



Meeting Minutes

Agricultural Advisory Council Meeting

Held on
Tuesday, March 21, 2017 at 4:00 p.m.
Cal Expo Boardroom, Administration Building

Chris Zanobini, Chair
Robert Gore, Vice Chair

Attendees

Council Members

Marit Arana
Terry Bressler
Eric Carrleson
Teresa Castamias
John Chiles
Judy Culbertson
Sara Curtis
Brenda W. Davis
Samantha DeMelo
Lesa Eidman
Rich Engel
Sandy Fiack
George Gough
Ernie Hodges
Megan Huber

Gail Kautz
Marcia Kimura
Michelle Leinfelder-Miles
Sharon Lynch
Lloyd McCabe
Rick Nelson
Suzanne Opegard
Harold Petersen
Mary Richardson
Len Richardson
Lee Ruth
Ron Schuler
Walt Shaw
Brett Tank

Board, Staff and Volunteers

Rina DiMare, Liason - Board of Directors
Corny Gallagher, Liason – Board of Directors
Rick Pickering, CEO
Tom Martinez, Chief Deputy General Manager
Samantha Brown, Deputy General Manager, Administration
Margaret Mohr, Deputy General Manager, Business Development, Marketing

Board, Staff and Volunteers cont.

Rachelle Weir, Programs Manager
Jay Carlson, AG Programs Manager
Don Callison
Allison Finkes
Sue O'Brien
Emily Reed
Michelle Solorzano

1. Call to order and Introductions

Chair Zanobini called the meeting to order at 4:05 p.m. Introductions were made around the room.

2. Approval of Agenda for March 21, 2017

Motion:

It was moved by Councilmember McCabe and seconded by Councilmember Lynch to approve the Meeting Agenda for March 21, 2017. **All in favor, motion carried unanimously.**

3. Approval of Meeting Minutes from December 13, 2016 and February 21, 2017

Motion:

It was moved by Councilmember Hodges and seconded by Councilmember Kautz to approve meeting minutes from December 13, 2016 and from February 21, 2017. **All in favor, motion carried unanimously.**

4. Membership Update

a. AAC Applicant Introductions

Committee Chair Engel introduced Samantha DeMelo with Blue Diamond Growers and Roxana Smith with Wells Fargo Banks who could not attend the meeting today. Roxana Smith has been on the Ag Advisory Council when she had worked for a different employer.

b. Application Review and Approval

After a brief discussion Committee Chair Engel moved to approve both Samantha DeMelo and Roxana Smith for the Agricultural Advisory Committee and was seconded by Councilmember Ruth. **All in favor, motion carried unanimously.**

5. Committee Discussions/Reports

a. Executive Report

No report

b. Ag Heritage Committee

Committee Chair Culbertson reported that the committee had a good meeting. New plans for the 2017 AG Heritage Breakfast were discussed. The AG Heritage Breakfast is July 19, 2017 and ticket prices are \$35.00.

Motion:

It was moved by Chair Culbertson that for the 2017 AG Heritage Breakfast it is recommended to increase the number of award recipient free breakfast tickets from 2 to 4 and seconded by Councilmember Shaw. **All in favor, motion carried unanimously.**

- c. California Recognition and Celebration Committee
Chair Lynch stated her report would be given in Item #6.
- d. Farm and Food Committee
Committee Chair Zanobini reported that the committee had a good meeting, discussing the farm program for 2017 and farm tours. Zsi Widman was introduced as the interim Farm Tour coordinator.
- e. The Equine Program Committee
Committee Chair Oppegard reported that the committee had a very well attended meeting. Staff person Solorzano reviewed the equine fair programs that are in the planning stages. After a lengthy discussion the motion was made.

Motion:

We, Equine Agricultural Committee, respectfully request a partnership with the California State Fair Board of Directors. We have met as a subcommittee of the Agricultural Advisory Council on March 21, 2017 and have a specific interest in bringing the rodeo back to the 2017 California State Fair. We are proposing that the Equine Agricultural Committee commit to raising half of the funds (\$25,000.00) through sponsorships or underwriting. We are asking the State Fair Board of Directors to consider requesting the allocation of the remaining amount out of the California State Fair budget. We hope in this partnership to receive support not only in finances, but in marketing the Rodeo of be successful. We hope to start small with two trial weekdays in order to see the potential in bringing back the Rodeo. Date certain sponsorships raised by the next Agricultural Advisory Council meeting. Motion was moved by Terry Bressler and seconded by Lee Ruth. **All in favor, motion carried unanimously.**

- f. Livestock and Animal Welfare Care Committee
Committee Chair Gough stated that the Committee is scheduled to meet on April 5, 2017.
 - g. Youth Development and Recognition Committee
Committee Chair McCabe reported that Scholarship application deadline was March 2, 2017. Scholarship applications are being scored by many people and interviews will begin in May. Sale of Champions will be meeting soon.
6. Agriculturalist of the Year Election
Committee Chair Lynch stated that Loren Booth, Sharon Mendoza and Tom Nassif were nominated for 2017 Agriculturalist of the Year. After a discussion Chair Lynch reviewed the voting rules. A vote was taken and Tom Nassif became the nominee to be recommended to the Board of Directors for the 2017 Agriculturalist of the year.

7. Cal Expo and 2017 State Fair Report

Ag Programs Director Carlson reviewed the upcoming competitions, programs and agricultural shows that will be at the 2017 State Fair. Programs Director Weir described the new exhibit, Farm to Glass which will tell the story of all the agricultural products used to make spirits, wine and beer. CEO Pickering mentioned a new program that will offer a flight of wines for wine tasting and education of that wine with one of our wine judges. He also mentioned that Cal Expo is creating a new exhibit showcasing Farm Workers.

The Agricultural Advisory Council Meeting was adjourned at 5:12 p.m.