

**CALIFORNIA EXPOSITION & STATE FAIR  
ANNUAL STATE FAIR COMMITTEE**

Committee Meeting Minutes

Friday, June 3, 2016

9:00 A.M.

**MINUTES**

Committee Members Present:

Hallie Ochoa, Chair  
Director Sonney Chong  
Director Jess Durfee  
Director Rex Hime  
Director Tony Ortiz

Committee Members Absent:

Staff Present:

Chief Executive Officer (CEO)  
Chief Deputy General Manager (DGM)  
Deputy General Manager Administration  
Expo Events Director (AGM)  
Marketing Director  
Interim Programs Director  
Recording Secretary

Rick Pickering  
Tom Martinez  
Samantha Brown  
Marcia Shell  
Jennifer Castleberry  
Jay Carlson  
Sue O'Brien

Committee Chair Ochoa called the meeting to order at 9:03 a.m. and dispensed with reading the Mission Statement and Public Comment Statement.

**MATTERS OF INFORMATION**

Staff Updates – 2016 California State Fair

Marketing Director Castleberry reported that Glass Agency put together the Ad campaign for this year. Brently Payne from Glass Agency made a power point presentation showing and explaining the television ads along with the billboards.

Marketing Director Castleberry continued to report the other advertising that was being accomplished. Community Outreach activities are being attended, read to ride fliers have been distributed and the CSF app has been submitted to Apple for their approval. A Media Director has been brought in for Fair Time and as a result, media has been on site almost every day doing a story.

Interim Programs Director Carlson reported that the programs department is very busy. Many competitions are being completed. Friends of the Fair awarded a record amount of scholarships this year. The State Fair Farm continues to change every day with the crops that are growing. Over 1500 students had a tour of the Farm this spring and reservations are being taken for the fall.

CEO Pickering reported that this is the 100<sup>th</sup> year anniversary of the Sacramento Chapter of the NAACP. The programs department has been working with the NAACP on an exhibit that will celebrate the occasion. A dedication and ribbon cutting is scheduled for 6:00 p.m. on opening day.

CEO Pickering reported that the Jehovah Witness's holds several large conventions downtown. Due to the limited parking, Cal Expo was approached by the Sacramento Convention and Visitors Bureau to rent out parking spaces and then SCVB would rent buses to shuttle the attendees to the convention. This is a good opportunity to show that you can park at Cal Expo, attend an event downtown and be shuttled back and forth.

## **UNFINISHED BUSINESS**

### 1. California Exposition and State Fair Code of Conduct

CEO Pickering reported that after circulating a draft California Exposition and State Fair Code of Conduct, one of the Cultural Advisory Council members inquiring about baptized Sikh's being able to carry a Kirpan Ceremonial Short Sword. Upon discussions with legal counsel and Cal Expo's Police Chief, this issue will be handled by educating our police staff and on a case-by-case basis.

#### **Motion:**

It was moved by Director Hime and seconded by Director Chong to accept and recommend to the Board for adoption of the California Exposition and State Fair Code of Conduct as presented. **All in favor, motion carried unanimously.**

### 2. California Exposition and State Fair Drone Policy

CEO Pickering reported that although Cal Expo has been active promoting Drone racing there is a movement around the nation limiting Drones flying over large public events. As we are a large public event facility and working with the Deputy Attorney Generals' office it was suggested that the Cal Expo Board of Directors adopt a formal drone policy allowing our law enforcement officers to enforce it.

#### **Motion:**

It was moved by Director Durfee and seconded by Director Chong to accept and recommend to the Board for adoption of the California Exposition and State Fair Drone Policy as presented. **All in favor, motion carried unanimously.**

## **ADJOURNMENT**

### **Motion:**

It was moved by Director Durfee and seconded by Director Chong to adjourn the meeting. **All in favor, motion carried unanimously**

The Annual State Fair Committee meeting was adjourned at 9:41 a.m.