



## Board of Directors Meeting

### September 26, 2024

Good morning.

The meeting will begin just after 9:30 a.m. For members of the public on Zoom – for Public Comment, please use the chat function to communicate to the meeting secretary to indicate which agenda items you would like to speak to.

Please keep your device on mute until called upon to speak.

If using the Zoom dial-in option, use \*6 to mute and un-mute your phone.

*Please take notice that this public meeting of the 32nd District Agricultural Association, a California state institution, is being recorded using video recording equipment. Please also take notice that the 32nd District Agricultural Association will release video recordings of its public meetings where required under California law.*

**Please keep your device on mute**

# The Mission of OCFEC is...

**Creating equitable community access to  
agriculture, entertainment, cultural and  
educational experiences**



### 3. Pledge of Allegiance



## 4. Roll Call

### **Board of Directors**

Chair Nick Kovacevich

Vice Chair Barbara Bagneris

Director Newton Pham

Director Doug La Belle

Director Natalie Rubalcava-Garcia

Director Robert Ruiz

Director Tanya Bilezikjian

Director Dimetria Jackson



## 5. Minutes

### **A. Board meeting held June 27, 2024**

#### Action Item



## 9A. Presentation of Hispanic Heritage Month Proclamation by Community Affairs Committee

### **INFORMATION ITEM:**

At the January 2024 Board meeting, the Community Affairs Committee recommended that the Board of Directors recognize various cultural groups throughout the year through the presentation of a proclamation to a prominent member of each community in recognition of their celebration month.



## 9A. Presentation of Hispanic Heritage Month Proclamation by Community Affairs Committee



The Community Affairs Committee will present the Hispanic Heritage Month proclamation, honoring Judge Frederick Aguirre.



## 6. Consent Calendar

All matters listed under Consent Calendar are operational matters about which the Board has governing policies, implementation of which is delegated to the CEO. They will be enacted in one motion by category in the order listed below. There will be no discussion of these items prior to the time the Board of Directors votes on the motion, unless members of the board, staff or public request specific items to be discussed separately and/or removed from this section.

Any member of the public who wishes to discuss Consent Calendar items should notify the Chair of the Board, at the time requested and be recognized by invitation of the Chair to address the Board.



## 7. CEO's Operational Announcements & Updates



# 7. CEO's Operational Announcements & Updates



THINGS TO DO • News

## Best of Orange County 2024: Best fair/festival



The OC Fair was voted best fair/festival in Best of Orange County 2024 balloting. (Photo by Leonard Ortiz, Orange County Register/SCNG)



By **GEORGE A. PAUL** | [britpopgeo@sbcglobal.net](mailto:britpopgeo@sbcglobal.net)

PUBLISHED: September 20, 2024 at 5:54 a.m.



## 8. Matters of Public Comment

Public comment is allowed on issues NOT on the current agenda. However, no debate by the Board shall be permitted on such public comments, and no action will be taken on such public comment items at this time, as law requires formal public notice prior to any action on an agenda item. Speakers are requested to sign in prior to the start of the meeting and are limited to three minutes.

Comments will be accepted on all other agenda items at the time each item is listed on the agenda. Speakers wishing to address the Board on items on the agenda are requested to sign in prior to the start of the meeting and identify the agenda item(s) on which you desire to address the Board. Speakers are limited to three minutes.



# 9B. 2024 OC Fair Wrap-Up Presentation

## **INFORMATION ITEM:**

Staff will provide a wrap-up presentation of the 2024 OC Fair.





**“Memorable Moments”**

# OC Fair 5K Fun Run



# Every Day Passports Sold Out!



# Million \$\$ Lottery Winner



# Crazy for Concerts



# Creating Lots of Summer Jobs



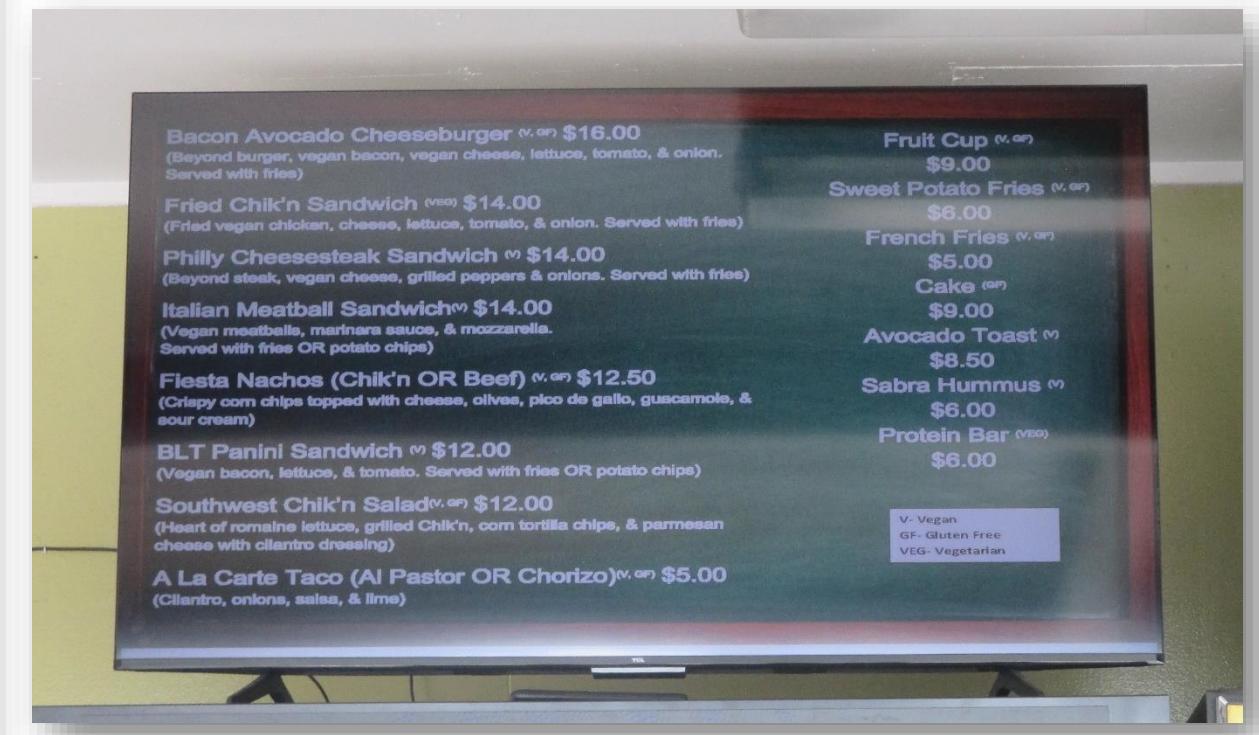
- 230 job offers extended at the June Hiring Fair
- 1,229 hired for the 2024 OC Fair



