.

18          So then I guess I really appreciate that clarification.

19          So then I still think there may be a third option, which  
20   is we direct them to amend with direction that we provide.

21          So the amend isn't broad, we specifically say amend in  
22   this manner.

23          MR. CAPLAN: Yes, you could vote to direct staff.

24          Yeah, you could vote to direct staff to work with the

1 City of Del Mar to make specific amendments and apply those  
2 amendments.

3 DIRECTOR MEAD: Okay.

4 MR. CAPLAN: And you could identify those amendments, and  
5 that after discussions between District staff and the city,  
6 those would then come back to the Board at another public  
7 meeting for deliberation and another vote on actually  
8 implementing those changes to the agreement.

9 DIRECTOR MEAD: Thank you for that clarification.

10 DIRECTOR ARABO: Okay, so I'll do a motion if it's time to  
11 do it.

12 MS. MOORE: I just want to, I was just speaking with Chair  
13 Nejabat on this.

14 Just to offer some insight into, there seems to be  
15 perhaps some confusion in terms of the agenda item.

16 This was a specific request that was received to have  
17 this item on this agenda.

18 I worked with Chair Nejabat and counsel on for having on  
19 this.

20 That was before that specific request came in, there was  
21 discussion with the executive committee with regard to the  
22 agenda.

23 I just want to clarify that when it comes to the actual  
24 agenda while it seems like there's some assumption that is

1 being created by staff, it is not.

2 It is a collective process where we wind up with these  
3 agenda items.

4 So I just like to have them on the record.

5 Thank you.

6 DIRECTOR GELFAND: So somebody who is unnamed requested  
7 that the agenda item be structured this way as opposed to the  
8 way it has been in the past?

9 MS. MOORE: There was a specific request to have on the  
10 agenda today this discussion for to direct staff, for  
11 directing and potential amendment.

12 As staff have no other information to share with you on  
13 that but this was a specific request.

14 And so and with that because previously and that's why  
15 under my executive report is the monthly updates of what is  
16 transpiring between these with regard to staff and the City of  
17 Del Mar staff.

18 Because much of the work under the ENRA is staff to staff  
19 work.

20 DIRECTOR ARABO: Yeah.

21 One request I would do in the public is any agenda item  
22 if a board member would, it should be broad, broad enough.

23 Because if a board member brings up an agenda item, it's  
24 the idea of it but it should be a broad action item.

1           So at that point, it's hard to get everyone meets, gets  
2 notice to the public, everyone is investing their time and  
3 then we have our counsel say no, this is very narrow the way  
4 it's worded.

5           And I just feel like it's good to get information from  
6 the Board as far as the idea, but I encourage the broadness of  
7 it so that way they can act on it.

8           VICE CHAIR BARKETT: I'm going to say something.

9           I think the facts have changed a little bit since we all  
10 did this.

11          And so I see where a board member might want to revisit  
12 this.

13          And we're just revisiting it.

14          It's not saying this is exactly what we want.

15          And I think we have to look at it because facts have  
16 changed and that's all it's saying.

17          It's saying it back to staff to look, every board member  
18 will get their chance to say something at the next meeting or  
19 whenever the following meeting after that in regards to it.

20          So it's, you know, but the facts have changed.

21          And we're learning a lot more than we knew before.

22          DIRECTOR ARABO: Okay.

23          I would like to make a motion to direct staff to amend  
24 the ENRA between the District and the City of Del Mar with

1 some guiding principles.

2 Should I say the guiding principles in the motion?

3 The guiding principles is that amendments should be in  
4 total alignment with SB 79, which was a recent law that our  
5 governor signed into law.

6 It should protect the state interests and reflect  
7 California housing vision, and it should add qualified  
8 partners and require milestones and actions come to the full  
9 board for review, not in the hands of staff.

10 And it also should -- I think that summarizes it.

11 Oh, it should drop the exclusive and open it to other  
12 cities.

13 So basically amend the ENRA.

14 I think direct staff to negotiate amendment the ENRA  
15 continuing the negotiation but removing the exclusivity that  
16 the District would have to allow the District and explain  
17 discussion if it gets there, why, and align with SB 79 and  
18 bring the milestones back to the Board.

19 Right now no other city in the region can contact the  
20 District for housing.

21 Only --

22 >> [off mic]

23 DIRECTOR ARABO: SB 79.

24 I mean, we've had a groundbreaking, I don't know if this

1 is a good time, Josh, it's a good time to talk about it.

2 Okay.

3 Of the reasoning.

4 California leads and we have a tremendous governor.

5 Two or three days ago, SB 79 was signed into a law and  
6 now it's the law of the land encouraging state facilities to  
7 do more housing.

8 I think as a state agency with 300 acres, we have a  
9 tremendous role we could play in putting affordable housing on  
10 the District.

11 But I feel like we cannot do it if we're exclusive with  
12 any city.

13 I want to open it up to any city in the county that wants  
14 to talk to us to do housing, let's build affordable housing on  
15 the District but let's talk to everyone.

