

STATE★FAIR | CALIFORNIA
CALIFORNIA | **EXPOSITION**

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Agricultural Advisory Council Meeting
Held Pursuant to Due Notice
December 2, 2014 at 4:00 p.m.

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

Council Members Present

Dennis Albani, California Advocates	Harold Petersen
Barbara Butterfield, PG&E	Len and Mary Richardson
Terry Bressler, CHS	Suzanne Opegard
John Chiles, HM Clause	Chris Zanobini, California Grain & Feed
Lesa Eidman, California Wool Growers Association & California Pork Producers	Hank Wallace
Richard Engel, Cal Aggie Alumni Association	Sarah Watkins, 4-H
Robert Gore, The Gualco Group	
George Gough, Monsanto	
Gail Kautz, Kautz Ironstone Vineyards & Winery	
Marcia Kimura, California Women for Agriculture	
Lloyd McCabe, California Department of Education	
Gary Pevey, Wealth Design Group	
Rick Nelson, Rice Farmer	

Council Members Absent

Greg Ahart, Superior Farms	Patti Garamendi, Rancher
Kay Albani, Albani Land & Livestock	Ernest Hodges, Farm Credit West, ACA
Steve Beneto	Stacie Hewitt, Atomic Relations, LLC
Dan Best, Certified Farmers' Markets of Sacramento	Mark Linder, Linder Family Farms
Charles Boyer, California State University, Fresno	Randy Lovell, California Aquaculture Association
Michael Bradley, California Farm Bureau	Sharon Lynch, UC Davis Athletics
Kim Bradley, KCB Productions	Rebecca Osumi, Ag Council of California
Susan Brauner, Blue Diamond Growers	Walt Shaw, CBS/Radio Group
Mike Campbell, California Stevia, Inc.	Cotton Rosser, Flying U Rodeo
John Chiles, Harris Moran	Cherie Stephens, Stephens Farmhouse
Eric Carleson, Association California Loggers	Roxanna Smith, Oak Valley Community Bank
Teresa Castanias, CPA	Paul Wenger, Wenger Ranch, Inc.
Judy Culbertson, California Foundation for Agriculture in the Classroom	Amy Wolfe, P Three Consulting
Mike Curry, Yosemite Meat	Nita Vail, California Rangeland Trust
Mike Falasco, Wine Institute	Brenda Washington Davis, B.D. Law Group
Jennifer Fearing, HSUS	Leland Ruth, Lee Ruth & Associates
John Garamendi Jr., Prof. Evaluation Group	Ronald Schuler, Cal West Seeds
	Terry Witzel, Second Harvest Food Bank

Board, Staff and Guests Present

Rick Pickering, CEO, CSF
Carrie Wright, Program Director, CSF
Jay Carlson, Ag Programs Manager, CSF
Kelsy Silvis, Staff, CSF
Coco Wong, Executive Assistant, CSF

1. INTRODUCTIONS

2. CALL TO ORDER

- a. The meeting was called to order by Chair, Lloyd McCabe, at 4:06 p.m. on Tuesday, December 2, 2014.

3. APPROVAL OF MEETING MINUTES FROM APRIL 24, 2014 AND SEPTEMBER 18, 2014

- a. April 24, 2014 Meeting Minutes were moved and seconded by Harold Peterson and Len Richardson for approval. **All present voted in favor.**

- b. September 18, 2014 Meeting Minutes were tabled until the next meeting.

4. CAL EXPO UPDATES

- a. CEO Rick Pickering reported the following:
 - i. Updated on Cal Expo Renewal and possible ideas to generate revenue for Cal Expo and State Fair. He reported a Request for Qualification for the use of Cal Expo property for the drafting process, which would explore creative opportunities for Cal Expo (see attached handout).
 - ii. The new event "Global Winter Wonderland," a Chinese lantern festival hosted in Cal Expo, runs from Nov. 22 thru Jan. 4th, 2015.
 - iii. Extending our reach to the technology community through social media by looking at agriculture in a different way and networking with people from places like UC Davis, Farm to Fork, and hotel businesses to renew Cal Expo's image and to reconnect with the various industries in California.
 - iv. He thanked Program Director Carrie and her team for receiving awards and recognition for "California's Kitchen" which includes the Judge's Choice award given from the International Association of Fairs and Expositions.
 - v. Bonney Field received the Development Community's award for Best Community Impact award of 2014.

In conclusion, he thanked everyone's hard work and contributions to the Council and State Fair.

5. 2015 PROGRAM UPDATE

- a. Program Director Carrie Wright reported the following:
 - i. Gave thanks to those who participated in the Sept. 18 meeting. Cultural Advisory Council and Agricultural Advisory Council meetings shared the same interests which were focusing on **youth, education, food** and showcasing **technology**. The goal of the meeting was to look at the successes and opportunities from both perspectives.
 - ii. Updated the 2015 Cal Expo Program will focus on patron comfort such as shading and increasing mommy (nursing) stations.

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- iii. Exhibit Supervisor Nancy Koch has applied for the Coastal Commission grant and Specialty Crop Grant. Still looking for \$30,000 in grants for school tours to support the Farm in a year-round operation.
- iv. Working on the Specialty Crop Showcase and partnering with California State Floral Association.
- v. Program Director Carrie Wright announced Program Deputy Manager Greg Kinder's retirement after 33 years of service in Cal Expo.
- vi. Program department will be facing staffing reorganization. However, the change will be a good opportunity to hire for vacant positions and to setup for the year 2016.

6. AGRICULTURALIST OF THE YEAR NOMINATION PROCESS

- a. McCabe announced that the applications are due on January 30.
- b. Program Director Carrie Wright will send applications to all members next week.

7. ELECTIONS

- a. Agricultural Advisory Council-2015 Chair and Vice Chair. Lloyd McCabe, reporting for the Executive Committee, announced the leadership slate of Lesa Eldman for Chair and John Chiles as Vice Chair. He asked for additional nominations.

Motion made to close nominations (Peterson/Zanboni). **All those present voted in favor.**

Motion made to elect Lesa Eldman as Chair and John Chiles as Vice Chair (Engel, Kautz). **All present voted in favor.**

8. OTHER, IF ANY

- a. Program Director Carrie Wright reported that Ron Schuler regretted he could not attend but wanted to suggest an Executive Meeting to discuss membership strategy.
- b. Calendar in 2015 will be 3rd Tuesday at 4:00 P.M. in February, April, September; 1st Thursday in December.
- c. AAC recommended that the Joint Meeting between CAC and AAC continue if staff felt it was beneficial.

9. ADJOURNMENT

Chair, Lloyd McCabe, adjourned the meeting at 5:59 p.m.