# How Many Piglets Were Born?



# New “Vegging Out” Stand



# Giving Back to the Community



# Grand Champion Steer – Record \$14,000



# \$5 Taste of Fair



**\$5  
Taste  
of Fair**  
Daily, 11 a.m. - 4 p.m.



# Honoring Congressman Lou Correa



# Loads of Ribbons Awarded

## 16,259 Entries



# Hydration Stations



# Board Members ♥ OC Fair!



# Media/Social Media Stats

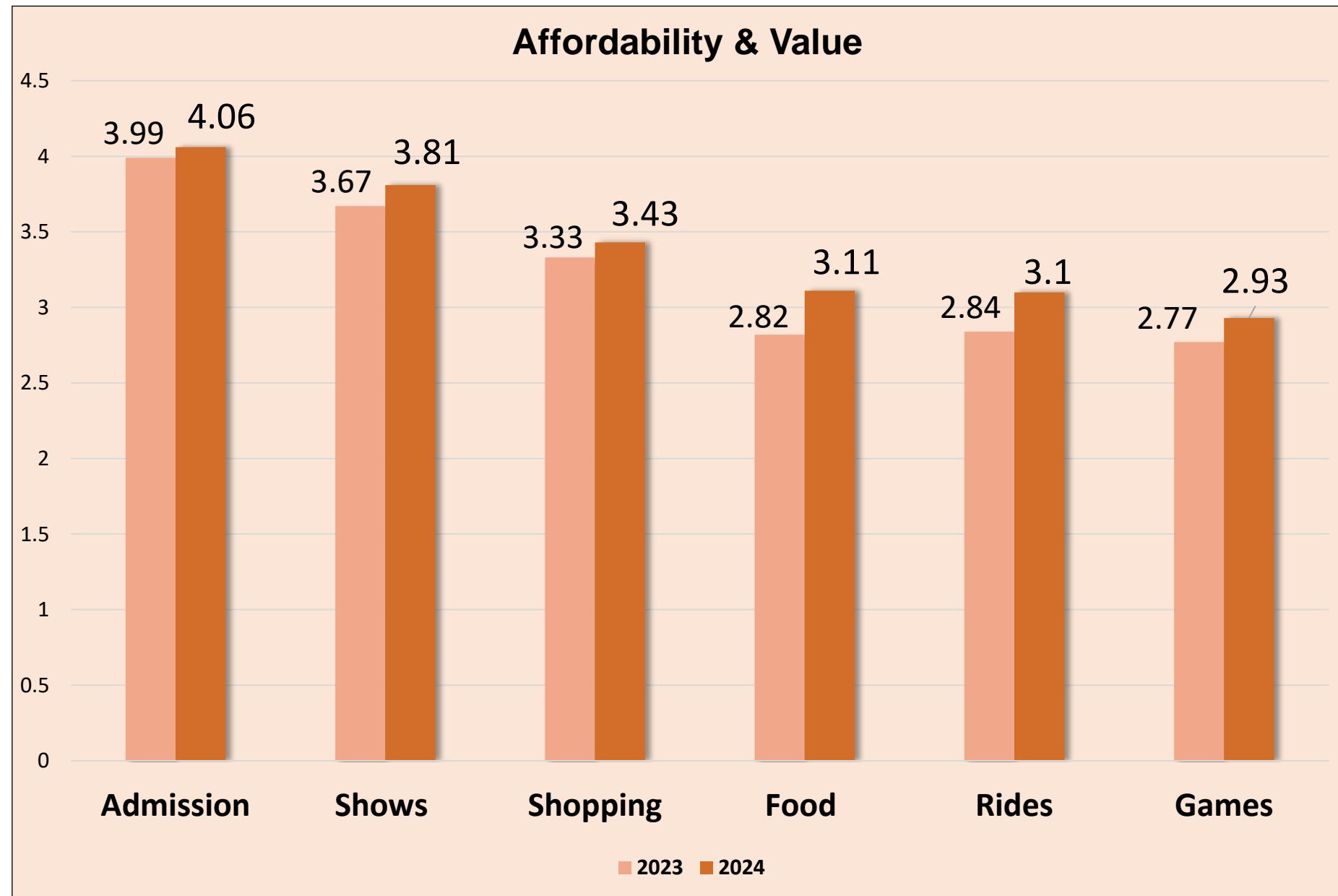
- Opening weekend – 14 media teams broadcasting live
- Total month Impressions – 459,000,000
- Total Ad Equivalency – \$6,935,367



# Safety & Security Report



# What Did Our Customers Say?



# Special 5-year old birthday



# How Did We Do?

	<b>2024 OC Fair (Preliminary Unaudited)</b>	<b>2023 OC Fair</b>	<b>2022 OC Fair</b>	<b>2021 OC Fair</b>
Revenue	\$51,105,103	\$44,910,674	\$43,731,592	\$35,246,118
-- Labor Expenses	-6,118,805	- \$5,657,356	-\$4,935,373	-\$4,469,342
-- Non Labor Expenses	-18,247,856	-\$16,418,587	-\$13,809,798	-\$8,739,592
<b>Net Proceeds:</b>	<b>\$26,738,442</b>	<b>\$22,834,731</b>	<b>\$24,986,421</b>	<b>\$22,037,184</b>



# OCEAN FAIR

## ALWAYS A GOOD TIME

JULY 19 - AUG 18, 2024





**FIND YOUR  
HAPPY**

**JULY 18 - AUG 17, 2025**

# The End...



## 9C. Staff Presentation on Concept for The Ranch and Vote on Whether or Not to Approve

At its December 2023 meeting, the Board of Directors directed staff to develop a new model for the equestrian center for more public programming and greater access for the community at large, while still maintaining boarding and training of privately owned horses.