16 And that's the basis.

17 And also that will put pressure on Del Mar to say let's  
18 really do this.

19 Because I feel the worst thing that can happen is that we  
20 do the study and then we don't do the housing.

21 That is the worst case scenario.

22 DIRECTOR SCHENK: I appreciate the explanation.

23 DIRECTOR ARABO: 2013 we entered into talks, 12 years  
24 later there's not one affordable house on the District.

1           And I think we have a big role to play.

2           I think we need align with our governor and the state and  
3 provide affordable units.

4           I think with this agreement, it's so one sided it  
5 handicaps us.

6           It doesn't allow us to talk to anyone else.

7           And that's the spirit of the amendment.

8           MR. CAPLAN: The only thing I would add is this agreement,  
9 the exclusivity language, which I'll defer to the Board to  
10 vote and direct staff to have discussions on the amendments.

11           The agreement provide the exclusivity is applicable only  
12 to the portions of the fairgrounds that are within the City of  
13 Del Mar.

14           And so what that practically means is this ENRA would not  
15 prevent you all from having discussions with the City of San  
16 Diego on developing Horsepark or parts of Horsepark for  
17 affordable housing.

18           You all remain able to have those discussions under the  
19 existing agreement.

20           But certainly, Director Arabo's other point, is you all  
21 are having discussions with other cities on developing  
22 affordable housing on your property that falls within the City  
23 of Del Mar's jurisdiction, I defer to the Board on that.

24           DIRECTOR GELFAND: You are essentially saying that the

1 exclusivity provision in the ENRA has no effect, right?

2 MR. CAPLAN: No, it does.

3 What I'm saying is that if you look at the agreement  
4 itself it doesn't define property as the entire fairgrounds  
5 property.

6 It defines property as District property located within  
7 the City of Del Mar.

8 And so you all own property that falls within the City of  
9 Del Mar and your Horsepark property.

10 The exclusivity piece here, all that really says is that  
11 22<sup>nd</sup> DAA during the first stage of the ENRA negotiations,  
12 negotiate only with us on the development of affordable  
13 housing within the City of Del Mar's limits.

14 And then further on in the ENRA.

15 So that means you can't go to the City of San Diego or  
16 the City of Escondido, or the City of Chula Vista and work  
17 with them to build affordable housing on the part of the  
18 fairgrounds that falls within the City of Del Mar.

19 That's what the exclusivity piece it talking about in  
20 this agreement.

21 DIRECTOR GELFAND: Okay, so for all intents and purposes  
22 it is kind a moot provision but I -- it's okay.

23 >> [off mic]

24 VICE CHAIR BARKETT: But it's Del Mar property.

1           So we wouldn't have that, whereas we would have the  
2   ability to negotiate something or look into it with Horsepark  
3   like you said.

4           Or on the other side of this, which is the golf and the  
5   mobile homes, that whole section, which is City of San Diego.

6           DIRECTOR GELFAND: What I'm saying is let's say staff does  
7   negotiate with Del Mar and they refuse to remove the  
8   exclusivity provision, we can still go talk to the City of San  
9   Diego or any other city about DAA property outside of the City  
10   of Del Mar.

11          [multiple speakers]

12          VICE CHAIR BARKETT: -- in this agreement, that should be  
13   one of the clarifications because --

14          DIRECTOR GELFAND: That's a good idea.

15          VICE CHAIR BARKETT: It doesn't come out.

16          And that's one of the things we're thinking about.

17          Not only that, you know, good faith and fair dealing,  
18   okay.

19          We're all under it, both parties.

20          And you know, it should be very clear what this agreement  
21   is about.

22          I have to say I was a little surprised with the M.O.U.

23          We're not going to get into that because that's not on  
24   the agenda.

1           You know, there are certain things, new facts that we  
2   have seen now as directors in this recent packet.

3           DIRECTOR ARABO: Yeah, I echo Vice President Barkett's  
4   comments.

5           I mean, the M.O.U. was a total surprise.

6           I feel like the Board in this housing discussion is in  
7   the dark.

8           I think that we all deserve transparency.

9           And I think we all should be going towards the path to  
10   building affordable units on state land and that's what SB 79  
11   is.

12          I know there's a potential exemption with Coaster and  
13   Amtrak but the spirit of the law is there's a housing crisis,  
14   we have 300 acres, we should build a bunch of affordable  
15   units.

16          And make it clear to ENRA in writing that we're going to  
17   also approach the City of San Diego, develop Horsepark.

18          There was a tremendous opportunity for us to align with  
19   our governor, with the state in a time of crisis.

20          And I think we could show real leadership by doing it and  
21   stop talking about it.

22          And that's why the amendments one of them is aligned  
23   completely with SB 79.

24          And also bring every milestone to the Board so that way

1 we don't get an email the night before a meeting of an M.O.U.  
2 that was signed in May of this year.

3 VICE CHAIR BARKETT: Well, there's four cities that were  
4 excluded.

5 We have Del Mar, Solana Beach, Carlsbad, and Encinitas.

6 So if it had gone the other way where they were included,  
7 it would actually be a better fit to be honest.

8 But they were excluded so --

9 DIRECTOR GELFAND: Where is that?

10 VICE CHAIR BARKETT: That's in the new law.

11 DIRECTOR GELFAND: Oh, in the new law.

12 DIRECTOR ARABO: Yeah, because there's an exemption, I  
13 believe, for Coaster and Amtrak.

14 But the spirit is use state land, expedite, build  
15 affordable units.

16 We have over 200 acres and we're a state agency.

17 We should lead and follow our governor and align with his  
18 vision on housing.

19 That's my opinion.

20 DIRECTOR GELFAND: So I have a procedural question.

21 I mean, we don't have a second yet.

22 I don't know where we are in terms of our discussions.

23 From a procedural standpoint, if this motion passes,  
24 would it prevent us next month when we next meet if it

1 happened to be on the agenda would it prevent us from saying  
2 we don't want housing on the property, which is in the City of  
3 Del Mar?

