

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Cultural Advisory Council Meeting

Held Pursuant to Due Notice
Thursday, March 20, 2014

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

Council Members Present:

Adrian Perez, Vice Chair
Bill Campos
Mona Foster
Rosemary C. Jones
Indi Kallirai
Chris Mateo
Jackie Morrison-Henderson
Stephanie Nguyen
Cat Nou
Julie Radke

Council Members Absent:

Rory Kaufman, Chair
Letitia P. Earl
Angel Nazir

Board Members and Staff Present:

Rick Pickering, Chief Executive Officer
Mark Nelson, Board of Director
Sonya Logman, External Affairs Director
Carrie Wright, Program Director
Paul Gillingham, Entertainment Director
Greg Kinder, Deputy Manager of Programs
Linda Hunt, Administrative Assistant

AGENDA

1. CALL TO ORDER

- a. Meeting was called to order by Vice Chair Adrian Perez at 5:26 p.m.

2. ROLL CALL AND MEMBERS ABSENT

- a. Quorum present

3. INTRODUCTION OF GUESTS & STAFF

- a. Introduction of Board Member and new members.

4. MINUTES OF PREVIOUS MEETING

- a. Approval of Council Meeting Minutes from January, 16th 2014 was tabled after discussion. Council Member Mona Foster provided some corrections during the discussion and indicated there should be additional corrections to the minutes. Corrected minutes to be presented at the May 29th meeting.

5. NEW BUSINESS

- a. Community Event Sign-ups – Program Director Wright asked members to sign up for community events. Planning is still in progress, but she has asked for a lead for each community event.
- b. Read and Ride Distribution - Program Director Wright reported that Read to Ride flyers were available, much earlier than last year as requested by CAC, for distribution and asked all members to pick up a packet on their way out as well as provide additional locations for distribution. Wright and staff will track distribution.

6. ADDITIONAL STAFF & MEMBER UPDATES

- a. CEO Rick Pickering reported the following:
 - Multi-Use Sports Facility update – ground breaking occurred on March 18th and two games will be held during fair.
 - State Fair – reported that the Blue Ribbon Marketing Campaign is coming together. The fair is working on water conservation options due to drought. Gave a sneak peak to the main stage

entertainment. Discussed overall traffic flows and map changes to the State Fair keeping in mind audience.

- Reported State Fair horseracing dates for 2014 and the addition of a third week of racing in 2015.
 - Updated the CAC on interim events including Naughty Gras and 4th of July, both CBS events.
 - Reported that the 12-year term limit question was brought before the board and no action was taken. The Board was very complimentary of the CAC.
- b. Entertainment Director Paul Gillingham reported that he was booking entertainment and called on members to supply leads. He reported that there would be no Bill Pickett Rodeo, however, he was in the process of booking the Jaripeo.
- c. Board of Director Mark Nelson pointed out that Rick Pickering and Sonya Logman had done an outstanding job working on the Multi-use Sports Facility.
- d. Program Director Carrie Wright reported the following items:
- Distributed the three prioritized overall goals that CAC voted on during the Jan. 16th meeting (attached).
 - Gave thanks to Board Chair Sonney Chong for including her at his table for the Hispanic Chamber Dinner and the Asian Resources Lunar Dinner.
 - Friends of the Fair volunteer sign-ups are April 8th.
 - Reported that programs received a Coastal Commission grant and made it into the second round of the specialty crop block grant.
 - Encouraged participation in the Walk-Along Program and let members know that the program would not be changing in 2014. Sgt. Scott Smith is the contact for the program. Wright to send out information by email.
- e. Deputy Manager of Programs asked for chef leads for the culinary program.

7. ADJOURNMENT

- a. Meeting was adjourned at 7:03 p.m.