Staff initially introduced the concept of The Ranch at the January 2024 Board meeting which would include a variety of public programming designed to educate and serve the community at large. Updates were also presented at Board meetings in February 2024 and March 2024.

Staff will present further detail about the development of The Ranch concept including proposed layout, exhibit design concepts and public programs.

The proposed layout would include use of the five barns on the west side of the center for public programming, reserving the four barns on the east side for use by private boarders.



## 9C. Staff Presentation on Concept for The Ranch and Vote on Whether or Not to Approve

The proposed exhibits design concepts would include development of future exhibit and tour space, small group meeting space and spaces for interactive activities.

Staff will provide the Board with an update on new partnerships that have been developed for the launch of public programs, along with ideas for future programming.

Initial costs for development of The Ranch will include Ranch After-School Program materials and supplies, completion of the entrance mural, development of outdoor gardening beds and gathering spaces and initial materials for the exhibits. Estimated cost for this initial work is not to exceed \$50,000. Subsequent costs related to the build-out of exhibits will be included in the 2025 budget for Board approval.





# • THE RANCH • COMMUNITY CENTER



OC FAIR &  
EVENT CENTER

# INTRODUCING THE RANCH COMMUNITY CENTER

# Introducing The Ranch Community Center

## What is The Ranch Community Center?

- The newest expansion of OC Fair & Event Center's community give-back educational offerings.
  - **MISSION:** to advance OC Fair & Event Center's mission of "creating equitable community access to agriculture, entertainment, cultural and educational experiences."
  - **VISION:** a community center that creates a positive impact through programs highlighting equine, ranching and nature.



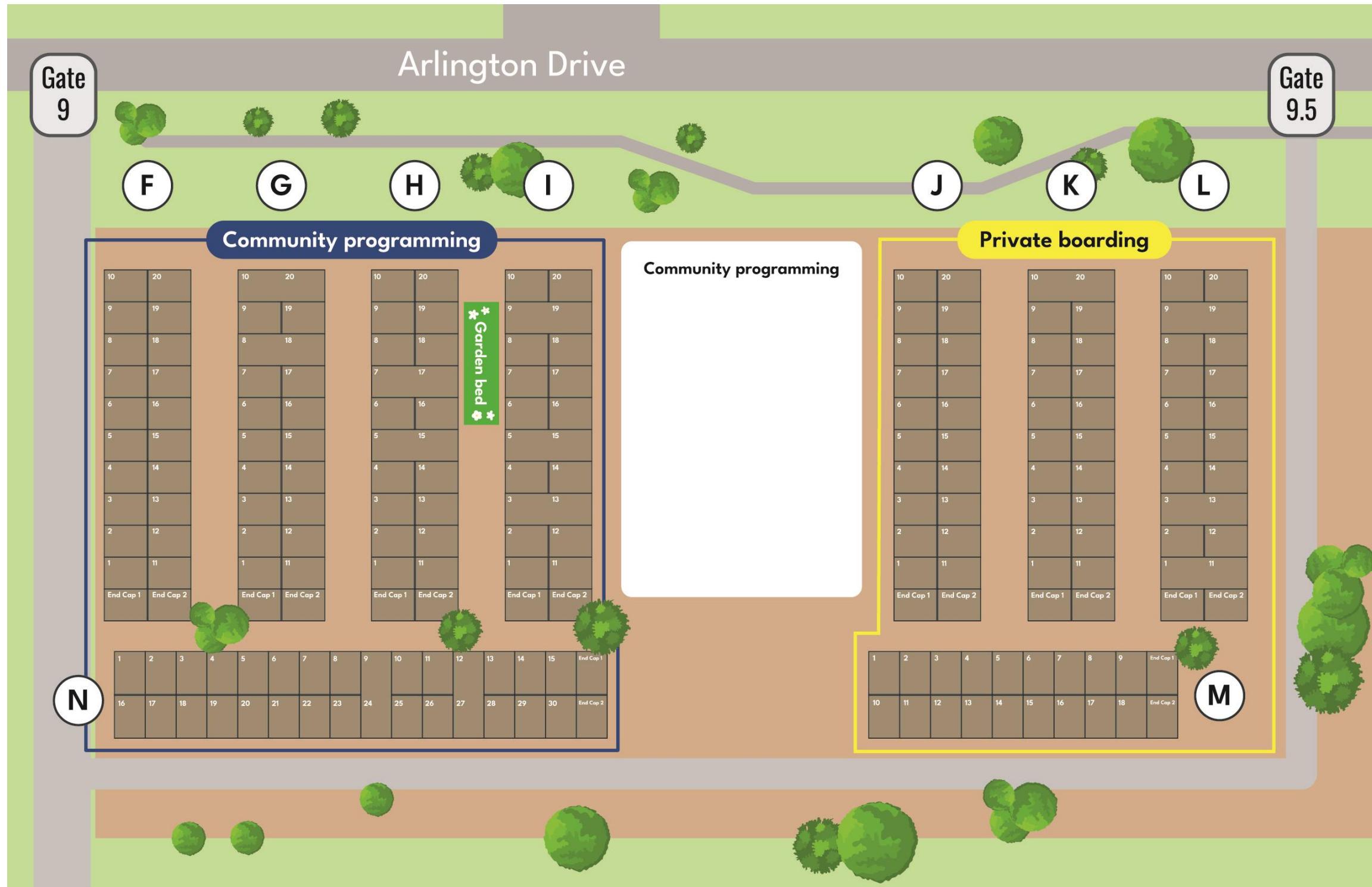


## The Ranch Community Center will offer free and low-cost educational and recreational programs through:

- Equine exhibits
- The Ranch After-School Program
- The Ranch Discovery Days, school tours and hands-on equine experiences
- Accredited equine-assisted programs and/or services and partnerships
- Educational partners
- Small, regional horse shows/clinics
- Riding instruction and boarding of privately owned horses





