

County of Santa Clara  
Fairgrounds Management Corporation



**DATE:** January 24, 2019, Regular Meeting  
**TIME:** 2:00 PM  
**PLACE:** Lower Level Conference Room  
70 W. Hedding Street – East Wing  
San Jose, CA 95110

**MINUTES**

**Opening**

**1. Call to order/Roll Call.**

Chairperson Wasser called the meeting to order at 2:02 p.m. A quorum was present.

<b>Attendee Name</b>	<b>Title</b>	<b>Status</b>	<b>Arrived</b>
Jason Baker	Director	Present	
Vicky Bosworth	Director	Present	
Tyson Greaves	Director	Present	
Vernon Medicine Cloud	Vice Chairperson	Absent	
Charles Wasser	Chairperson	Present	

**2. Public Comment.**

One individual addressed the Commission.

**3. Approve Consent Calendar and changes to the Fairgrounds Management Corporation's Agenda.**

At the request of Chairperson Wasser, Item No. 12 was removed from the Consent Calendar.

**3 RESULT: APPROVED [4 TO 0]**  
**MOVER:** Jason Baker, Director  
**SECONDER:** Tyson Greaves, Director  
**AYES:** Baker, Bosworth, Greaves, Wasser  
**ABSENT:** Medicine Cloud

**Regular Agenda - Items for Discussion**

**4. Approve minutes of the December 5, 2018 Regular Meeting.**

**4 RESULT: APPROVED [4 TO 0]**  
**MOVER:** Jason Baker, Director  
**SECONDER:** Vicky Bosworth, Director  
**AYES:** Baker, Bosworth, Greaves, Wasser  
**ABSENT:** Medicine Cloud

## 5. Elect Officers for Calendar Year 2019.

### a. Elect Chairperson.

Chairperson Wasser was re-elected as Chairperson.

**5.a RESULT: APPROVED [4 TO 0]**  
**MOVER:** Tyson Greaves, Director  
**SECONDER:** Jason Baker, Director  
**AYES:** Baker, Bosworth, Greaves, Wasser  
**ABSENT:** Medicine Cloud

### b. Elect Vice Chairperson.

Director Greaves was elected as Vice Chairperson.

**5.b RESULT: APPROVED [4 TO 0]**  
**MOVER:** Charles Wasser, Chairperson  
**SECONDER:** Vicky Bosworth, Director  
**AYES:** Baker, Bosworth, Greaves, Wasser  
**ABSENT:** Medicine Cloud

### c. Elect Secretary.

Director Baker was re-elected as secretary.

**5.c RESULT: APPROVED [4 TO 0]**  
**MOVER:** Charles Wasser, Chairperson  
**SECONDER:** Tyson Greaves, Director  
**AYES:** Baker, Bosworth, Greaves, Wasser  
**ABSENT:** Medicine Cloud

## 6. Receive report from the Executive Director of Fairgrounds Management Corporation. (Abraham Andrade) (ID# 95038)

Abraham Andrade, Executive Director, Fairgrounds Management Corporation, stated that he recently attended the Western Fair Association Conference in Reno, Nevada. He further highlighted sections of the written report, including updates on Cirque du Soliel preparations, management contract renewal development, and sponsorship goals and strategies. Finally, Mr. Andrade stated that Google has provided a \$10,000 stipend to be used for advertisement for Fairgrounds events.

Bruce Knopff, Asset and Economic Development Director, Office of the County Executive, stated that staff will conduct a debriefing after the close of Cirque du Soliel.

Discussion ensued relating to the logistics of Cirque du Soliel operations, booking multi-cultural events during and outside of the fair, polling for interest in a cricket field, the Amazon post-holiday party held at the Fairgrounds, and subcommittee meetings.

Further discussion ensued relating to installation of cameras in locations where cash may be exchanged, and scheduling of sequential bingo sessions.