4 VICE CHAIR BARKETT: I think there's not enough  
5 information.

6 We're still in the process.

7 DIRECTOR ARABO: You know, I think the idea is, the intent  
8 is also to either through an RFP or through staff or through a  
9 developer that wants to put affordable units on the District  
10 land.

11 Us as the fairgrounds we could do our own units with the  
12 city.

13 I think we should explore everything.

14 And that's another point to Josh's.

15 If we want to do it, I know it's in the City of Del Mar,  
16 but how about if the District wants to put affordable housing  
17 units?

18 DIRECTOR GELFAND: No, I agree.

19 What I'm saying, I mean, from my standpoint just looking  
20 through the lens of master planning, I don't personally think  
21 that the main fairground campus, which is in the City of Del  
22 Mar is the right place to put housing.

23 I think the City of San Diego property, whether it's  
24 right across Jimmy Durante or Horsepark, I think either of

1 those locations would make a lot more sense from a master  
2 planning standpoint.

3 So I'm just asking if this motion passes, does it, I  
4 mean, does it prevent us at some point in the future from just  
5 telling the City of Del Mar we just don't want to accommodate  
6 you on the Del Mar property?

7 DIRECTOR ARABO: Yeah, I don't think it does that because  
8 right now it's a study.

9 But what I wanted to bring in front of the Board is I  
10 think we should really pursue affordable housing on our  
11 property.

12 And one way of doing that to be very clear is in the  
13 agreement we're also going to be talking to the City of San  
14 Diego.

15 We have to make it crystal clear so it doesn't end up  
16 being litigated.

17 You know, we said this, staff said this and the Board  
18 said this.

19 We have to be very, very clear.

20 This is our expectation.

21 We want to do it.

22 And this is -- we don't want to be inhibited.

23 DIRECTOR SCHENK: I have a procedural question to our  
24 counsel.

1 I'm grateful for the motion that's being proposed.

2 Is that considered on our agenda for today to be able to  
3 add that particular motion?

4 MR. CAPLAN: Yeah, I think it's appropriate for Director  
5 Arabo, essentially he made a motion to authorize staff to  
6 discuss amendments to the ENRA, including the guiding  
7 principles that would be important to the majority of the  
8 Board if the motion is approved.

9 DIRECTOR SCHENK: I'm glad to hear that.

10 I just wanted to make sure that we're not going sideways.

11 VICE CHAIR BARKETT: Well, and if I could add to that.

12 The guiding principles, one thing that I was concerned  
13 with when I saw the packet, especially the letter last evening  
14 is the timeline.

15 I think it is off now.

16 I didn't have enough time because I didn't see it until  
17 9:00 at night.

18 It would have been great to have more notice but we have  
19 to look back.

20 I know our staff is more than qualified to look at that  
21 and look at the timeline and tell us if there is an issue  
22 there.

23 CHAIR NEJABAT: Director Mead, I know you've had your hand  
24 up for a while.

1           Sorry.

2           DIRECTOR MEAD: No problem, thank you.

3           That's what happens when you don't get to be there in  
4 person, you wait.

5           No problem, Mr. Chair.

6           I just want to clarify a couple of things, especially  
7 about the motion that is on the table.

8           First, I agree with Director Gelfand that this should  
9 really be a part of our master planning process.

10          And I don't know that we are in a place now where we want  
11 to enter into negotiations with anyone about housing on the  
12 fairgrounds.

13          Director Arabo, unless I'm incorrect, we sit in San Diego  
14 and Del Mar, we couldn't really help any other city meet their  
15 housing requirement because we're not in their city.

16          So we couldn't help Escondido meet their Escondido  
17 requirement.

18          It leaves us Del Mar and the City of San Diego, if I  
19 understand the way the housing requirements work.

20          I am looking at this and thinking that we needed an  
21 amendment that provides us information since this is an  
22 exclusive negotiating agreement with Del Mar, with us only.

23          That what we really want to do is to tighten up this  
24 amendment to ensure that the City of Del Mar is providing us

1 with updates on what other options they are considering should  
2 the fairgrounds make a determination that we are not  
3 interested based on our masterplan in putting housing in the  
4 Del Mar section of the fairgrounds property.

5 So to tighten up that language specific to the  
6 discussions with Del Mar.

7 Was that clear as mud?

8 VICE CHAIR BARKETT: Are you done, Kathlyn?

9 DIRECTOR MEAD: Yes.

10 VICE CHAIR BARKETT: Okay.

11 Well, I just want to, you know, honestly, I agree with  
12 what you saying.

13 The only problem is we really don't have a right to tell  
14 Del Mar, you know, we expect they are doing that.

15 That's inherent in this, that they are going out and  
16 talking to other, you know, cities and seeing if something can  
17 be done with other people.

