

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

Committee Meeting Minutes  
Friday, September 14, 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)  
Ag Programs Manager  
Recording Secretary

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

Guest Present:

Brian Honebein – Event Partnership  
Amber Williams – un/common

Committee Chair Durfee called the Annual State Fair Committee Meeting to order at 10:00 a.m. and dispensed with reading the Mission Statement and Public Comments Statement. Roll was taken. Director Ortiz was not present.

**Staff Reports**

**a. General Updates**

**1. Exposition Facility, Operations & Events**

AGM Shell reviewed the staff report and answered questions from the committee. She explained Sacramento Stand Down, a new event for Cal Expo, had retired/homeless veterans and their pets check in for the weekend to receive social services. AGM Shell went on to reported that 4 high schools had their graduation ceremonies at the Cove, another new event. She mentioned that Sac Republic was in 4<sup>th</sup> place and still had games to play. PMP has 3 concerts scheduled for the month of September. She reported that the contract for Global Winter Wonderland

had been finalized and workers were beginning to work on the lanterns. CEO Pickering gave a report on how successful the Cannabis Cup was in May.

2. Programs

Programs Manager Weir gave an overview the Programs staff report. She highlighted new programs such as the California Strawberry Commission, Life's Big Ag-Venture Exhibit and National Geographic & California Rice Exhibit. The California Kitchen program had great participation. In Expo Center Bldg. 1 was Silent Disco which was a new program and a new trend. Many times all 300 headphones were handed out to rock out. The Tiny Home Village was a big hit with a lot of guests.

3. Marketing

Deputy General Manger Mohr shared a few highlights from the Marketing. The Branding and Marketing efforts before the fair and during the fair focused on discount ticket packages and an expanded Groupon package through fair. Mohr went on to explain about a new business partnership with the Sacramento Zoo and Cal Expo. She gave a summary of several new events, Navy Week, Out at the Fair, Giving Monday and the Mariachi Completion which were a big success. Concert attendance and revenue were up and "Cool Spots" were a big promotion this year. DGM Mohr shared information about the different media outlets and how a strong media team which included the interns was helpful. Amber Williams from un/common gave a power point presentation about advertising and trends during the fair.

**NEW BUSINESS**

- a. Recommended 2019 State Fair Dates for approval: July 12-28, 2019

**Motion**

Director Hime moved to recommend that the State Fair of 2019 be held during July 12-28, 2019. Director Chong seconded the motion. **All in favor, motion carried unanimously.**

**ADJOURNMENT**

**Motion**

Director Hime moved to adjourn this meeting and Director Chong seconded the motion. **All in favor, motion carried unanimously.**

The Annual State Fair Committee meeting adjourned at 11:23 a.m.