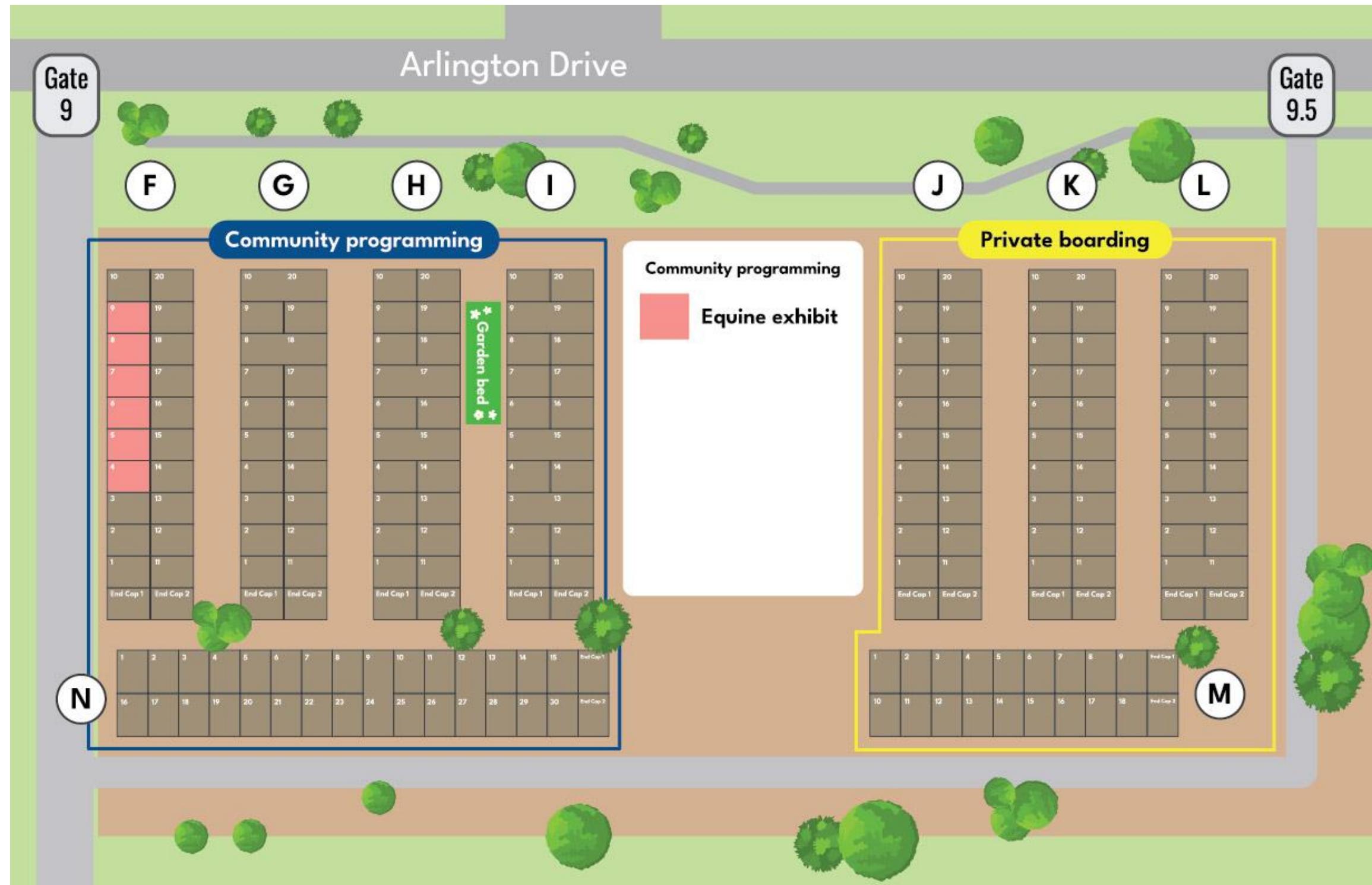


The story begins...



Entrance mural through Gate 8

# EQUINE EXHIBITS



# THE RANCH

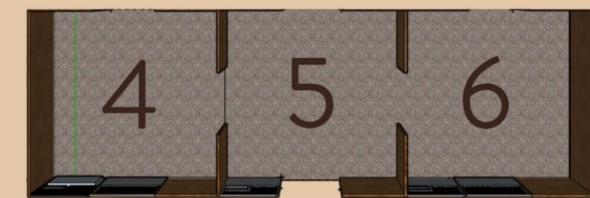
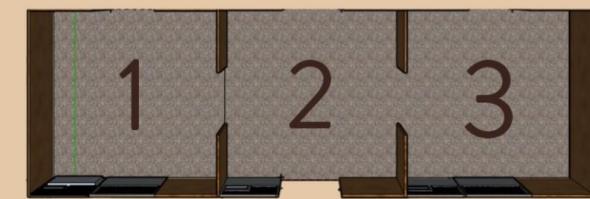
## EQUINE EXHIBITION



*Artist rendering*

# THE RANCH

## EQUINE EXHIBITION



The Equine Exhibition will occupy six stalls, each offering a variety of equine educational displays.

*Artist rendering*

# Equine Exhibits

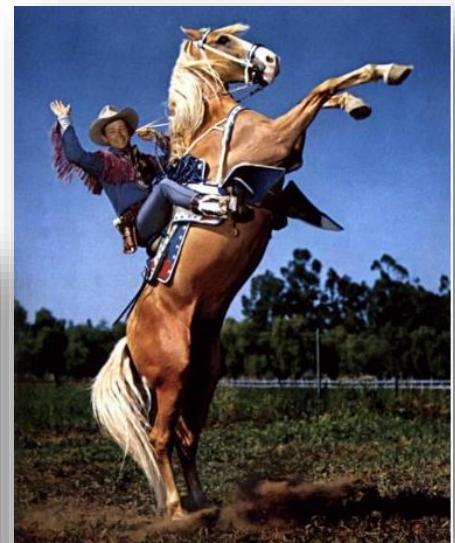
Through engaging exhibits and multimedia presentations, the public will learn about:

- History and heritage of horses
- Contributions to agriculture
- Horse care
- Breeds and types of horses



# Equine Exhibits

- Tack and equipment
- Working and sporting horses
- Equine and ranching careers
- Famous horses
- And other equine-related exhibits