18 But that really isn't our business to get involved in.

19 Who they are talking to, what they are talking to them  
20 about.

21 You know, it's just inherent and good faith and fair  
22 dealing that they are doing that.

23 I'm more concerned about us.

24 That we need to have the ability to go and right now

1 we're, you know, I mean when people read this, they said boy  
2 you are really, you know, making yourself, meaning the 22nd  
3 DAA, you know, cramping your ability to talk to other cities.

4 And I thought that was interesting with other cities.

5 And that's how this is garnered.

6 I think we have to go back and like you said, amend the  
7 language so we're very clear.

8 But as far as the City of Del Mar, I don't think we have  
9 any control in that aspect.

10 And we should move forward with our plan, our vision for  
11 what this place is going to look like and be.

12 And if it works out through staffs on both sides, that  
13 yeah, we can put some units, then it's going to work out.

14 But right now, we don't want to be tied down.

15 I do think there's a problem with the time table now when  
16 I look at the M.O.U. and I think we just need to go back.

17 You know the M.O.U. is a very important document.

18 It's not going to steer you wrong.

19 It's a legal document.

20 And we just got this last night after business hours.

21 We really need to go back and look at everything.

22 MS. MOORE: If I can just provide a little bit of  
23 clarification here.

24 So there has been some comments about not having

1 information.

2 There isn't information yet to share with you and there  
3 is no decision before this board as of right now related to  
4 affordable housing.

5 The M.O.U. is a document that funds those studies to  
6 bring that information back to you.

7 It's for being able to receive the HAP grant funds.

8 And while the document may be new, we have previously  
9 talked about the HAP grants in the updates and reports.

10 But that's what the M.O.U. does.

11 The amendment that was done to the ENRA, and I hear you  
12 in terms of the timeline.

13 And what that did was move that timeline out.

14 So happy to go back and relook at those dates.

15 But we are currently under contract to get you that  
16 information for your decision-making process.

17 And that is funded through the HAP grant, which comes  
18 through the ENRA as a current.

19 So even the consideration of putting things on pause  
20 could just put us potentially, it doesn't sound like that's  
21 where we're going but could potentially put us in a situation  
22 of ours at the 22<sup>nd</sup> DAA contractual requirements for those  
23 studies that we have and not knowing whether or not that  
24 funding it could put the funding source for those studies at

1 risk.

2 But I just want to be very clear to this board, you will  
3 absolutely be receiving the information from those studies as  
4 we get it.

5 And we anticipate that -- and we anticipate based on the  
6 timeline of that information coming in the first quarter of  
7 the year because it does take time to complete some of those.

8 Please know, because you are not making a decision today  
9 on affordable housing.

10 And what we have is a timeline that allows even further  
11 time for it, there is no urgency on our part to make that  
12 decision.

13 VICE CHAIR BARKETT: I'm sorry, just one thing.

14 We are behind on our quarterly reports now.

15 You know, we missed two.

16 Another one was due on September 30th according to the  
17 M.O.U.

18 MS. MOORE: That, I'm sorry, that is the reports we have  
19 to provide for the HAP grant funding.

20 The M.O.U. is specific to the grant of funds and we have  
21 met those thresholds.

22 Because that is to the city of, I'm sorry, the City of  
23 Del Mar, for them to SANDAG and HCD --

24 VICE CHAIR BARKETT: It says the city will provide the

1 District with a copy.

2 MS. MOORE: Oh, I'm sorry then.

3 We have met providing our information, so we'll go back  
4 and double check some of those.

5 And I appreciate that in terms of when you are talking  
6 about the timeline on the M.O.U.?

7 VICE CHAIR BARKETT: Right.

8 MS. MOORE: I thought previously you were speaking to the  
9 ENRA.

10 VICE CHAIR BARKETT: No.

11 Thank you.

12 My fault.

13 MR. CAPLAN: And I'm just going to try to refocus back  
14 Director Arabo's motion.

15 Refocus from the language of the M.O.U. regarding  
16 reimbursable cost for and expenses related to reports back to  
17 the motion that Director Arabo made regarding directing staff  
18 to discuss the amendments on the ENRA with the city.

19 CHAIR NEJABAT: For clarity purposes.

20 DIRECTOR ARABO: Yeah.

21 They could read it back, the three guiding principles.

22 >> [multiple speakers]

23 MS. MOORE: We don't have a transcriptionist.

24 So we're all trying to make notes.

1 I think what might be helpful is if you could please  
2 restate the motion as you were reading it from your notes.

3 Thank you.

4 DIRECTOR ARABO: I would direct staff to amend the ENRA  
5 agreement with the City of Del Mar.

6 And to make sure that it's in full alignment with Senate  
7 Bill 79, which is now the law of the land, protect state  
8 interests, reflect California housing vision, and all future  
9 milestones and actions have to have full Board review and  
10 approval.

11 So taking the negotiations through every milestone since  
12 the public deserves to know in an open setting where are the  
13 negotiations, how are they going, and where are we going so we  
14 don't stall the time line.

15 >> [multiple speakers]

16 DIRECTOR ARABO: I'm happy to -- and also the removing  
17 exclusivity, even though it's -- so it's very clear.

18 And I hope the Board at another meeting does talk to the  
19 City of San Diego and we do put affordable housing units on  
20 the District land.

