

Southwestern Fair Commission, Inc.  
Regular Meeting Minutes  
June 27, 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, June 27, 2024.

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

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

**Others in Attendance:** Marvin Selke; Joey Schwanz, Pima County's Operations Program Manager; Jocelyn Garcia, Mesch Clark Rothschild; Nathan Rothschild, Mesch Clark Rothschild; Jeff Eppley, Tractors; Paula Madden, Tucson Dressage Club; Patty Novakowski, Tucson Dressage Club; Lauren Schroeder, Steady Strides Riding Center and Marilou Balloun, Southern AZ Arabian Horse Association.

- a. **Call to Order:** Garrett Ham called the meeting to order at 9:37 a.m. followed by the pledge of allegiance.
  - b. **Roll Call:** All present. Marian LaLonde, Garrett Ham and Mark Cowley joined via internet conference.
  - d. **Welcome Sheena Conner our newly appointed Commission board member:**  
Garrett Ham welcomed Sheena Conner as the newest Director on the Board. Sheena Conner expressed her lifelong passion for 4-H involvement. She actively participates in Project Central, an Arizona Center for Rural Leadership, which prompted her to engage within the community. Additionally, Sheena is currently the Government Affairs Manager for Cox Communications, where she works with local, and state elected officials on policy issues. Sheena mentioned that she is a proud Mom of two young girls who are active in the rodeo community within Pima County. As a Board member, she brings her enthusiasm and expertise.
  - c. **Call to the Public:**  
Lauren Schroeder, the Executive Director of Steady Strides Riding Center, is dedicated to expanding riding programs across Pima County. She has observed a decline in attendance at English shows and is actively investigating the reasons behind this trend. Lauren is also interested in participating in discussions about potential changes to the Hunter Jumper facility at the fairgrounds.
5. **NEW BUSINESS:**
- a. **Discussion and possible action regarding the proposal to add an individual to emeritus status in recognition of their exceptional contributions.**  
Judy Patrick proposed granting Marvin Selke emeritus status in recognition of his contributions, ranging from working with the Fair livestock activities to updating the Bylaws. Jim Murphy seconded the motion. The motion was approved.  
Marvin Selke expressed gratitude to everyone for recognizing both him and his wife, Patsy

Selke, during the Board reception at the Fair. He appreciated that Patsy was also included in the naming of the Livestock Ramada in their honor.

Garrett Ham directed Julia Casillas to add the reappointment of the emeritus status to the agenda each year.

**2. STAFF REPORTS:**

**a. Executive Director**

**i. Interim Events and Contracts**

Jon Baker reported that Nathan Rothschild, an attorney from Mesch Clark Rothschild, is collaborating with him to update the wording in contracts and the terms and conditions. Jon emphasized that the western horse shows have expressed significant interest in renting the facility. He is currently developing a well-structured schedule aligned with the Strategic Plan.

**ii. Governors Fund**

Jon Baker reported that the Governor's Fund budget has successfully maintained funding and the information is reflected in the budget. Additionally, the Governor's Fund Committee maintains a positive relationship with the state legislature and the governor's office.

**iii. Goals and Updates**

Jon Baker plans to revisit this item in the upcoming Strategic Plan, which outlines goals not only for himself but also for the staff.

**iv. Fair Feedback**

Jon Baker emphasized several issues on the Fair feedback list, including traffic plan challenges, the need for improved security vigilance, and high prices. However, he did not forget to mention that, on a positive note, 80% of the annual revenue is generated from the Pima County Fair.

**v. ARPA Grants**

Jon Baker stated that he works closely with Joey Schwanz and Diane Frisch to maintain the effective use of APRA Grant funding. He also acknowledged the County's efforts in reinvesting the funds into the Fairgrounds for future growth.

**2. STAFF REPORTS:**

**b. C.F.O.**

**i. Financial Report**

Courtney Danloe reviewed the balance sheet and pointed out that the current assets consist of liquid assets. The money market account holds funds earmarked for future projects. Additionally, the Accounts Receivable turnover is favorable, with a collection period of 30 days or less. Courtney also examined the Profit and Loss statement and expressed satisfaction with the conservative budget.

**3. CONSENT AGENDA:**

- a. Discussion and possible action regarding minutes of the 3/14/2024 regular board meeting.
- b. Discussion and possible action regarding the Disclosure & Related Party Questionnaire for the current fiscal year.