*Artist rendering*

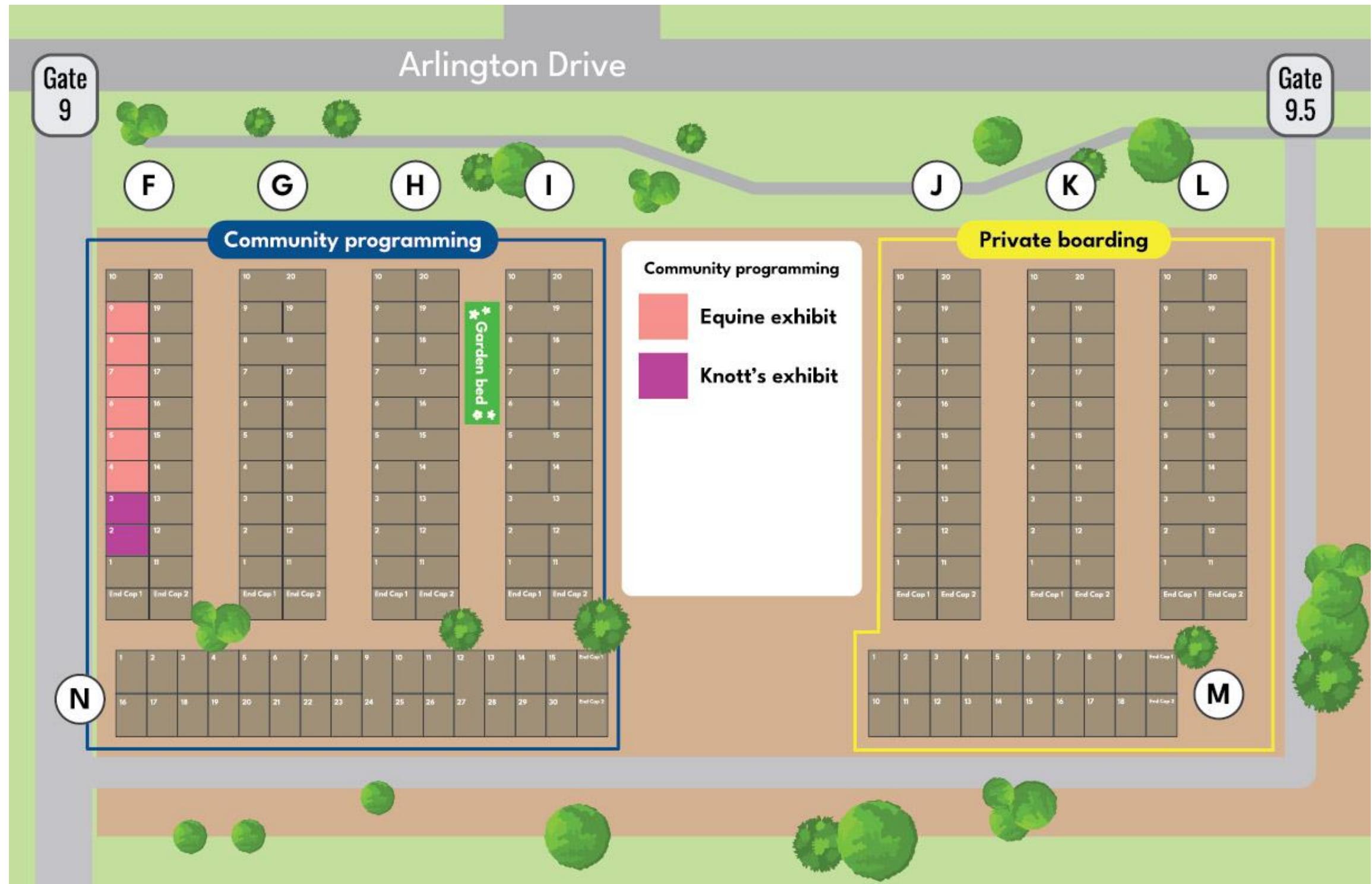


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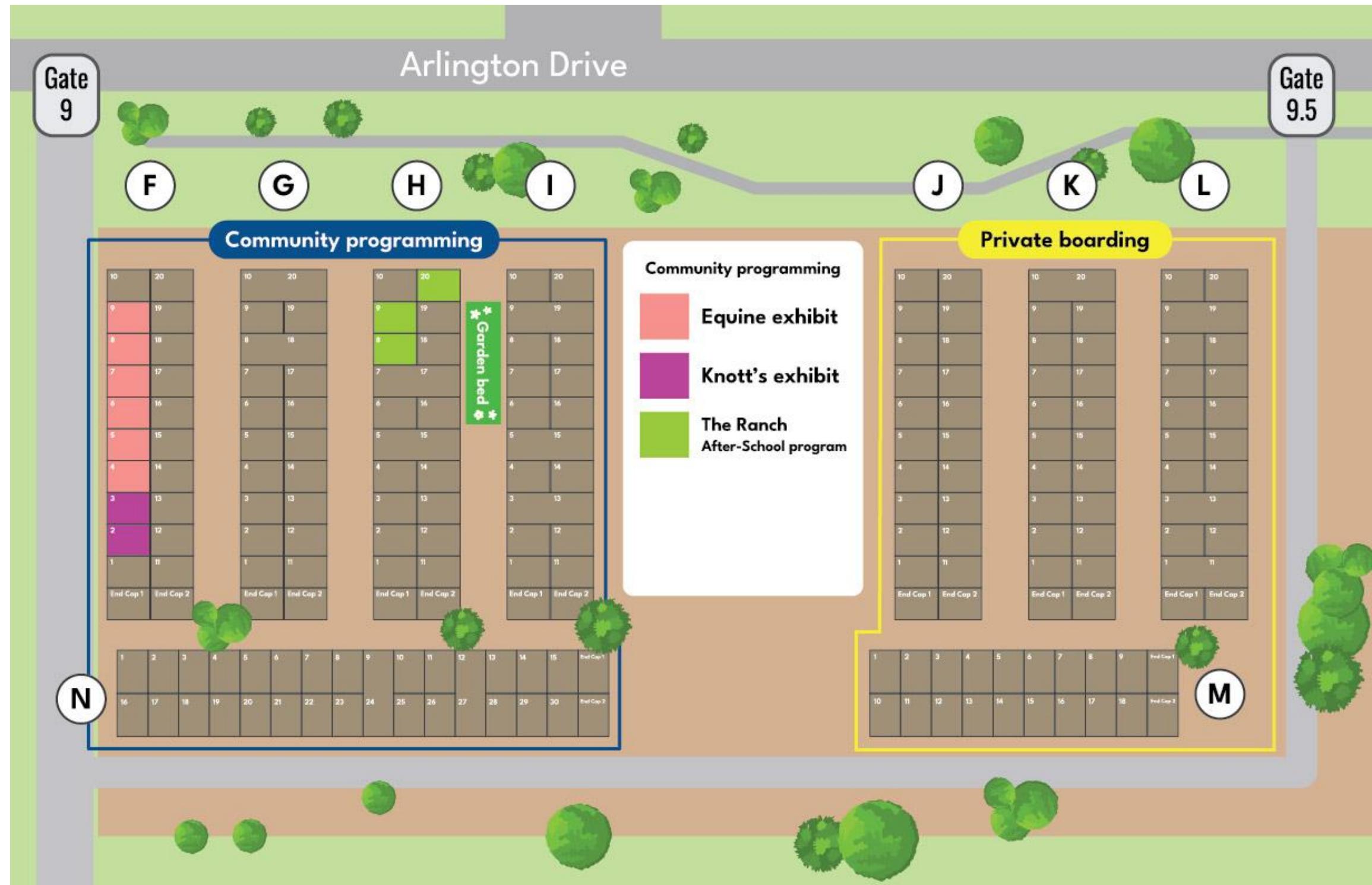