<b>6 RESULT:</b>	<b>RECEIVED [4 TO 0]</b>
<b>MOVER:</b>	Jason Baker, Director
<b>SECONDER:</b>	Vicky Bosworth, Director
<b>AYES:</b>	Baker, Bosworth, Greaves, Wasser
<b>ABSENT:</b>	Medicine Cloud

#### **7. Receive report relating to Fairgrounds Management Corporation Financial Statement. (ID# 95039)**

Mr. Andrade stated that while revenues were less than budgeted, profitable net income and profitable overall operations were achieved in 2018. He further highlighted strategies to increase revenue in 2019, including implementing Ungerboeck software which will provide more detailed data related to contract bookings.

Director Greaves encouraged a focus on increasing the number of events per year.

Discussion ensued relating to accounts receivable payment collection procedures, and pre-paid expense increases.

<b>7 RESULT:</b>	<b>RECEIVED [4 TO 0]</b>
<b>MOVER:</b>	Vicky Bosworth, Director
<b>SECONDER:</b>	Tyson Greaves, Director
<b>AYES:</b>	Baker, Bosworth, Greaves, Wasser
<b>ABSENT:</b>	Medicine Cloud

#### **8. Announcement prior to closed session.**

Sara Ponzio, Deputy County Counsel, County of Santa Clara, announced that the Fairgrounds Management Corporation Board of Directors will meet in Closed Session to discuss Item No. 9a.

## Closed Session

### 9. Recess to Closed Session to Consider the Following Item:

- a. Public Employee Performance Evaluation (Government Code Section 54957(b)): It is the intention of the Board to meet in Closed Session to consider the following position of public employment: Executive Director.

Chairperson Wasser recessed into Closed Session at 2:51 p.m.

### 10. Reconvene into open session and announce reportable actions, if any, taken in Closed Session.

Chairperson Wasser reconvened the meeting at 3:36 p.m.

Ms. Ponzio announced that there were no reportable actions taken during Closed Session.

## Consent Calendar - Items will be considered under Item No. 3. Items removed from the consent calendar will be considered at the end of the regular agenda.

### 11. Approve retroactive agreement with Tom Muller relating to providing food and beverage consulting services for the Santa Clara County Fairgrounds Management Corporation in an amount not to exceed \$81,000 for period January 1, 2019 through December 31, 2019. (ID# 95040)

<b>11 RESULT:</b>	<b>APPROVED [4 TO 0]</b>
<b>MOVER:</b>	Jason Baker, Director
<b>SECONDER:</b>	Tyson Greaves, Director
<b>AYES:</b>	Baker, Bosworth, Greaves, Wasser
<b>ABSENT:</b>	Medicine Cloud

### 12. Approve retroactive agreement with Obdulia Banuelos-Esparza, doing business as OBE Consulting, relating to providing media and promotion services for the Santa Clara County Fairgrounds Management Corporation in an amount not to exceed \$64,800 for period January 1, 2019 through December 31, 2019. (ID# 95041)

Taken out of order after Item No. 10.

Discussion ensued relating to contract language and increasing translation services options.

<b>12 RESULT:</b>	<b>APPROVED [4 TO 0]</b>
<b>MOVER:</b>	Jason Baker, Director
<b>SECONDER:</b>	Tyson Greaves, Director
<b>AYES:</b>	Baker, Bosworth, Greaves, Wasser
<b>ABSENT:</b>	Medicine Cloud

- 13. Approve retroactive agreement with Read Zaro relating to facilities management and capital improvement services for the Santa Clara County Fairgrounds Management Corporation in an amount not to exceed \$66,000 for period January 1, 2019 through December 31, 2019. (ID# 95042)**

<b>13 RESULT:</b> APPROVED [4 TO 0]
<b>MOVER:</b> Jason Baker, Director
<b>SECONDER:</b> Tyson Greaves, Director
<b>AYES:</b> Baker, Bosworth, Greaves, Wasser
<b>ABSENT:</b> Medicine Cloud

### Announcements

- 14. Announcements and correspondence.**

No announcements were made, and no correspondence was received.

### Adjourn

- 15. Adjourn to the next regular meeting on Wednesday, February 27, 2019 at 2:00 p.m. in Lower Level Conference Room, County Government Center, 70 West Hedding Street, San Jose.**

Chairperson Wasser adjourned the meeting at 3:40 p.m.

Respectfully submitted,

Jessica Jameson