21 SB 79 is an amazing law the governor signed.

22 I think it's a real opportunity for us to align with his  
23 vision.

24 CHAIR NEJABAT: Motion by Director Arabo, do we have a

1 second?

2 MS. DeBerry: Second.

3 CHAIR NEJABAT: Second, Director DeBerry.

4 Any further discussion from the Board?

5 DIRECTOR MEAD: I have a clarifying question.

6 If we, I thought I understood earlier that we could not  
7 cancel the agreement but if we make a requirement of agreement  
8 that it is non-exclusive, then isn't that canceling the  
9 Exclusive Negotiating Rights Agreement?

10 DIRECTOR ARABO: No, from my perspective we're amending it  
11 to allow the fairgrounds to talk to any developer who wants to  
12 put any affordable units on the fairgrounds.

13 DIRECTOR MEAD: So that is no longer an Exclusive  
14 Negotiating Rights Agreement, which in essence we give  
15 direction -- [multiple speakers]

16 DIRECTOR ARABO: [off mic] - We do put their units on our  
17 land.

18 VICE CHAIR BARKETT: Well, I think in light of the law,  
19 but okay, I want to ask our counsel.

20 Sorry.

21 By implementing this motion with guiding principles, is  
22 that outside the purview?

23 MR. CAPLAN: No, so Director Arabo's motion is essentially  
24 authorizing, I don't want to speak for you, Director Arabo.

1 But what I hear from our motion is that you are  
2 authorizing staff to have discussions with the city on these  
3 perspective, I call them perspective amendments because these  
4 perspective amendments will have to come back to this board.

5 DIRECTOR MEADE: Okay.

6 MR. CAPLAN: Have to go to the city council for approval.

7 But it sounds like what you are directing staff to do  
8 through your motion is to discuss potential amendments based  
9 on your guiding principles.

10 Those amendments will then have to come back.

11 If there is a meeting of the minds between the District  
12 and the City of Del Mar, even if there's not, staff will have  
13 to bring that back to the Board and we would provide some  
14 explanation to whether specific amendments are being provided  
15 for the Board to consider to approve and maybe why other  
16 amendments are not part of that.

17 Maybe there was a meeting of the minds or not agreement  
18 with the other party.

19 VICE CHAIR BARKETT: Exactly.

20 Okay.

21 DIRECTOR MEAD: Thank you.

22 I better understand that.

23 Thanks.

24 DIRECTOR SCHENK: Director Arabo, it sounds like this

1 motion and second would allow us to do is not be limited to  
2 conversations with any city or municipality.

3 DIRECTOR ARABO: Correct.

4 DIRECTOR SCHENK: We're not limited to municipalities,  
5 we're now expanding that scope to private industry.

6 DIRECTOR ARABO: Exactly.

7 Yeah, that is the point of it, what Director Schenk  
8 exactly made.

9 It's expanding the potential of doing more development  
10 for affordable housing with anyone on this district.

11 DIRECTOR SCHENK: Beyond municipality.

12 DIRECTOR ARABO: Beyond cities.

13 If the fairgrounds, if the Board - beyond cities as a  
14 welcoming.

15 I think this comes from the effect of SB 79 the governor  
16 signed.

17 I think it's very important as a state agency that we  
18 align with his vision on housing.

19 It is a great vision, I think we should follow it.

20 And this is our opportunity.

21 We just signed into law.

22 And I've got to say, I was disappointed the City of Del  
23 Mar was against it.

24 They opposed it.

1 Which is disheartening.

2 They sent a letter against SB 79 but now it's the law of  
3 the land.

4 And I think it's important we align this negotiation  
5 agreement has to fully align with it.

6 And I would like to ask Chair Nejabat if depending on the  
7 next agenda item, hopefully we could put a pause just on the  
8 agenda to let the city know we're serious about working  
9 together but buy more time.

10 VICE CHAIR BARKETT: There I think we should be careful  
11 because like we said, it pauses studies, the studies that are  
12 currently going on.

13 DIRECTOR ARABO: Right.

14 No, I don't want to pause that.

15 VICE CHAIR BARKETT: We don't want to do that.

16 Yeah.

17 You could still -- why even pause it, they should be  
18 talking.

19 That's what we want.

20 DIRECTOR ARABO: But perspective is how about if the City  
21 of Del Mar says we don't want to align with SB 79.

22 VICE CHAIR BARKETT: Well, they will come back and tell us  
23 that.

24 But unfortunately, we're in an agreement right now that

1 it takes two to tango, as they said before.

2 DIRECTOR ARABO: I'm okay with that.

3 VICE CHAIR BARKETT: And we have to let them speak on  
4 this, the city.

5 DIRECTOR DeBERRY: And the studies have value.

6 VICE CHAIR BARKETT: They do.

7 MS. MOORE: These studies have value beyond, of that's  
8 your question, Director DeBerry, beyond the affordable  
9 housing.