# Knott's Berry Farm Butterfield Stagecoach Exhibit

- On display will be an authentic stagecoach representing those that were used by the Butterfield Overland Mail Company, on loan from Knott's Berry Farm.
- Curated history exhibits with additional carriages will also be on display.
- Retired stagecoach horse(s) from Knott's Berry Farm will reside at The Ranch as a part of this exciting partnership.





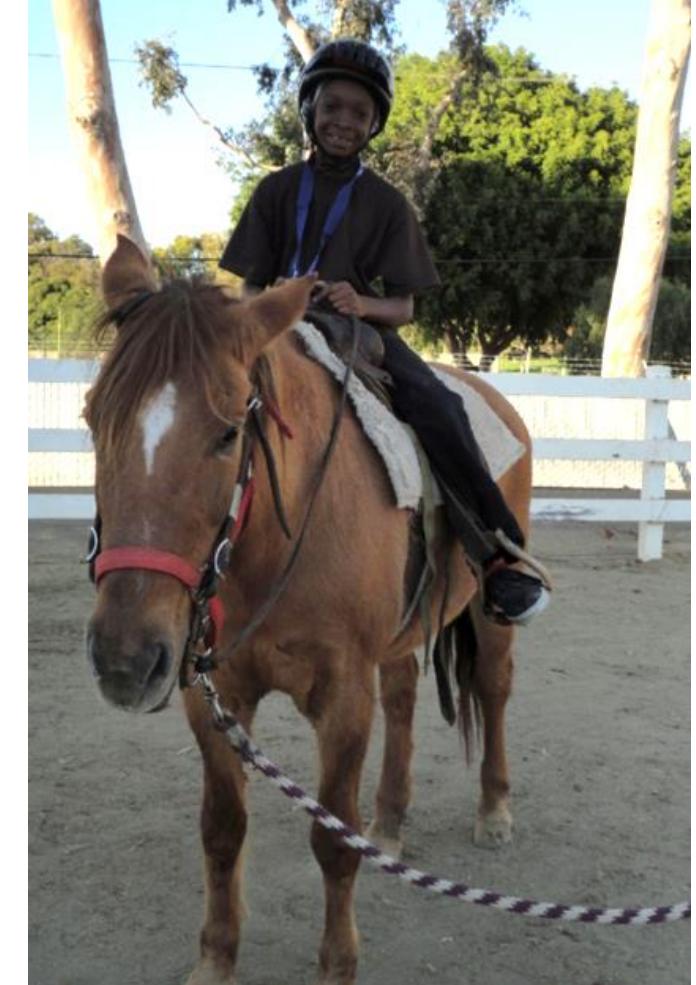
# THE RANCH AFTER-SCHOOL PROGRAM

# The Ranch After-School Program

The Ranch After-School Program educates and encourages local youth to pursue careers in agriculture. Previously located at Centennial Farm this program moves to its new home at The Ranch Community Center beginning October 2024.



# The Ranch After-School Program



# The Ranch After-School Program





*Artist rendering*

THE RANCH DISCOVERY DAYS, SCHOOL TOURS AND  
HANDS-ON EQUINE EXPERIENCES

# The Ranch Discovery Days, school tours and hands-on equine experiences

The Ranch Discovery Days will offer tours for after-school youth organizations, school classes, senior groups, other community groups and the general public. Guests will be able to visit the equine center during designated days and hours to learn about and interact with horses.



