

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Cultural Advisory Council Meeting

Held Pursuant to Due Notice
Thursday, January 22, 2015

California Exposition & State Fair
Administration Building Boardroom
1600 Exposition Boulevard
Sacramento, CA 95815

Council Members Present:

Rory Kaufman, Chair
Adrian Perez, Vice Chair
Bill Campos
Letitia P. Earl
Rosemary C. Jones
Indi Kallirai
Chris Mateo
Jackie Morris-Henderson
Cat Nou

Council Members Absent:

Stephanie Nguyen
Angel Nazir
Julie Radke

Board Members and Staff Present:

Rick Pickering, Chief Executive Officer
Sonya Logman, External Affairs Director
Carrie Wright, Program Director
Coco Wong, Executive Assistant

Public Present:

Mona Foster, Former CAC Member
Rosemary C. Jones, Former CAC Member

AGENDA

1. CALL TO ORDER

The meeting was called to order by Chair Rory Kaufman at 5:16 p.m. on Thursday, January 22, 2015.

2. ROLL CALL

- a. Roll call was taken, no quorum present.
- b. Council Members Stephanie Nguyen and Julie Radke asked to be excused.

3. INTRODUCTION OF GUESTS & STAFF

Introduction of Guests and Staff were made around the room.

4. MINUTES OF PREVIOUS MEETING

- a. Council Meeting Minutes from December 4, 2014 and Joint Council Meeting Minutes from September 18, 2014 were moved and seconded by Indi and Letitia for approval. **All present voted in favor.**

5. STAFF & MEMBER UPDATES

- a. CEO Rick Pickering reported the following items:
 - General discussion was held regarding the 2015 concert line-up. He thanked members for their suggestions and remained open to further recommendations.
 - Recapped the Global Winter Wonderland event, including attendance and parking numbers. The event received positive feedback from the public and the media. He thanked the CAC members who came to support the event and thanked the staff for their commitment during the holiday season.
 - Announced that the State Fair "California's Kitchen" program received the top Agriculture Program Award given by International Association of Fairs and Expositions. He thanked Program Director Wright and her team for their contributions.
 - Coastal Commission has re-granted Program support the State Fair in 2015.
 - Cal Expo participated as an official Sacramento Ballot Drop off location for the November election.
 - The National USL Pro Soccer League will add more teams and games in 2015; the first Sac Republic home game will be in March. The Bonney Field expansion proposal was reviewed and approved by the Board on Dec. 12, 2014. The proposal would allow for the addition of up to a total capacity of 12,000 seats. The final total will depend on site lines, traffic flow, seat widths, egress, etc.

- Notified the board of ex-officio member updates tied to November election; newly elected Senator Dr. Richard Pan and Assembly Member Kevin McCarty.
- Cal Expo Renewal updates were shared. A revised approach and view, linking the expanded community service, social media, successful business operations, infrastructure investments, etc. have been included in the larger discussion around "Cal Expo Renewal". The Fair Board continues down the path of soliciting creative solutions via short/long term leasing of any portion of Cal Expo through a structured RFQ process.
- Sonney Chong has been re-appointed to the State Fair Board.
- Board Member Hallie Muller recently married, and her new name will appear as Hallie Ochoa in materials.

b. Program Director Carrie Wright reported the following items:

- Updated on the California Fine Art Competition Handbook & Crafts Competition Handbook. The goal is to raise diverse entries from different groups and to seek feedback. She noted there are 18 competitions Handbooks with lots of opportunities.
- Cultural Advisory Council member recruitments were held on January 23rd, 2015. The chosen candidates will be recommended by Board Director Chong and Director Nelson to the Board for approval on February 27th Board Meeting.
- Apprentice Plasters' and Cement Masons' will host a 3 day event during the State Fair to showcase their artistry and to promote the best in their occupation.
- The Program Department will continue to focus on improving the quality of 2015 State Fair programs by focusing on patron comfort and customer service through interactive exhibits.
- Marketing Director Castleberry is working on the "Field Trip Friday" including kid activities and educational program to offer to the students.
- Suggested that the CAC members are encouraged to attend in the State Fair tours with stakeholders during the Fair.

c. External Affairs Director Sonya Logman reported the following items:

- Reaching out to the local neighborhood associations and communities. She solicited CAC for recommendation of established groups that would be beneficial to reach out to.
- Annual State Fair Gala, generating non-profit scholarship program has been shifted to External Affairs for this year. Thursday, June 25 is proposed date.
- March 18 is a Capital Ag Day. CAC members are welcomed to a herd the event.

General discussion was held regarding the State Fair security, training, and crowd control.

6. OLD BUSINESS

- a. CAC Parade
- b. Stage 102
- c. Gospel Stage
- d. State Fair "Scholarship" Program
- e. Ag Council & Cultural Advisory Council
- f. Drum Line (Band) Exhibition
- g. Soccer Stadium: Future Events

General discussion was held regarding the 2015 State Fair recommendations.

7. NEW BUSINESS

- a. Election of Chair
- b. Election of Vice Chair

Elections were tabled due to not having a quorum.

8. ADJOURNMENT

The meeting was adjourned at 6:50 p.m.