

SECRETARY-MANAGER IV/CHIEF EXECUTIVE OFFICER
28TH District Agricultural Association – San Bernardino County Fair

BACKGROUND

The San Bernardino County Fair Board is seeking an experienced administrator to continue its strong traditions and to identify opportunities to expand its annual Fair and other community events. The Chief Executive Officer of the 28th DAA is an officer appointed by, and reporting to, the Board of Directors. Under the direction of the Board, the Fair CEO plans, organizes implements and administers the development and utilization of fairground facilities, which provides the public with a variety of entertainment, social, educational, cultural, and recreational activities; directs the work of the staff of the 28th DAA; and does other work as required. Emphasis is on administration and management, financial accounting, planning, marketing, facility enhancement, community outreach and public relations.

Victorville located in the Victor Valley of southwestern San Bernardino County, California and has a population of 95,000. It is approximately 80 miles northeast of Los Angeles, CA

The San Bernardino County Fair takes place at the end of May, each year, attracting over 75,000 people. Throughout the year the fairgrounds plays host to many other activities including the annual High Desert Opportunity Business Outlook Conference, Home & Garden Show, and Fourth of July Fireworks Spectacular.

The San Bernardino County Fairgrounds is an 85 acre facility that includes a 5/8 mile clay racetrack, a Satellite Wager Facility, 4 buildings, 82 RV hookups and parking for 3,800 cars.

For more information about the San Bernardino County Fairgrounds visit www.sbcfair.com.

Candidates may perform these essential functions with or without reasonable accommodations. An Equal opportunity employer - equal opportunity to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, or sexual orientation

SCOPE OF POSITION

The Secretary Manager IV (CEO) is hired by a majority vote of the Board of Directors (THE BOARD). As it is an exempt position, many civil service rules do not apply. The Manager serves at the pleasure of the Board. The Manager is charged with the responsibility of the operation and maintenance of the 28th DAA. The Board shall set policy that offers guidelines for that operation, leaving the actual day-to-day decisions to the Manager. In essence, the Board decides “what” the Manager is assigned to do and the Manager carries out the “how”.

The Manager is responsible for the ongoing management of all aspects of the 28th DAA's activities; ensuring financial stability commensurate with the best interests of the 28th DAA; oversees the implementation of the 28th DAA's strategic plans, goals and objectives developed by the Board, including major strategic projects like the formation of a Joint Powers Authority and the repositioning of the existing fairgrounds..

DUTIES AND RESPONSIBILITIES

These duties and responsibilities include but are not limited to:

- Develops and presents the annual budget, monthly financial statements, operates within the budget parameters, approves and monitors all expenditures in accordance with the Board's Governing Policy Manual; forecasts all revenues and expenses, making

adjustments as needed; identifies problems and implements solutions, including those prepared jointly with the 28th DAA Board of Directors.

- Assures that adequate liability insurance is obtained for all events, vendors, renters, customers and 28th DAA's equipment, services and facilities; adheres to purchasing standards and compliance regulations and collects all monies owed to the 28th DAA in a timely basis.
- Responsible for the direction, safety and security of all employees; the training and proper job performance of all employees and supervisors; timely job performance evaluations; selection, hiring, dismissals, evaluation and discipline of all employees, including temporary staff.
- Plans and manages the maintenance and operation of the 28th DAA facility, equipment and grounds, keeping the physical site and equipment in good, safe working order. This includes but is not limited to the maintenance of all equipment, shop tools, ATMs, automatic ticket machines, computer and telecommunications systems, electronic signs and web sites.
- In accordance with Federal, State and Board policies and regulations, directs or personally performs the planning for the annual Fair; develops procedures to be followed by all exhibitors, entertainers, carnival operators and the general public attending the Fair; uses approved contracts and rate schedules for all exhibit space, judges, awards, insurance requirements and appropriate staffing.
- Reviews admission and parking rates with the Board, provides crowd control and law enforcement requirements and distribution of admission passes in accordance with State policies and law enforcement recommendations.
- Provides adequate safety and security staff to augment the staff provided by law enforcement and safety organizations.
- Manages and promotes the on-going use of the 28th DAA facilities for events such as swap meets, home shows, auto races, trade shows, dances, quinceaneras, health clinics, fund raisers, corporate events and similar activities.

DESIREABLE QUALIFICATIONS:

- Minimum qualifications include five years of experience managing a fair, exposition, convention center, arena, stadium, coliseum, or other multiuse entertainment or multipurpose facility; or supervising a major program or organizational component at one of the above facilities; or fairs and expositions; or as a managerial level administrator in an entrepreneurial capacity for a private or public sector organization responsible for activities such as marketing and promotions, fostering local community contacts, providing customer-oriented service, developing revenue generating alternatives, identifying efficiencies to reduce costs, and developing and managing a significant budget. (A college degree in business administration, agricultural business, or a related field may be substituted for two years of the required experience.)
- Experience in business administration, public administration, marketing, public relations, communication, entertainment or related fields
- Demonstrated knowledge and experience in developing and managing budgets, maintaining sound fiscal policy; day-to-day record-keeping including payroll; and preparation of board-and government-required reports
- Knowledge and experience in planning, organizational restructuring and business development
- Knowledge and experience in fund-raising, grant and sponsorship development
- Ability to work cooperatively and communicate effectively with staff, board of directors, governmental agencies, local businesses, media and the community.

- Knowledge and experience in recruiting, training and supervising employees and volunteers
- Knowledge and experience in developing and implementing marketing plans and strategies
- Knowledge and experience in producing and directing community-relevant programs, entertainment activities and special events
- Knowledgeable in the areas of purchasing, facility maintenance, public relations, contracting, and technology
- Ability to create and deliver public presentations

ADDITIONAL REQUIREMENTS

- Be willing to work irregular hours including some weekends.
- Participate in community activities and organizations throughout the County.
- Be creative, motivated, resourceful, objective, enthusiastic and personable.
- Possess a valid California driver's license.

CONDITIONS OF EMPLOYMENT

Applicants should be aware that prior to employment with the 28th District Agricultural Association, a thorough background investigation will be conducted. The investigation may consist of credit check, driver history, and inquiry into local, state, and federal files to disclose criminal records. The prospective employee will also be required to complete a health questionnaire and/or pass a physical examination.

COMPENSATION AND BENEFITS

Salary Range: \$6922 - \$8484 per month

Benefits: medical, dental, vision, life insurance, and retirement program under California Public Employees Retirement System (CalPERS)

Application package must include:

- **Completed application form (STD 678)**
- **3 reference letters**
- **Resume**

Applications may be picked up at the fair office or downloaded at www.sbcfair.com.

Interested candidates should send in their application package to:

Manny Hinojos, Vice President
 28th District Agricultural Association
 San Bernardino County Fair
 14800 Seventh Street
 Victorville, CA 92395-4024

Or you may contact Manny Hinojos at (760) 951-2200.

**Applications must be received by no later than 5:00pm
 Friday, November 22, 2013**