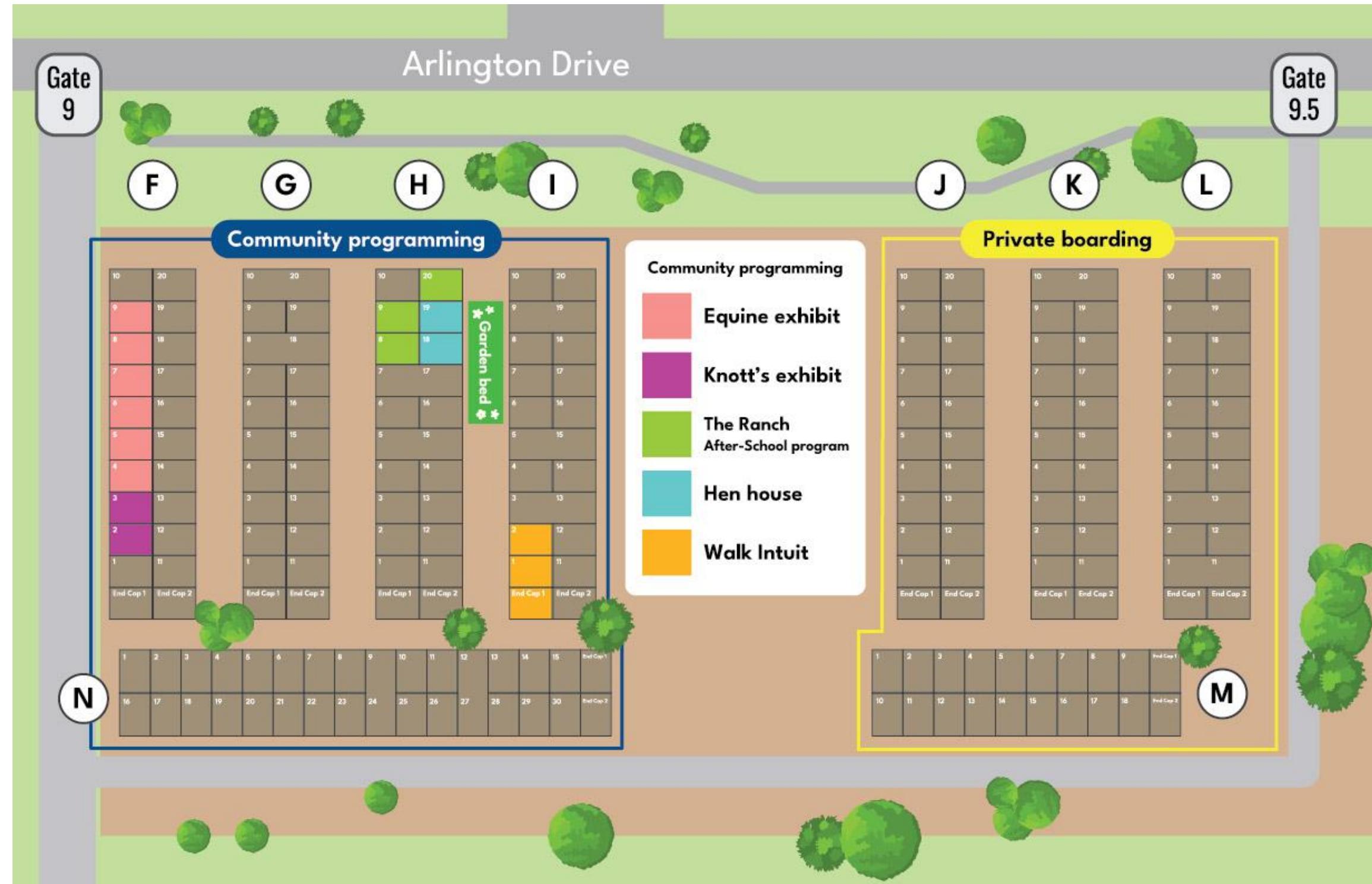


# ACCREDITED EQUINE-ASSISTED SERVICES

# Accredited equine-assisted services

In partnership with established, licensed and accredited equine-assisted therapy programs in Orange County, The Ranch Community Center will offer services to the community that observe standards set forth by the Equine Assisted Growth and Learning Association (EAGALA), or other similar organizations. This will be accomplished by partnering with established agencies, using trained EAGALA and industry safety guidelines.





# Walk Intuit

Launched in 2015, Walk Intuit is a registered 501(c)3 nonprofit organization that focuses on healing trauma. Horses and equine therapists can help teach patients how to refocus their attention to responsibility, trust and accountability. Equine therapy helps patients develop new, healthier coping mechanisms and self-regulation techniques.

An equine therapy session may include observation, feeding, grooming, leading, stable maintenance, haltering and therapeutic riding.



# North Orange County Veterans Center



**EDUCATIONAL PARTNERS, 4-H, FFA**

# Educational Partners



UNIVERSITY OF CALIFORNIA  
Agriculture and Natural Resources

4-H Youth Development Program



girl scouts  
of orange county



**SMALL, REGIONAL HORSE SHOWS  
OPEN TO THE GENERAL PUBLIC**

# Small, regional horse shows open to the general public

The Ranch Community Center will continue to have the opportunity to host small, regional competitive horse shows that could be enjoyed by the general public.



# EMERGENCY LARGE ANIMAL EVACUATION

# Emergency large animal evacuation

The equine center would continue its partnership with Cal OES, OC Sheriffs and OC Animal Care to serve as a large animal evacuation site during emergencies.



