

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Board of Directors Regular Meeting

Held Pursuant to Due Notice
Friday, February 27, 2015

California Exposition & State Fair
Administration Building Boardroom
1600 Exposition Boulevard
Sacramento, CA 95815

Directors Present

Director David Mallel, Chair
Director Rima Barkett
Director Sonney Chong
Director Corny Gallagher
Director Rex Hime
Director Hallie Muller
Director Mark Nelson
Director Willie Pelote

Directors Absent

Director Patrick O'Brien, Vice Chair

Staff Present

Rick Pickering, Chief Executive Officer (CEO)
Sonya Logman, External Affairs Director
Jennifer Castleberry, Marketing Director
Carrie Wright, Programs Director
Samantha Brown, Financial Officer (FO)
Marcia Shell, Assistant General Manager, Operations (AGM)
Jay Carlson, Ag Programs Manager
Jennifer Koga, Accounting Officer/Supervisor
Jan Risso, Rick Manager
Heidi Turpen, Contracts Manager
Randy Brink, Volunteer & Goodwill Ambassador
Maricela Ramirez, Marketing Assistant
Coco Wong, Recording Secretary

Others Present

Mona Foster, Former Cultural Advisory Council Member
Eddie Kirby, Representative of Senator Richard Pan Office
Harry Moos, Friends of the Fair
Amber Williams, Glass Agency

*May not include all others present in the room or arriving late.

1. CALL TO ORDER

The meeting was called to order by Chair Mallel at 1:04 p.m.

Chair Mallel dispensed with reading the Mission Statement, Policy Statement and Public Comment Statement.

2. PLEDGE OF ALLEGIANCE

Chair Mallel lead the Board, Staff and Guests in the Pledge of Allegiance.

3. ROLL CALL

Roll call was taken by CEO Pickering and a full quorum was present. Vice-Chair O'Brien was not present and had asked to be excused.

CEO Pickering announced and congratulated Director Chong, Director Gallagher and Director Nelson have been official reappointed to the California Exposition & State Fair Board of Directors.

Motion:

It was moved by Director Hime and seconded by Director Gallagher to excuse the absences of Vice Chair O'Brien. **All in favor, motion carried.**

4. INTRODUCTION OF GUESTS & STAFF

Introduction of Guests and Staff were made around the room.

5. PRESENTATION

a. Presentation by the Board to Outgoing Chair, Director Sonney Chong

Chair Mallal presented Outgoing Chair Sonney Chong with a Gavel Set and Director's Chair on behalf of the Board.

Director Chong thanked the Board and Staff for the recognition. He looks forward to continuing working with the Board.

b. Presentation by the Board to Mona Foster as Outgoing Member of the Cultural Advisory Council

Chair Mallal presented Mona Foster with a Golden Bear Award as Outgoing Member of the Cultural Advisory Council.

Director Chong thanked Mona Foster's service and contribution.

Mona Foster thanked the Board and Staff for the recognition. She will continue to support the community and Cal Expo.

6. MINUTES OF MEETINGS

- a. Accept Board Committees & Meeting Minutes of December 12, 2014, as presented
- b. Accept Cultural Advisory Council Meeting Minutes of December 4, 2014, as presented
- c. Accept Cultural Advisory Council Meeting Minutes of September 18, 2014, as presented
- d. Accept Agricultural Advisory Council Meeting Minutes of December 2, 2014, as presented
- e. Accept Agricultural Advisory Council Meeting Minutes of September 18, 2014, as presented
- f. Accept Agricultural Advisory Council Meeting Minutes of April 24, 2014, as presented

Motion:

It was moved by Director Hime and seconded by Director Chong to accept the meeting minutes 6a through 6f. **All in favor, motion carried unanimously.**

7. COMMITTEES AND STAFF REPORTS

a. Annual State Fair Committee Report-Director Chong

Director Chong noted and reviewed the Staff Report included in the Board packet.

Program Director Wright reported and highlighted the feature programs for the 2015 State Fair. We have received the grants fund for the Olive Oil Competition and a 2nd year for the Specialty Crop Block Grant. Additionally, Beach Buddy Adventure received National Conservation Corps Award in Washington D.C.

Marketing Director Castleberry reported that Staff has been working on updating the Cal Expo year-round and State Fair logo to represent and showcase the best of California. The blue ribbon theme will continue in 2015. The Marketing Team is developing a State Fair Mobile App called Infusion Soft to integrate technology into a user-friendly communication tool. Marketing Team has been working closely with the Program Team to provide outreach materials to increase the overall number of entries for competitions.

General discussion was held regarding the letterhead, State Fair and the Year-Round Logo.

Chair Mallel commented that the Board should review and provide feedback for the final Cal Expo logo before finalizing the decision.

Director Barkett and Chair Mallel commented that they would like see options for the Board to review for future reference.

Marketing Director Castleberry responded the Staff has reviewed more than 100 different brandings before they finalized the logo.

AGM Shell reported that Staff is still processing the Commercial and concessions' applications.

External Affairs Director Logman thanked AGM Shell and her team's work for updating the vendor handbook on prohibiting state agencies from selling or displaying item bearing the Confederate flag which officially took effect on January 1. Staff continues to reach out to Legislative staff to focus on Agriculture, Education, and Technology and to promote State Fair Special Day.

