

California STATE★FAIR

Meeting Minutes of the
California Exposition & State Fair
Cultural Advisory Council
Held

Thursday, January 21, 2016 at 5:00 pm
In the Administration Building Boardroom
California State Fairgrounds
1600 Exposition Blvd.
Sacramento, California 95815

Council Members Present

Jackie Morris Henderson, Acting Chair

David Banuelos, Member
Debora Richardson Brister, Alternate
Delgreta Brown, Member
Anita Johnson, Member
Indi Kallirai, Member
Norah LeDoux, Alternate
Chris Mateo, Member

Catherine Nou, Member
Julie Rokser, Member
Olga Shilo, Member
Cha Vang, Member
Sandra Varner, Member
Jorrel Verella, Member

Board and Staff Present

Rick Pickering, CEO
Carrie Wright, Program Director

This notice is also available at: www.caexpo.com

MINUTES

- 1) **CALL TO ORDER** – The meeting was called to order by Acting Chair Jackie Morris-Henderson at 5:06p.m.
- 2) **ROLL CALL** – Quorum present
- 3) **INTRODUCTIONS**
 - a. Members - Jackie Morris Henderson led a round of introductions with new members, staff and guests

- b. Orientation – Program Director Carrie Wright introduced herself, explained that Carol Mundy, Fine Arts and California Crafts Coordinator, would be attending meetings and assisting with Council events and communication. Program Director Wright proceeded with the orientation (attached).

4) MINUTES OF PREVIOUS MEETING

- a. Approval of Council Meeting Minutes from September 17, 2015 and Council Meeting Minutes from November 19, 2015 with modification to September 17 minutes. Council Member Kallirai moved to approve. Council Member Johnson seconded. Motion passed.

5) ELECTIONS

- **Motion** was made to nominate Cat Nou as Vice Chair (Verella/Rokser). **Motion carried.**
- **Motion** was made to nominate Jackie Morris-Henderson as Chair, Morris-Henderson declined the nomination. Motion made by Jackie Morris-Henderson to nominate Indi Kallirai (Morris-Henderson/Nou). **Motion carried.**

6) STAFF & MEMBER UPDATES

- a. Cal Expo Update – Rick Pickering reported that:
 - He attended the World’s Fair during Food Week to present information about California agriculture and the State Fair.
 - The Hmong Festival successful and well attended.
 - Global Winter Wonderland was successful with nearly 200,000 attendees. Great cultural attractions and events.
 - International Sportsman’s Show, Dinosaurs and Home & Garden started the year off well with increased attendance and revenue.
 - He explained the free show format for State Fair concerts and related that 2016 is mostly booked.
 - Discussed possibility of programming tied the Summer Olympics.
 - Reported on U.S. Pro Rugby and Sac Republic games.

b. Program Update -

- 20 different competition handbooks are under way and will be posted to the website as they are finished. They have varying entry deadlines. New this year is Student Showcase and Amateur Photography. Director Wright encouraged the Council to review the website.
- Main feature will be a California Transportation exhibit, the State Fair is working with the State Library and the Transportation Agency.
- Distributed entertainment applications and plans, asked for input from the Council.
- Reported that the Kitchen and Farm Programs would add special features in 2016. Gearing up for crop rotation due to school tours in Spring.
- The Sacramento NAACP is celebrating 100 years and will have an exhibit at the California State Fair..

- c. Marketing Update – Director Wright reported that many awards were won by California State Fair at Western Fairs Association and the International Association of Fairs & Expositions, including the prestigious “Overall Best Marketing Campaign”. Director Wright played a video that summarized the many 2015 successes.

NEW BUSINESS

- d. Calendar Review – The Council discussed the meeting calendar and changed the dates to be able to more strategically offer input. Meetings will also be held on Wednesdays instead of Thursdays.

ADJOURNMENT – Meeting adjourned at 7:09p.m.