

CALIFORNIA EXPOSITION & STATE FAIR

Exposition Facilities & Operations Committee Meeting Minutes
Friday, February 27, 2015
10: 45 a.m.

MINUTES

Committee Members Present:	Chair Hallie Ochoa Director Rima Barkett Director Willie Pelote
Board Members Present:	Chair David Mallel
Committee Members Absent:	Director Patrick O'Brien
Staff Present:	
Chief Executive Officer (CEO)	Rick Pickering
External Affairs Director	Sonya Logman
Marketing Director	Jennifer Castleberry
Programs Director	Carrie Wright
Financial Officer (FO)	Samantha Brown
Assistant General Manager, Operations (AGM)	Marcia Shell
Recording Secretary	Coco Wong
Present in the Audience:	
Ag Manager	Jay Carlson
Human Resources Manager	Anna McKowen
Grant Writer	Nancy Koch
Event Partnerships	Brian Honebein

Director Ochoa called the meeting to order at 10:50 a.m. and dispensed with reading the Mission Statement and Public Comments Statement.

Director O'Brien asked to be excused and a quorum was present.

MATTER OF INFORMATION

- 1. Staff Updates**
 - a. 2014 Rental Program Recap & Presentation**
- 2. Updates on Watch & Wagers**
- 3. Updates on Raging Waters (Agreement #06-0102)**

AGM Shell reviewed the Committee's report and highlighted key events from January through March.

She noted that the California Dental Association (CDA) Cares will provide free dental services for more than 2,000 patients on March 27 & 28. California Dental Association

(CDA) Foundation is returning this year to Cal Expo for a two-day event, which was last held at Cal Expo in 2012. AGM Shell shared general event information and noted the organizers are expecting long wait times and are planning accordingly.

The International Sportsmen's Exposition and the Home & Landscape show which both operated in January were very successful, reporting high attendance compared to the previous year.

AGM Shell noted that Raging Waters concluded their 2014 season with record performance in revenue. Raging Water's agreement with Cal Expo will expire this year per the existing Agreement. Raging Waters has delivered in writing their intent to exercise their first exertion option. Staff and Raging Waters are working to renew their contract for the next 10 years. Raging Waters proposed an additional \$300,000 capital investment plan to revamp a current food service facility for pizza and possible additional capacity for food sales.

Sacramento Republic FC hosted their first Soccer game on February 21. With the partial seating upgrades and installation of new bleachers on the North end of the field, it opened with over 10,000 soccer fans for the first home match game. 15 home matches are scheduled at Bonney Field in 2015 season.

A photo slideshow presentation of events held at Cal Expo Events and a video of Parques Ruidos were shown by AGM Shell and External Affairs Director Logman to the Board by Staff.

FO Brown mentioned that Raging Waters has been a great partnership. The revenue in 2014 has been increasing for the last four years.

External Affairs Director Logman reported that Cal Expo hosted a site visit and tour, in partnership with the Department of Social Services and OES. 22 response coordinators attended the meeting from local, State Federal and non-profit organizations. An overview tour of facilities was provided to assist in Bay Area Disaster Response plans and updates.

ADJOURNMENT

The Exposition Facilities & Operations Committee meeting adjourned at 11:05 a.m.