# OPPORTUNITIES FOR RIDING INSTRUCTION & BOARDING OF PRIVATELY OWNED HORSES

# Boarding and training of privately owned horses



LOOKING TO THE FUTURE

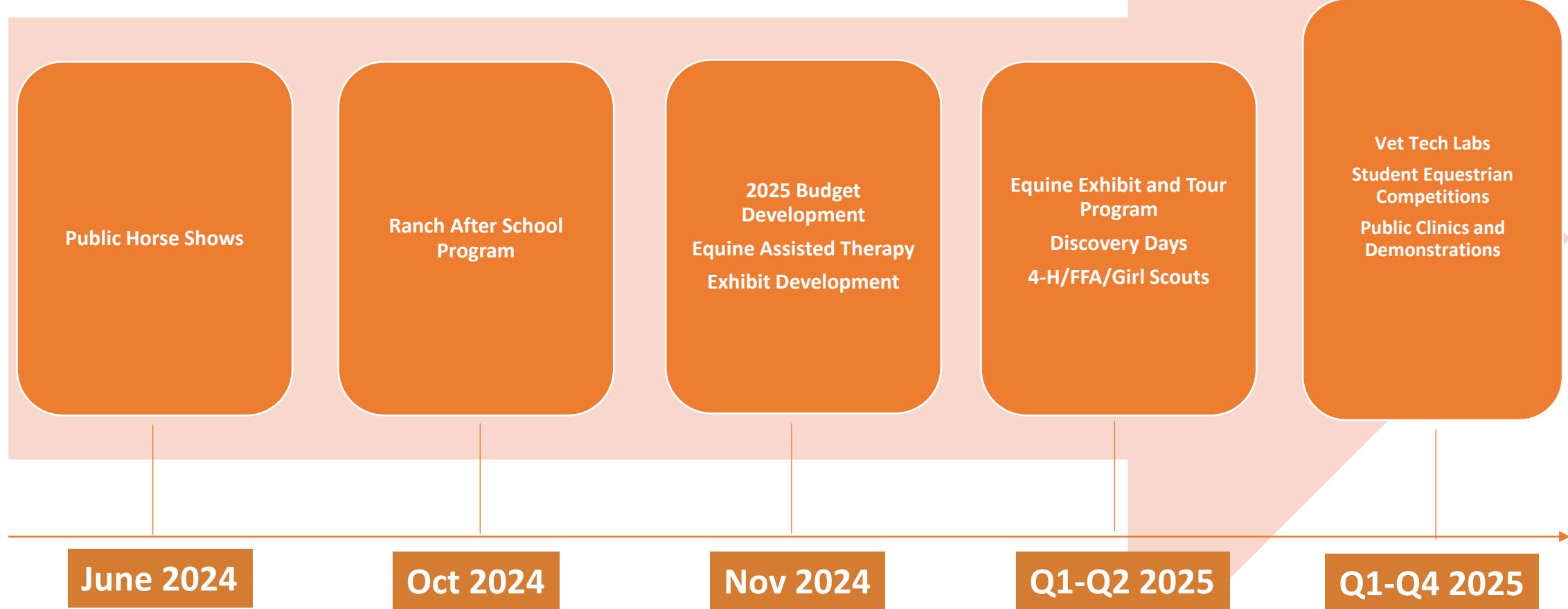
# City and county partnerships

- Mounted units
- Gardening for Good
- Agriculture and equine conferences
- Clinics and demonstrations



## TIMELINE AND ESTIMATED BUDGET

# Timeline and Budget



- Not to exceed \$50,000 for initial development in 2024
- 2025 budget to include full development and execution

THANK YOU & QUESTIONS

## 9C. Staff Presentation on Concept for The Ranch and Vote on Whether or Not to Approve

### **RECOMMENDATION:**

Staff recommends:

1. a recommitment to the Board's vision and direction for The Ranch
2. approval to move forward with further development of the concepts presented, and
3. approval of the initial cost of not to exceed \$50,000 for additional Ranch After School Program materials and supplies, completion of the entrance mural, development of outdoor gardening beds and gathering spaces, and initial materials for the exhibits.



## 9D. Board Appointment of Chair and Vice Chair Nominating Committee

### **INFORMATION ITEM:**

The Board Chair will appoint a two-person task force to deliberate and make a recommendation for Officers of the Board for the upcoming year.

The Nominating Task Force will present its nominations at the October 24, 2024 meeting of the Board of Directors.



# 9E. Committee/Ad Hoc Committee/Liaison Reports

## INFORMATION ITEM:

To assure compliance with the Bagley-Keene Open Meeting Act, Committee reports are only for the purpose of the Committee chair, Ad Hoc Committee members or Liaison to provide a verbal update. Should the Board want to discuss any Committee work item not already on the agenda; those would need to be agendized for a future Board meeting.

- i. Leadership Committee** (Chair Kovacevich, Committee Chair; Vice Chair Bagneris)
- ii. Financial Monitoring and Audit Committee** (Director Pham, Committee Chair; Director Bilezikjian)
- iii. Facilities Committee** (Director Ruiz, Committee Chair; Director Bilezikjian)
- iv. Governance Committee** (Director La Belle, Committee Chair; Chair Kovacevich)
- v. Community Affairs Committee** (Director Rubalcava-Garcia, Committee Chair; Director Jackson)



# August 2024 Financials

	Actual	Budget	Variance Favorable (Unfavorable)
August 2024 Revenue	\$ 32,561,398	\$ 30,987,357	\$ 1,574,042
August 2024 Expenses	<u>\$ 17,540,855</u>	<u>\$ 16,519,166</u>	<u>(\$ 1,021,689)</u>
August 2024 Net Proceeds/(Loss)	<u>\$ 15,020,543</u>	<u>\$ 14,468,191</u>	<u>\$ 552,353</u>
YTD Net Proceeds/(Loss)	<u>\$ 16,342,054</u>	<u>\$ 10,969,103</u>	<u>\$ 5,372,951</u>



# Cash and Cash Equivalents

	<u>August 31, 2024</u>	<u>August 31, 2023</u>
Cash on Hand	\$10,985,649	\$11,416,094
Investments	<u>\$57,071,784</u>	<u>\$72,982,873</u>
Total Cash and Cash Equivalents	<u>\$68,057,433</u>	<u>\$84,398,967</u>
Year over Year Change	<u>(\$ 16,341,534)</u>	
Year over Year % Change	-19.36%	



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# national *Hispanic* HERITAGE MONTH

PIONEERS OF CHANGE:  
SHAPING THE FUTURE  
TOGETHER



# 10. Closed Session

**A. Pending Litigation** – The Board will meet in closed session to consult with legal counsel regarding the following pending litigation. [Gov. Code section 11126(e).]

- i. To confer with and receive advice from legal counsel regarding potential litigation involving the 32nd District Agricultural Association. Based on existing facts and circumstances, the Board of Directors will decide whether to initiate litigation. (Govt. Code, § 11126, subd. (e).)
- ii. To confer with and receive advice from legal counsel regarding potential litigation involving the 32nd District Agricultural Association. Based on existing facts and circumstances, there is significant exposure to litigation against the 32nd District Agricultural Association. (Govt. Code, § 11126, subd. (e).)
- iii. To confer with counsel, discuss, and consider the following pending litigation to which the 32nd DAA is a party. *Talley Amusements, Inc. v. 32nd District Agricultural Association*, Orange County Superior Court, Case No. 30-2022-01264282-CU-MC-CJC
- iv. To confer with counsel, discuss, and consider the following pending litigation to which the 32nd DAA is a party. *B&L Productions, Inc., et al., v. Gavin Newsom, et al.*, U.S. District Court for the Central District of California, Case No. 8:22-cv-01518 (JDEx)



# 11. Upcoming Events Preview



Sept 28 – Oct 31



Sept 28



Sept 28



Oct 5



Oct 11-13



Oct 12



Oct 12



Oct 16



Oct 18 - 20



Oct 19 - 20



Oct 26 - 27



Oct 26



Every  
Thursday

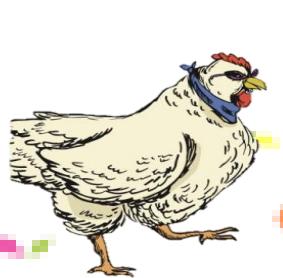


HAPPY SEPTEMBER BIRTHDAY!

DIRECTOR RUIZ

HAPPY OCTOBER BIRTHDAY!

DIRECTOR BILEZIKJIAN



**12. Board of Directors Matters of Information**

**13. Next Board Meeting**

**October 24, 2024**

**Community Room at the City of Costa Mesa City Hall**