10 DIRECTOR ARABO: But hopefully, we see units.

11 We've been talking about this since 2013 based on the  
12 paper.

13 DIRECTOR SCHENK: Oh, let me tell you -- [multiple  
14 speakers] -- 12 years.

15 Even before that there was discussions about putting up a  
16 hotel on the property.

17 DIRECTOR ARABO: Hopefully, we get shovels in the dirt and  
18 get some affordable units on.

19 DIRECTOR MEAD: That said, Director Arabo, this board has  
20 not heard any recommendations for housing or taken any action  
21 that would support that statement by the Board entirely.

22 I just want to clarify that.

23 I know your position and I know that legislation that has  
24 passed.

1 But I think what you are talking about needs to be  
2 agendized and discussed and voted upon before we talk broadly  
3 about housing on the fairgrounds.

4 DIRECTOR ARABO: Yeah.

5 I agree.

6 CHAIR NEJABAT: Any other comments?

7 DIRECTOR GELFAND: I'm a little confused about what this  
8 actually accomplishes.

9 That's one issue I want to talk about.

10 And the other is a clarification.

11 Just taking a quick look at the agreement, the ENRA.

12 It doesn't really say in there that we can cancel it at  
13 any time.

14 There's a 24-month period and then there's renewals.

15 We had it on our agenda in the past to consider whether  
16 or not to stop discussions with the City of Del Mar.

17 It seems like that's been inconsistent with the agreement  
18 itself because it doesn't have a provision for ceasing  
19 negotiations or discussions or ending the agreement, which is  
20 a little odd but we do have this window of April of 2020 -

21 VICE CHAIR BARKETT: '27.

22 DIRECTOR GELFAND: I think it's '26 because it's 24 months  
23 from April of 2024.

24 But putting that aside, because -- [multiple speakers] --

1 VICE CHAIR BARKETT: 2027.

2 DIRECTOR GELFAND: It does impact the potential agenda  
3 item next month of whether we consider ceasing the ENRA.

4 But the motion itself there's nothing about the ENRA that  
5 I could see that prevents us with our entire property, not  
6 just the City of Del Mar property, but with the entire  
7 property from complying with SB 79.

8 And there's nothing in the agreement that prevents us  
9 from a full board review.

10 And so and the exclusivity issue seems to be moot to me  
11 anyway.

12 So I'm not opposed to the motion, I just don't see what  
13 it accomplishes.

14 DIRECTOR ARABO: Well, there's the, you hammer out the  
15 details, the cleaner you are in the agreement, the better.

16 I don't think it's a moot motion, but in the event the  
17 City of Del Mar does, then it's easy, we just keep going.

18 I think they should be very clear that we should align  
19 fully with SB 79 and the spirit of it as far as moving forward  
20 as fast as we can.

21 DIRECTOR SCHENK: Director Arabo, if I may also respond.

22 I think what it says here is that whether we're the ones  
23 putting up those units or somebody on behalf of the City of  
24 Del Mar, it's to their benefit if we put up the units within

1 the City of Del Mar but it will be on our timeline and at our  
2 discretion.

3 I think that's really important.

4 DIRECTOR ARABO: Yeah.

5 We don't want, for me, to drag this on and then all of a  
6 sudden it doesn't happen.

7 I'm hoping we get units.

8 Like I said, I looked at the notes, 2013 we've been  
9 talking about it on the record.

10 Nothing has been done.

11 And now we've missed milestones.

12 We've missed deadlines.

13 I think we should sprint to the finish line.

14 And but a part of that also, the amendment is it brings  
15 milestones back to the Board.

16 Like for example, an M.O.U. was signed in May.

17 We've had meetings since May but we don't know about the  
18 M.O.U. until last night, via email.

19 I think it's important the Board and the public know  
20 every single milestone and every step, not just when someone  
21 asks about it.

22 Because it's such a big thing that the region needs.

23 DIRECTOR GELFAND: I do think the ongoing process is good  
24 in that it's providing the HAP money and the studies, which

1 are beneficial to us.

2 VICE CHAIR BARKETT: You know I don't understand why the  
3 city sent that out last night.

4 I'm a little confused.

5 MR. CAPLAN: I think we should try to focus.

6 VICE CHAIR BARKETT: Right.

7 But I'm just saying -

8 MR. CAPLAN: But there's a motion on the table.

9 I don't know if there is yet a second.

10 CHAIR NEJABAT: There is.

11 MR. CAPLAN: There is.

12 So if there was discussion specifically on Director  
13 Arabo's motion and second.

14 But again, I think we should postpone any discussion on  
15 the M.O.U. for a future meeting when it can be properly  
16 agendized for a full discussion.

17 CHAIR NEJABAT: Any other further discussion on this  
18 motion?

19 No?

20 Okay, so with that being said, we'll take a roll.

21 MS. O'LEARY: Okay.

22 Chair Nejabat.

23 CHAIR NEJABAT: Aye.

24 MS. O'LEARY: Vice Chair Barkett.

1 VICE CHAIR BARKETT: Aye.

2 MS. O'LEARY: Director Arabo.

3 DIRECTOR ARABO: Aye.

4 MS. O'LEARY: Director DeBerry.

5 DIRECTOR DeBERRY: Aye.

6 MS. O'LEARY: Director Gelfand.

7 DIRECTOR GELFAND: Aye.

8 MS. O'LEARY: Director Mead.

9 DIRECTOR MEAD: Aye.

10 MS. O'LEARY: Director Schenk.

11 DIRECTOR SCHENK: Aye.

12 CHAIR NEJABAT: All right, motion carries.

13 Moving onto item 9.

14 Matters of information.

15 Before we adjourn, I would like to note that you can find

16 matters of information beginning on page 58 of your packet.

