

CALIFORNIA EXPOSITION & STATE FAIR

Annual State Fair Committee Meeting Minutes
Friday, May 29, 2015
10:10 a.m.

MINUTES

Committee Members Present:

Chair Sonny Chong
Director Rima Barkett
Director Corny Gallagher
Director Hallie Ochoa

Staff Present:

Chief Executive Officer (CEO), Rick Pickering
Marketing Director, Jennifer Castleberry
External Affairs Director, Sonya Logman
Expo Events Director (AGM), Marcia Shell
Program Director, Carrie Wright

Guests:

CEO, Glass Agency, Amber Williams
Director, Pat O'Brien

Technology Champion

After review, Director Gallagher and Director Ochoa recommended approval the Department Technologies scoring recommendations for Technology Champion. **Motion Approved.** Mayor Cecilia Aguiar-Curry of Winters will received the Individual Award and the County of Alameda will receive the Organization award; both will be honored at the Annual State Fair Gala in June.

STATE FAIR UPDATE

1. Program Director Wright discussed program operations and set-up. She reported that they were on track for a successful event. She referred to the Annual State Fair Committee report for further updates.
2. Marketing Director Castleberry previewed a draft version of the State Fair TV commercial in conjunction with Amber Williams, CEO Glass Agency. She presented copies of our ads in Sactown, Best of City issue, and the Sacramento News and Review, summer issue. She referred to the Annual State Fair Committee report for further updates.
3. Expo Events Director Maria Shell reported that food vendors are booked. Commercial vendors are being finalized and her department is ready for a successful 2015 State Fair.

4. External Affairs Director, Sonya Logman reported that an at-a-glance calendar is available for the board to help plan and prioritize attendance for many hundreds of events held during the fair. She referred to the Annual State Fair Committee report for further updates.
5. CEO Rick Pickering reported:
 - The 2015 Horse Racing license was officially approved. Discussion of 2016 calendar continues
 - Animal Care Committee met and reviewed protocol and procedures. There were no recommended changes. Several animal advocates attended and voiced support for several programs at the fair
 - US Postal Service unveiling is scheduled for July 11. Inaugural unveiling of the Summer Harvest stamp series.
 - Updated the committee on soccer matches and international rugby.
 - From a law enforcement point of view, working closely with local law enforcement to review plan regarding trends occurring nationwide.

Questions and discussion ensued.

ADJOURNMENT

The Cal Expo Annual State Fair Committee meeting adjourned at 10:55 a.m.