Chair Mallel requested the Staff to send a calendar of special events to the Board in advance for the planning process.

CEO Rick Pickering updated the ticket pricing and Non-Profit Ticket sales for the 2015 State Fair. Staff is working on the special promotional day to advertise different ticket pricing. The Sac Republic soccer team will play on the first day of the Fair for the Home game match. We also have confirmed two international rugby matches that will take place during the Fair.

b. Exposition Facilities & Operations Committee Report- Director Ochoa

AGM Shell reviewed her staff reports included in the Board packet.

A photo slideshow presentation of events held at Cal Expo was shown by AGM Shell and External Affairs Director Logman to the Board by Staff.

c. Finance Committee Report- Director Gallagher

Chair Gallagher reviewed the 2014 Finance Report included in the Board packet.

Chair Gallagher complimented the Staff, FO Brown and her team for preparing the finance report.

FO Brown presented the Yearly Contracts summary and will provide a full list to the Board at the April meeting. Finance Team will meet with Audits on March 16 to discuss the finance statement for the Fair procedure.

Motion:

It was moved by Director Hime and seconded by Director Pelete to approve the Financial Reports. **All in favor, motion carried unanimously.**

d. Horse Racing Committee Staff Report

Chair Mallel reviewed the Horse Racing Committee Staff Report included in the Board Packet which was held in the January meeting.

CEO Pickering noted and summarized the background of Watch & Wager LLC's agreement which was discussed in January Horse Racing Committee Meeting. Watch & Wager proposed the rent reduction in exchange of installing a new removable Inside Racing Rail. Additionally, they offered to sponsor the State Fair Thoroughbred Race Meet.

Motion:

It was moved by Director Nelson and seconded by Director Pelote to approve of adjustments to Watch & Wager LLC's Agreement #12-0297 for Operations of Harness Racing. 7-1

e. Innovation, Education, Agriculture, Food & Technology Staff Report

CEO Pickering noted that the Committee will review and refine the Committee Name for the next Committee Meeting.

f. Long Range Planning Committee Report- Director Hime

Director Hime reviewed the draft timeline for the RFQ included in the Board Packet.

Director Hime reported that staff will continually work with DGS Attorney's office to finalize the RFQ draft.

8. FINANCIAL REPORTS

- a. Profit & Loss Statement for December 2014
- b. Balance Sheet for 2014
- c. Cash Flow Statement
- d. 2014 Cash Flow Chart
- e. Revenue by Business Unit
- f. Loans in Progress
- g. Accounts Receivables Report
- h. Contracts/Purchases Requiring Board Approval
- i. Contracts/Purchases Requiring Board Notification

These items were discussed during the Committee and Staff Reports earlier in the meeting.

9. CORRESPONDENCE

No items for consideration.

10. UNFINISHED BUSINESS

a. Update and Status of the Draft Request of Qualifications

This item was discussed during the Long Range Committee Meeting.

11. NEW BUSINESS

- a. Approval of Adjustments to Watch & Wager LLC's Agreement #12-0297 for Operations of Harness Racing
- b. Review and possible Approval Board Liaison's Recommendations of New Member Appointments to the 2015 Cultural Advisory Council
- c. Review for Approval Agricultural Advisory Council's Recommendation of the 2015 Agriculturalist of the Year Recipient
- d. Review for Approval Agricultural Advisory Council's Recommendation of the 2015 Vineyard of the Year Award Recipient
- e. Review for Approval Agricultural Advisory Council's Recommendation of Wine Lifetime Achievement Award Recipient
- f. Review for Approval Agricultural Advisory Council's Support of Staff's Recommendation of the 2015 Agricultural Progress Award Recipient
- g. Review for Approval Staff's Recommendation of the 2015 Golden Bear Award Recipient

These items were considered during the Committee and Staff Reports earlier in the meeting.

Motion:

It was moved by Director Hime and seconded by Director O'Brien to approve the 2015 Award Recipients and memberships 11b through 11g. **All in favor, motion carried unanimously.**

12. MATTERS OF INFORMATION

a. Public Comments

There were none.

b. Manager Comments

CEO Pickering distributed the draft of the Annual Strategic Planning Workshop Minutes for the Board to review.

Mr. Pickering reported that Sac Republic had a successful first Home match in February. He complimented the Board and Staff for continuing to support and showcase the best of Cal Expo.

c. Director Comments

Each of the Directors that were present thanked the Staff and the Board's great teamwork and commitment. They are looking forward for a great year ahead.

Director Chong, Director Gallagher and Director Nelson are happy to be reappointed to the Cal Expo & State Fair Board of Directors continuing to serve as Board and support Cal Expo.

Chair Mallal has requested that the next Committee meetings to be held on March 27, 2015 and the full Board Meeting to be on April 24, 2015.

g. Next Board Meeting – Friday, April 24, 2015

h. Other, if any

13. CLOSED SESSION

For purposes of discussing matters of 1) pending litigation, 2) real property negotiation and 3) personnel matters related to the General Manager under Government Code Section §11126. The Board will meet in Closed Session to confer with and/or receive legal advice from counsel or the represented delegate.

14. ADJOURNMENT

Motion:

It was moved by Director Pelote and seconded by Director Nelson to adjourn the Board Meeting. **All in favor, motion carried unanimously.**

The Board of Directors meeting was adjourned at 2:47 p.m.