17 That includes the new committee assignments and all

18 contracts executed by the CEO's delegation of authority.

19 And lastly, before we adjourn today's board meeting, I

20 would like to take this opportunity to acknowledge Donna

21 O'Leary for her years of service to the Board.

22 You've been nothing but great since I joined and thank

23 you for all the help and last-minute requests and everything

24 you've done for this organization in general.

1           She's retiring next month and this is her last meeting.

2           How about a round of applause.

3           VICE CHAIR BARKETT: Thank you so much, Donna.

4           DIRECTOR GELFAND: On the committee assignments I got a  
5 question.

6           CHAIR NEJABAT: Sure.

7           DIRECTOR GELFAND: So I've been assigned to a committee  
8 that is responsible for under Master Site Planning,  
9 Environmental Stewardship Committee.

10          It seems to me, and then there's a new committee, I think  
11 it's new, the liaison to Technical Advisory Coalition.

12          CHAIR NEJABAT: That's been there.

13          DIRECTOR GELFAND: Has it been there?

14          CHAIR NEJABAT: Yeah.

15          DIRECTOR GELFAND: Okay, so the Environmental Stewardship  
16 Committee I think is going to want to talk to the TAC, the  
17 Technical Advisory Committee and work with them.

18          How in a Bagley-Keene context can the Environmental  
19 Stewardship Committee do that?

20          MR. CAPLAN: No, they can have those discussions in this  
21 meeting on a monthly basis.

22          MS. MOORE: And are you referring wanting to talk to the -  
23 - because there is the Technical Advisory Coalition, which is  
24 the group of pro bono people who are working.

1           There is a liaison committee to that coalition.

2           DIRECTOR GELFAND: Right.

3           I'm talking about the coalition.

4           Caan we talk to the coalition members, not the committee  
5 members, the coalition members.

6           So for example, in that coalition of technical advisors,  
7 there are people who are experts in wetland development and  
8 maintenance.

9           That's really relevant to the --

10          MR. CAPLAN: Yeah, I think the short answer is yes, you  
11 can talk to the same set of experts that another committee is  
12 talking to but you can't form consensus.

13          Those experts certainly should just be cautioned not to  
14 be sharing the information they're discussing with one  
15 committee with another.

16          And I will defer to Carlene and her team to ensure those  
17 guardrails are in place.

18          But yes, you all can talk to the same group of community-  
19 based experts to answer technical questions to help the  
20 committee do it.

21          DIRECTOR GELFAND: Good.

22          Thank you.

23          DIRECTOR ARABO: You know, to your point, to Director  
24 Gelfand's point, it would be, Josh, is the TAC able to come to

1 the full board and we talk and meet with them on a publicly  
2 noticed meeting?

3 MR. CAPLAN: Any member of the public is allowed to come  
4 to any public meeting and share public comment.

5 DIRECTOR ARABO: Are we able to invite them for a  
6 presentation?

7 MR. CAPLAN: I defer to the president -- [multiple  
8 speakers]

9 CHAIR NEJABAT: I don't see why not.

10 MS. MOORE: And we are.

11 Just as a reminder and as part of our quarterly update we  
12 have spoken to this.

13 Right now the Technical Advisory Coalition is kind of  
14 doing their work.

15 So similar to the feasibility studies that are being  
16 done, they are doing their work and they will be coming to  
17 present or representatives ultimately will be coming to  
18 present to this board.

19 DIRECTOR ARABO: I'm asking if they can come not when they  
20 are finished, throughout the process in case we can say almost  
21 like a work in progress, we have this so far.

22 I think that way they could get some input and we could  
23 also learn a lot from them.

24 As opposed to a fully baked, this is it.

1           DIRECTOR GELFAND: Right.

2           And I have a related question also to all of this.

3           There is the Technical Advisory Coalition, which is this  
4 group of experts that are working pro bono for us.

5           I have no involvement in the establishment of who is on  
6 that coalition.

7           If I had, I would have suggested that there were  
8 financial experts on that Technical Advisory Coalition to help  
9 advise us in what your committee is going to be doing, Mark,  
10 you know, determining issues of financial feasibility of the  
11 implementation of the strategic plan.

12           So is it, are we as a group contemplating that there  
13 would be a separate Financial Feasibility Technical Advisory  
14 Coalition or that that function would be added to the existing  
15 Technical Advisory Coalition?

16           MS. MOORE: Not that will it be added.

17           If you recall when this committee structure, which  
18 actually has been in place since last year, was the  
19 opportunity to kind of divide up and share the workload of  
20 this master site planning process and strategic planning  
21 process.

22           The Technical Advisory Coalition is very specific to the  
23 technical elements that will be necessary to a Master Site  
24 Plan.

1           These are specialists in the areas of CEQA and EIR  
2 documents and things like that.

3           Separately, and so that's where it's not financial  
4 technical experience.

5           So that's who that group is.

6           These are biologists and geologists and so forth, that  
7 there are 13 areas of the CEQA that will need to be addressed  
8 through this process and with specialists in each of those  
9 areas.

