

Southwestern Fair Commission, Inc.
Regular Meeting Minutes
June 26, 2025

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 26, 2025.

Directors/Members Present: Garrett Ham, President; Judy Patrick, Secretary; Mark Cowley, Treasurer; Alan Levin, Director; Jim Murphy, Director; Marian LaLonde, Director, Sheena Conner, Director and Marvin Selke. Emeritus Member.

Staff Present: Jon Baker, SWFC Executive Director; Launa Rabago, SWFC Marketing Manager and Amilia Gruber, SWFC Vendor Coordinator.

Others in Attendance: Joey Schwanz, Pima County's Operations Program Manager; Kristi Hill, Erisa Benefits Law, Nathan Rothschild, Mesch Clark Rothschild and Zack Levin.

- a. **Call to Order:** Garrett Ham called the meeting to order at 9:30 a.m. followed by the pledge of allegiance.
- b. **Roll Call:** All present. Garrett Ham and Judy Patrick joined via internet conference.
- c. **Call to the Public:** None

2. Executive Session:

- a. Pursuant to A.R.S. Sec. 38-431.03(A)(3) for the purpose of obtaining legal advice as it relates to the claim procedures under the 401(k) plan and the role of the Directors/Members of the Southwestern Fair Commission, Inc. in relation thereto.
- b. Pursuant to A.R.S. Sec. 38-431.03(A)(3) and (A)(4) for the purpose of obtaining legal advice as it relates to pending claims for benefits under the ERISA 401(k) plan.
- c. Pursuant to A.R.S. Sec. 38-431.03(A)(4) to act as Plan Administrator of the 401(k) plan and as such to evaluate and make a determination regarding claims for benefits under the 401(k) plan submitted since the last Regular Meeting.

Jim Murphy moved to go into Executive Session. Mark Cowley seconded the motion. The Board went into Executive Session at 9:35 a.m.

Jim Murphy moved to exit out of Executive Session. Alan Levin seconded the motion. The Board came out of Executive Session at 10:44 a.m.

3. Regular Session:

- a. Approval of any direction to the ERISA attorney and/or necessary staff as discussed in executive session pertaining to the determination regarding claims for benefits under the 401(k) plan submitted since the last Regular Meeting.
Jim Murphy moved to authorize Kristi Hill to proceed with any direction to the ERISA attorney and/or necessary staff, as discussed in Executive Session, regarding the determination of claims for benefits under the 401(k) plan submitted since the last Regular Meeting. Alan Levin seconded the motion. The motion passed.

4. STAFF REPORTS:

a. Executive Director

i. Goals and Updates

Jon Baker provided updates regarding ongoing initiatives, including cost-saving measures, departmental goals, the RV park letter and recent policy changes.

ii. Interim Events

Jon Baker reviewed upcoming events, highlighting new events such as Anime Wonder, Holiday Market, Mud Run and Team Penning. He also confirmed the return of Gem & Jam.

iii. Projects

Jon Baker discussed current and upcoming projects planned throughout the year, including cost estimates and timelines for the approved Master Plan initiatives, such as storage improvements and RV park upgrades.

iv. Fair Feedback

Jon Baker provided a brief overview of the positive feedback received, such as improved security, the two new Admission kiosk stations, upgraded lighting and successful promotions.

v. Governors Fund

Jon Baker stated that funding is not expected to be an issue at this time.

vi. IAFE Economic Impact Study

Jon Baker noted that the project is already funded through the State of Arizona.

b. C.F.O.

i. Financial Report

Courtney Danloe reviewed the financial report and stated that overall revenue from the Fair did not meet expectations, which is reflected in the financials. Current assets are down compared to both the budget and the prior year, particularly under the cash line item—an accurate reflection of the Fair’s final performance. She also noted that the profit and loss statement show results coming in over budget, primarily due to lower-than-anticipated Fair revenue and the cancellation of several events. However, she confirmed that all accounts payable and receivables remain current.

5. CONSENT AGENDA:

- a. Discussion and possible action regarding the minutes of the 3/13/2025 board meeting.**
- b. Discussion and possible action regarding the Disclosure & Related Party Questionnaire for the current fiscal year.**
- c. Discussion and possible action regarding the annual consideration of Marvin Selke’s status as Emeritus Board Member.**

Judy Patrick moved to accept the Consent Agenda.

Alan Levin seconded the motion. The motion carried.

6. OLD BUSINESS: None

7. NEW BUSINESS:

a. Discussion and possible action regarding the results of the recent Pima County Fair.

Jon Baker reviewed the Fair results and outlined several factors that impacted the overall performance, including the timing of Easter, adverse weather conditions, economic factors, competing major concerts and political influences.

d. Discussion and possible action regarding proposed facility and service rates.

Jon Baker reviewed the facility rates, highlighting the few items selected for increases and explained the reason behind them. He emphasized the detailed analysis conducted by staff and thought through the decision-making process used to ensure the adjustments were justified and necessary.

Alan Levin moved to approve the facility and service rates. Jim Murphy seconded the motion. The motion passed.

e. Discussion and possible action regarding proposed budget for the next fiscal year.

Courtney Danloe provided an overview of the budget, including major assumptions, capital projects, and operating initiatives. Mark expressed concerns regarding the allocation of funds as reflected in the financial reports.

Mark Cowley moved to approve the 2025/2026 budget. Alan Levin seconded the motion. The motion passed.

f. 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.

Jim Murphy moved to approve the Strategic Plan. Alan Levin seconded the motion. The motion passed.

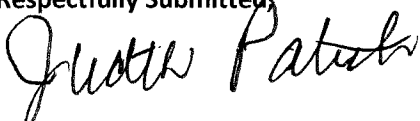
8. CLOSING MATTERS:

a. Announcements: Sheena Conner shared that she had spoken with representatives from the Sky Island and Vail Chambers of Commerce, both of which expressed interest in receiving information on room rentals and current rates. She noted that these chambers could be valuable partners in supporting and promoting future events. Sheena requested the current facility fees and rates to share with Skyline and other local chambers.

b. Adjournment:

Sheena Conner moved to adjourn the meeting at 12:00 p.m. Judy Patrick seconded the motion. The motion carried. A meeting of the Pima County Fair Commission was not conducted.

Respectfully Submitted,



Judy Patrick
SWFC Secretary