



Notice of Meeting

California Exposition & State Fair

Strategic Planning Retreat

Meeting of the Board of Directors

To Be Held

Thursday, November 1, 2018 at 8:00 a.m.

And

Continuing on Friday, November 2, 2018 at 8:00 a.m.

2nd Floor Conference Room

California Fair Services Authority (CFSA)

1776 Tribute Road

Sacramento, California 95815

Rima Barkett, Chair

Rina DiMare, Vice Chair

Sonney Chong, Director

Jess Durfee, Director

Corny Gallagher, Director

Rex Hime, Director

David Mallel, Director

K. Mark Nelson, Director

Tony Ortiz, Director

EX OFFICIO MEMBERS

Governor Edmund "Jerry" G. Brown, Jr.

Senator Dr. Richard Pan

Senator Anthony Cannella

Assembly Member Kevin McCarty

Assembly Member Susan T. Eggman

253 days to the California State Fair (July 12-28, 2019)

This notice is also available on the Internet at: www.calexpo.com

Mission Statement

The California Exposition & State Fair mission is to create a State Fair experience reflecting California including its industries, agriculture, and diversity of its people, traditions and trends shaping its future supported by year-round events.

Policy Statement

The Board shall serve as the policy-making body for the California Exposition & State Fair and shall have full responsibility for the year-round management and operation of all facilities of the California Exposition & State Fair.

Public Comment

Any member of the public wishing to address the Board on any matter listed for consideration on this agenda shall fill out a Speaker's Form and provide it to the Board's Recording Secretary. All speakers will be recognized by the Chair and be allowed a maximum of three minutes to address the Board at the time the agenda item is being considered by the Board. If you wish to address the Board on a matter not listed on the agenda, you have that right. If you wish to exercise that right, please fill out a speaker's form and provide it to the Board's Recording Secretary. You will be allowed a maximum of three minutes to address the Board during the Public Comment item on the agenda.

STRATEGIC PLANNING RETREAT

1. Welcome & Introductions
 - a. Overview of Process and Expectations
2. Review of Progress on Obtaining Board Established Goals for 2018
3. Review and General Discussion Financial Projections
4. General Discussion of the Draft 2019 Budget and Next Steps
5. Partnership Presentations and Discussions
6. Brief Recap of the 2018 State Fair and Discussion of 2019 State Fair
7. Brief Recap of Legislative and Administrative Funding Efforts
8. General Discussion of Potential Revenue Generating and Expense Reduction Ideas
9. Establish Board Priorities for 2019-2021

Date of Notice: October 23, 2018

Pursuant to the Americans with Disabilities Act, individuals who, because of a disability, need special assistance to attend or participate in any Cal Expo Board, Committee or any Advisory meetings, or in connection with other Cal Expo Activities, may request assistance at the Cal Expo Administration Building Offices, 1600 Exposition Boulevard, or by calling 916-263-3247, during normal business hours. Requests should be made one week in advance whenever possible.