10          You all were invited as board members to offer names and  
11 suggestions into that process.

12          Because this is a group of people, again, working on a  
13 pro bono basis and bringing their expertise to us.

14          Then in addition to that, and that's why this liaison  
15 group, and what that group, the coalition has done so far is  
16 meet as has previously been reported on.

17          They have met here.

18          They have been here.

19          They've done a site tour of the fairgrounds.

20          We are providing them information at this point that they  
21 are digesting and going through liquefaction and things like  
22 that come to mind as well.

23          Then separately we had the Economic and Feasibility  
24 Committee, which was going to be in phase two.

1           That has now been combined with the Conceptual Committee,  
2   and that's where the financial aspect sort of more of the  
3   business opportunities of the fairgrounds.

4           That's where we're looking at now would be in phase two.

5           In this phase one what we have spent this past year on is  
6   really that public awareness building.

7           And that was the goal.

8           The community is going to know about the project upfront.

9           We aren't going to wait until once we have the Master  
10   Site Plan.

11          So as we shift into phase two now is when we'll be  
12   looking to bring, and whether economists, experts in their  
13   field and so forth.

14          The ideas that some people have about opportunity that  
15   could happen here at the fairgrounds and whatever for that,  
16   you know, new business as well as assessing and analyzing our  
17   current business would be done through that committee.

18          DIRECTOR GELFAND: Given the fact that we're heading into  
19   budget season, I would encourage Directors Arabo and Mead to  
20   come back to the Board with recommendations about how they, as  
21   a committee and then ultimately the Board, are going to be  
22   informed about financial feasibility issues and whether they  
23   are going to recommend to us as a board that we form another  
24   pro bono committee of experts or whether we hire and have to

1 budget for experts to assist us.

2 I just don't want that issue not dealt with correctly.

3 MS. MOORE: I describe it as, you know, when we talk about  
4 our map that we're on, this journey, right, to get to the  
5 Master Site Plan, and we refer it to as the Candy Land game.

6 If you recall in Candy Land, there's this area, it's the  
7 molasses swamp or something like that, off to the side.

8 That's the -- because what we've done is we've expanded  
9 the work even from our initial iteration of this in the public  
10 arena, the public outreach through the committee work that was  
11 done previously and saying, hey, this is how we want to expand  
12 that.

13 As we're transitioning now to the purple section, and  
14 that's kind of this phase that we're talking about is seeing  
15 that expand out further.

16 And so to your point, Director Gelfand, where we will  
17 start to identify those milestones as well as and expand the  
18 game board.

19 So this board is what is the process we're going to be  
20 continuing through this.

21 When we started that green section, for example, was just  
22 a few blocks and then we expand.

23 DIRECTOR GELFAND: So you're anticipating the purple  
24 section will expand.

1 MS. MOORE: Yes.

2 DIRECTOR GELFAND: Perfect.

3 Because my concern was that there's nothing in the Candy  
4 Land board that talks about financial feasibility really being  
5 thoroughly studied by outside advisors.

6 And when it was designed I thought it would be the  
7 coalition that we currently have.

8 That it would be both geotechnical and that kind of thing  
9 as well as financial.

10 So as long as --

11 MS. MOORE: Right now we don't, for example, this board  
12 hasn't had discussion and just ideating around the  
13 possibilities.

14 You know, when we talk about those financial experts,  
15 part of that is going to be to look at not just what it is we  
16 currently do but we're talking about a fairgrounds of the  
17 future.

18 So what does new business look like.

19 And over the years and during COVID, you know, we had  
20 various people reaching out to us with ideas for the property  
21 as well.

22 We've heard some, you know, from the community.

23 I'm sure you as board members do as well.

24 And so having that opportunity to just more ideate to

1 then help identify the areas of focus is what is next.

2 And really that game board started out as our outreach  
3 and engagement plan, which gets us to it a Master Site Plan.

4 That's why we need to spend time now in this, the way we  
5 have the green section of outreach.

6 DIRECTOR ARABO: I have a question.

7 For this committee, this is a carryover.

8 We would assume we have work that we'll review of the  
9 committee that they did.

10 Or, is this -- no, the financial economic feasibility.

11 There was a committee before, it's not a new committee.

12 It was a current committee, correct?

13 MS. MOORE: It was a committee but anticipated in phase  
14 two, so that's why we're transitioning into this from -- so  
15 the phase one committee was more active.

16 Really the environmental stewardship was the intent had  
17 been for it to be active.

18 We were just getting -- Director Mead was on that.

19 We were just getting started with that when we had some  
20 changes on the Board.

21 And so it just seemed timely to kind of reset on that  
22 now.

23 Because as we know, we are stewards of this  
24 environmentally sensitive area.

1           DIRECTOR ARABO: And then are the committees able to bring  
2 on volunteer advisors from universities and other places to  
3 help with studies?

4           CHAIR NEJABAT: Yeah, that's something we've been  
5 contemplating.

6           DIRECTOR ARABO: That's a great idea.

7           CHAIR NEJABAT: Okay, no other business, The time is 1:39  
8 and we're adjourned.

9           [Meeting adjourned at 1:39 p.m.]

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