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

**4. OLD BUSINESS:**

**a. Discussion and possible action regarding future Fair dates and times.**

Jon Baker informed the board that future Fair dates were included in the Board packets. He highlighted the challenge of Easter falling within some of the proposed dates.

Jim Murphy made a motion to approve the April 17-27, 2025, Pima County Fair dates. Judy Patrick seconded the motion. The motion carried.

**b. Discussion and possible action regarding the Master Plan Update.**

Jon Baker introduced the initial draft of the Master Plan, emphasizing that this is just the starting point. Subsequent stages will involve further refinements and improvements.

Judy Patrick made a motion to reconsider item c. under the Consent Agenda.  
Jim Murphy seconded the motion. The motion carried.

**3. CONSENT AGENDA:**

**c. Discussion and possible action regarding the current list of authorized check signers for our PNC account.**

Jim Murphy made a motion to approve the current list of authorized check signers with the exclusion of Marvin Selke. Alan Levin seconded the motion. The motion carried.

**5. NEW BUSINESS:**

**b. Discussion and possible action regarding the renewal and change of health insurance policies.**

Jim Murphy moved to approve the renewal of the health insurance policies. Mark Cowley seconded the motion. The motion carried.

**c. Discussion and possible action regarding the renewal of the Management Liability and Crime/Fiduciary.**

Courtney Danloe indicated that there will be a 17-month renewal period, with the renewal date set to January 1st each year.

Jim Murphy moved to approve the 17-month renewal period and workplace violence coverage. Sheena Conner seconded the motion. The motion carried.

**d. Discussion and possible action regarding SWFC's Strategic Plan.**

Jon Baker went over the strategic plan and identified the staff's current and future goals.

**e. Discussion and possible action on the results of the recent Pima County Fair.**

Courtney Danloe mentioned the Fair results are revenue generating and the report is based on actuals. She went over the results of the recent 2024 Pima County Fair.

**f. Discussion and possible action regarding proposed facility and services rates.**

Jon Baker went over the facility rates identifying the detailed analysis that staff worked on, mentioning the thought-through decisions that were made in determining the rental increases.

Judy Patrick made a motion to approve the facility and service rates. Alan Levin seconded the motion. The motion carried.

- g. Discussion and possible action regarding proposed budget for the next fiscal year.**  
Courtney Danloe highlighted key points in the proposed budget.

Mark Cowley moved to approve the 2024/2025 budget. Jim Murphy seconded the motion. The motion carried.

- h. Discussion and possible action on the agreement with RCS, the carnival company. This agenda item relates to legal advice, contracts and/or lease of real property, and may be discussed in executive session pursuant to A.R.S. Sec. 38-431.03 (A) (3), (4) and/or (7).**  
Judy Patrick made a motion to approve the RCS agreement for another 5-year term. Sheena Conner seconded the motion. The motion carried.

**Break out 12:15 p.m.**

**Break in 12:30 p.m.**

- i. Discussion and possible action regarding the Terms and Conditions of Interim events as it relates to federal regulations 27 C.F.R. pt. 478. This agenda item relates to legal advice, contracts and/or lease of real property, and may be discussed in executive session pursuant to A.R.S. Sec. 38-431.03 (A) (3), (4) and/or (7).**

Judy Patrick made a motion to go into Executive Session. Jim Murphy seconded the motion. The Board went into Executive Session at 12:31 p.m.

Judy Patrick made the motion to exit out of Executive Session. Jim Murphy seconded the motion. The Board came out of Executive Session at 12:52 p.m.

Judy Patrick made a motion to allow Nathan Rothschild to proceed as follows regarding the Terms and Conditions of Interim events as it relates to federal regulations 27 C.F.R. pt. 478. Jim Murphy seconded the motion. The motion carried.

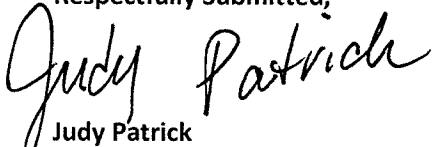
**6. CLOSING MATTERS:**

- a. Announcements:** None

- b. Adjournment:**

Jim Murphy moved to adjourn the meeting at 12:55 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