

# CALIFORNIA EXPOSITION & STATE FAIR

Long Range Planning Committee Meeting Minutes

Friday, May 29, 2015

The meeting was called to order at 11am

## MINUTES

Committee Members Present:

Chair Rex Hime  
Chair David Mallel  
Director Rima Barkett  
Director Mark Nelson  
Director Patrick O'Brien

Staff Present:

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

### **Update on Request for Qaulifications (RFQ)**

CEO Pickering reported that the RFQ was issued as planned. The Mandatory bid conference will be held on July 17, 2015. Rick also reported that he and External Affairs Director Logman, in preparation for the process, had met with dozens of groups. To date no media inquiries regarding the RFQ had been made.

### **Facility Update**

CEO Pickering also updated the committee on the following items:

- The Raging Waters contract is coming up for renewal on December 1, 2015. They are interested in extending their contract. Discussion of a long term contract took place in regards to planned capital improvements and terms.
- Initial conversations have taken place with Butler Amusements to discuss installing a sky ride at the State Fair for 2016 in a revenue generating agreement.
- Sacramento County Fair continues to be in dialogue with Elk Grove to explore a move of the County Fair. CEO Pam Fyock has retained fair industry consultant Brian May. The Sacramento County fair had fantastic growth with a 12% increase in attendance.
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Discussion and comments followed the report. Director Rex Hime recommended that when considering long range planning that we consider the historic drought and conservation. We should be an example to the State. Staff reported that drought education and water conservation was occurring at a variety of levels during the planning and implementation of fair.

## **ADJOURNMENT**

The committee meeting adjourned at 11:33 a.m.