

CALIFORNIA EXPOSITION & STATE FAIR

Exposition Facilities & Operations Committee
Friday, September 25, 2015
10:34 a.m.

MINUTES

Committee Members Present:

Chair Hallie Ochoa
Director David Mallel
Director Willie Pelote
Director Rima Barkett
Director Patrick O'Brien
Director Sonney Chong
Director Rina DiMare

Staff Present:

Chief Executive Officer (CEO)
Chief Financial Officer (CFO)
Marketing Director
External Affairs Director
Expo Events Director (AGM)
Program Director
Maintenance Manager

Rick Pickering
Samantha Brown
Jennifer Castleberry
Sonya Logman
Marcia Shell
Carrie Wright
Paul Gillingham

Present in Audience:

Eric Mills, Action for Animals

EXPOSITION FACILITIES & OPERATIONS UPDATE

Chairman Ochoa called the meeting to order.

Chairman Ochoa took roll call.

1. Expo Events Director Shell showed a slide show then spoke on the month by month interim events and their successes. May 30, 2015 Sac Mile and that in the future it may possibly become a week long "Lifestyle" event. CEO Rick Pickering also elaborated on the possibility. June 2015 and the collaboration with Del Paso Country Club & the US Senior Open, utilizing the parking facilities. The continuing success of the annual Western States Horse Expo, Bloodsource donations for CSF tickets and Loaves & Fishes annual toilet paper drive. The annual 4th of July celebration and the CSF, August events with La Mesa RV, Circo Hermanos Caballero, September 2015, Hispanic Dances, the Wipe Out Run, the annual

United Way Breakfast, Rental Housing Expo, the success of rescheduled Country in the Park, including a brief video of the event, and the 911 Memorial. She also spoke on staff changes and upcoming P/I positions.

2. Director Logman commented that 2016 will be the 15th anniversary of 9.11.2001 and Director Shell commented that the memorial is open year around on a limited basis.
3. CEO Rick Pickering commented on the continued success of the Sac Republic soccer games, and the upcoming playoff games, he also commented on Bonney Field updates, the current Fan Zone area may possibly become the 2016 VIP area, up scaling the VIP/party experience, he also noted that the food & beverage sales are up and also commented on our onsite business partners Raging Waters continued success. Chairman Barkett inquired about the possibility of renting out Bonney Field with Ovations & Sac Republic, possible concerts. Life in Color (L.I.C.), youth soccer tournaments, and other possible options. CEO Pickering also commented on ADA improvements (11 years ongoing) and the ever changing ADA laws and compliancy.
4. CFO Samantha Brown commented that revenue for all interim events is up for 2015, noting 2014 Bonney Field was 114K and as of August 15, 2015 the current amount is 114k. She also commented on Grant updates, stating Grant Writer, Nancy Koch, has been tasked for attaining at least one grant for each department here at Cal Expo. She (Nancy Koch) has already attained a Water Conservation Grant for 'low flow' toilets, requested a Homeland Security Grant, and commented on the Well Grants for Well #1 (of 4) to be refurbished, and a grant for I.T. Infrastructure.
5. Chairman Ochoa inquired about the upcoming Global Winter Wonderland and their profits from the 2014/2015 success. Director Shell commented that we are in fact receiving monthly income from Global storing some of their props/displays here on site as well as the 110 Chinese artisans who will be staying here on property, pending the local Fire Marshall/Housing Authority approval. She also brought up the new business of 'Palace Entertainment' (Raging waters) and their "Automatic Renewal" for 2015 to 2025. There was discussion about the automatic renewal, and who approved the lengthy time period. Advised there will be continued ongoing discussion at the next Board Meeting.
6. Continued general discussion on Butler Amusements 'Sky Ride' and the possibility of having a new sky ride manufactured specifically for Cal Expo, possibly as a permanent fixture, discussed the existing bolts, the path of a sky ride, possible use for other events, further discussion to follow.

ADJOURNMENT

At 11:30 Chair Ochoa made the motion to adjourn, Director Pelote 1st & Director O'Brien 2nd