

**CALIFORNIA EXPOSITION & STATE FAIR
ANNUAL STATE FAIR COMMITTEE**

Committee Meeting Minutes
Friday, January 26, 2018
10:00 a.m.

MINUTES

Committee Members Present:

Jess Durfee, Chair
Director Sonney Chong
Director Rex Hime

Committee Members Not Present

Director Tony Ortiz

Staff Present:

Chief Executive Officer (CEO)
Chief Deputy General Manager (CDGM)
Deputy General Manager-Administration (DGM)
Deputy General Manager-Business Development (DGM)
Programs Manager
Expo Events Director (AGM)
Recording Secretary

Rick Pickering
Tom Martinez
Samantha Brown
Margaret Mohr
Rachelle Weir
Marcia Shell
Sue O'Brien

Committee Chair Durfee called the Annual State Fair Committee Meeting to order at 10:02 a.m. Roll call was taken and a quorum was present. Director Ortiz was not present.

Staff Reports

a. 2018 Annual State Fair

1. Programs

Programs Director Weir discussed the grants program and talked about the grants that have been awarded and submitted. Programs Director Weir updated the committee on new and existing programs/exhibits being planned and designed for the 2018 State Fair.

Ag Programs Director Carlson gave an update on commercial competitions that are online and taking entries. He discussed the Gala and Best of California revised program and timing. AG Programs Director Carlson reported on the Equine Competition program, School Tours at the Farm, Sale of Champions and the livestock shows.

2. Marketing

Deputy General Manager Mohr updated the committee on the marketing plans, goals and messages for the 2018 State Fair.

CEO Pickering gave updates on WFA and State Fairs awards, transcontinental railroad and the monorail.

New Business

- a. Approval of 2018 Industry Awards
 - Wine Lifetime Achievement Award
 - Vineyard of the Year Award
 - California All Stars Award

Ag Programs Manager Carlson reviewed the staff report recommending that Greg Boeger and The Bogle Family be awarded the 2018 Wine Lifetime Achievement Award and Paraiso Vineyard/Smith Family Ranch be awarded the 2018 Vineyard of the Year Award and Professor Kenneth Fugelsang and Dennis Martin, Fetzer Vineyard Winemaker be awarded the 2018 California All Star Awards.

Motion:

It was moved by Director Hime and seconded by Director Chong to accept the committee's recommendations for the Agricultural Industry Awards for 2018 and to recommend approval by the full Board. **All in favor, motion carried unanimously.**

ADJOURNMENT

The Annual State Fair Committee meeting adjourned at 10:57 a.m.