

# CALIFORNIA EXPOSITION & STATE FAIR

Annual State Fair Committee Meeting Minutes  
Friday, February 27, 2015  
11:00 a.m.

## MINUTES

Committee Members Present:

Chair Sonney Chong  
Director Rima Barkett  
Director Corny Gallagher  
Director Hallie Ochoa  
Director David Mallel

Staff Present:

Chief Executive Officer (CEO)  
External Affairs Director  
Marketing Director  
Programs Director  
Financial Officer (FO)  
Assistant General Manager, Operations (AGM)  
Recording Secretary

Rick Pickering  
Sonya Logman  
Jennifer Castleberry  
Carrie Wright  
Samantha Brown  
Marcia Shell  
Coco Wong

Others Present in the Audience:

Agriculture Programs Manager Manager  
President at Glass Agency  
Friends of the California State Fair  
Friends of the California State Fair

Director Rex Hime  
Director Mark Nelson  
Director Willie Pelote  
Jay Carlson  
Amber Williams  
Harry Moos  
Ruth Gottlieb

Chair Chong called the meeting to order at 11:06 a.m. and dispensed with reading the Mission Statement and Public Comments Statement.

Roll call was taken by Chair Chong and a full quorum was present.

## **NEW BUSINESS**

- 1. Review and possible Approval Board Liaison's Recommendations of New Member Appointments to the 2015 Cultural Advisory Council**
- 2. Review for Board Approval Agricultural Advisory Council's Recommendation of the 2015 Agriculturalist of the Year Recipient**
- 3. Review for Board Approval Agricultural Advisory Council's Recommendation of the 2015 Vineyard of the Year Award Recipient**

4. **Review for Board Approval Agricultural Advisory Council's Recommendation of Wine Lifetime Achievement Award Recipient**
5. **Review for Approval Agricultural Advisory Council's Support of Staff's Recommendation of the 2015 Agricultural Progress Award Recipient**
6. **Review for Approval Staff's Recommendation of the 2015 Golden Bear Award Recipient**

Program Director Wright reviewed the list of recommended Cultural Advisory Council (CAC) candidates to the Committee for consideration and recommendation to the Board for approval. In addition, CAC recommended to the Board liaisons an early end of term and removal for Council Member Angel Nazir. She was unable to attend meetings in the 2014 calendar year.

Chair Chong reported an overview of the application, review and selection process.

**Motion:**

It was moved by Director Gallagher and seconded by Director Mallel to approve and recommend to the Board the Cultural Advisory Council's Recommendation of New Members to the Council. **All in favor, motion carried unanimously.**

Program Director Wright distributed the Staff report for 2015 State Fair Awards that are traditionally presented at the Friends of Fair Gala. Copies for review are on file.

Director Gallagher reported the recipient of the 2015 Agriculturalist of the Year is Charles Ahlem. Director Gallagher shared his background, knowledge and his leadership roles in supporting many organizations, particularly in sustainability practices.

CEO Pickering noted that Judy King Barkett had been the Program Director of Cal Expo for the number of years. Under her leadership, the Program Department accomplished and established a number of outstanding State Fair Programs. Another honoree, Diane Olds Rossi, has been involved with Calvalcade of Horses over 25 years. Her unique show was recognized with many industry awards.

CEO Pickering noted that Joe Barkett had a great achievement during the time when he served at Cal Expo. He recently helped negotiate the Multi-Use Sports Field Agreement and Amendment No #1. We appreciate his knowledge and expertise in the industry.

**Motion:**

It was moved by Director Gallagher and seconded by Director Ochoa to approve and recommend to the Board Charles "Chuck" Ahlem as the recipients as outlined for the series of 2015 State Fair Awards. **All in favor, motion carried unanimously.**

**Motion:**

It was moved by Director Gallagher and seconded by Director Mallel to approve and recommend to the Board the award recipient for 2015 Wine Lifetime Achievement Award and 2015 Golden Bear Award. **All in favor, motion carried unanimously.**

## **MATTER OF INFORMATION**

- 1. Staff Reports**
- 2. State Fair 2015 General Update**

Program Director Wright reported and updated on the 2015 State Fair Programming. Dream Big will focus more on science and will build an additional mommy's lounge for patrons' comfort. Cal Expo Center Building 3 is creating a new exhibit called "Minds in Motion" this year which will feature teen friendly exhibits to continuously showcase the best of California.

The new Olive Oil Competition Grant has received many positive feedbacks from industries. Producer of America's Heartland will film the Judging of the Olive Oil Competition and air on May 7. Again this year, Beach Buddy Adventure has been awarded a \$40,000 grant from the California Coastal Commission and the program received the National Conservation Crop Award in Washington D.C., February 8-11, 2015.

Marketing Director Castleberry reported that Staff has been working on updating the Cal Expo year-round and State Fair logo to revamp a fun vibe into the brand. The logo is determined with the collaborative effort from Staff and Team at Glass agency. They have developed more than 100 different brandings before they finalized the logo.

The Marketing team will announce the concert line-up and will expect to be released on March 5. The ticketing pricing information will also be published on the website. The marketing team is developing a State Fair Mobile App called InfusionSoft to integrate technology into a user-friendly communication tool.

AGM Shell reported that Staff is still processing the Commercial and concessions' applications.

External Affairs Director Logman reported that Staff continues to explore 2015 partnership opportunities to involve other State agencies, businesses, and non-profit partners. Youth Leadership Day is the new promotional day which focuses on youth development and leadership. She noted the list of the upcoming events for the Committee to involve and support before the Fair. Staff will send a calendar reminder to the Board.

External Affairs Director Logman noted that planning for the annual Gala is well underway and ahead of previous years. 21 sponsorships were received last year. This year, Staff and the event planner, Ruth Gottlieb, are working on getting more sponsorship.

Ruth Gottlieb, the planner of the annual Gala reported that the goal of this year is to increase visibility for the scholarship program, sponsorships, and State Fair to achieve the target as we move forward. Gala packet is ready to distribute in electronic format.

CEO Pickering reported that nearly all 2015 concerts have been booked through the Wilson Event. The concert line-up will release in March for advertising. Horse Racing will host 3 weeks of Thoroughbred Racing for the 2015 Fair.

Mr. Pickering updated on the proposed 2015 State Fair Ticket Pricing. This year, we will increase \$1 dollar each for Monorail ride, Advance ticket and Employee ticket. The Non-Profit Ticket Sales is a new program for fundraising non-profit organizations. They help to promote the sales of State Fair tickets and they can receive one dollar back for each ticket sold. We believe this will be a great marketing opportunity to promote tickets.

Mr. Pickering asked if the Board would like to vote on ticket packages.

Chair Mallel noted that ticket pricing should be left to Staff to determine.

Director Barkett noted that she would like to know if there are changes.

General discussion was held regarding the State Fair and Cal Expo year-round logo brand. CEO Pickering noted that we will move forward with the State Fair Logo. The Year-Round logo discussion was tabled to the Board Meeting.

## **ADJOURNMENT**

### **Motion:**

It was moved by Director Mallel and seconded by Director Mallel to adjourn the Committee Meeting. **All in favor, motion carried unanimously.**

The Annual State Fair Committee meeting adjourned at 12:17 p.m.