

Southwestern Fair Commission, Inc.  
Regular Meeting Minutes  
March 14, 2024

The Meeting of the Board of Directors/Members of the Southwestern Fair Commission, Inc., a nonprofit corporation, was duly called and held at the Pima County Fairground's Green Room on Thursday, March 14, 2024.

**Directors Present:** Garrett Ham, President; Judy Patrick, Secretary; Mark Cowley, Treasurer; Marvin Selke, Director; Alan Levin, Director; Jim Murphy, Director and Marian LaLonde, Director.

**Staff Present:** Jon Baker, Executive Director; Julia Casillas, Operations Manager; Courtney Danloe, Chief Financial Officer and Launa Rabago, Marketing.

**Others in Attendance:** Joey Schwanz, Pima County's Operations Program Manager; Blake Adams, Populous; Charlie Kolarik, Populous and Jennifer Baltrus, Freedom Run Shows.

- a. **Call to Order:** Garrett Ham called the meeting to order at 9:34 a.m. followed by the pledge of allegiance.
- b. **Roll Call:** All present. Mark Cowley left at 1:05 p.m. and Marian Lalonde left at 1:11 p.m.
- c. **Call to the Public:** None

Jon Baker introduced and welcomed Jennifer Baltrus, who recently became the new manager of the Arizona Winter Circuit shows for Steve Hankin who runs the Desert International Horse Park. Jennifer explained she has run the Freedom Run Hunter Jumper Horse Shows for approximately 10 years. She explained to the Board her role and how invested she was in the Hunter Jumper shows at the Pima County Fairgrounds.

**2. Staff Reports:**

**a. Executive Director**

**i. Interim Events and Calendar**

Jon Baker mentioned that several interim events had just ended. He stated that the amount of rain received at the Fairgrounds during the past weekend did impact the Tucson Dressage Horse Show and Southern AZ Eventing Horse Show. FMCA's 108<sup>th</sup> International Convention & RV Expo has started loading in. The rally is expected to have around 1,500 to 2,000 RV's arriving very soon. This is the second largest interim event at the fairgrounds with the first being the Gem and Jam Festival.

**ii. FMCA RV Rally**

Covered in Jon Baker's "Interim Events and Calendar" report.

**iii. ARPA Grants**

Jon Baker briefly mentioned a few of the improvements that were submitted to Pima County have been completed and LED lighting has also been added to the Livestock Barn and Ramada.

**iv. Goals and Updates**

Jon Baker updated the Board on his goals that he is working on and has completed.

**b. C.F.O**

**i. Financial Report**

Courtney Danloe updated the Board on the Balance sheet as of February 29, 2024, along with any additional updates from the Profit and Loss sheet that they needed to be aware of.

**3. Consent Agenda:**

**a. Review, discussion, and possible action on minutes of the 01/25/2024 annual board meeting.**

**b. Review, discussion, and possible action on retaining Regier, Carr & Monroe as outside CPAs.**

Judy Patrick made a motion to accept the Consent Agenda as presented. Alan Levin seconded the motion. The motion carried.

**4. Old Business:**

**a. Discussion and possible action regarding the 2024 Pima County Fair.**

Jon Baker briefly mentioned how important the revenue from the Fair is. He updated the Board and Staff on the location of VIP concert seats, the upcoming Job Fair and how well Amilia Gruber was doing with the new vendor software.

**5. New Business:**

**a. Discussion and possible action regarding staffing and resource strategy.**

Jon Baker stated that he was planning to work at least three more Fairs until he retires. He is fully committed to helping with the transition and went over the updates pertaining to the Southwestern Fair Commission organizational chart.

**Break out 10:48 a.m.**

**Break in 10:56 a.m.**

**b. Discussion and possible action regarding the Master Plan work session.**

Jon Baker introduced and welcomed Charlie Kolarik and Blake Adams, who work for Populous, which is based out of Norman, Oklahoma. He explained the new Master Plan improvements and that they are in a preliminary process. The Board will be given the opportunity to add thoughts along with stakeholders who will be given the chance for their input. Populous hopes to have a preliminary report after the Fair.

**6. Closing Matters:**

- a. **Announcements:** Garrett Ham announced that Bern Velasco has left Mesch Clark Rothschilds law firm and is no longer representing SWFC. Garrett will be working with Marian Lalonde on the process of interviewing potential replacements. Garrett directed Julia Casillas to add this item to the June 27, 2024, Board Agenda. Launa Rabago congratulated Jim Murphy for being inducted into the 2024 Hall of Fame.
  
- b. **Adjournment:** Judy Patrick made a motion to adjourn the meeting at 2:02 p.m. Alan Levin seconded the motion. The motion carried. A meeting of the Pima County Fair Commission was not conducted.

Respectfully Submitted,



Judy Patrick  
SWFC Secretary