

CALIFORNIA EXPOSITION & STATE FAIR

Annual State Fair Committee Meeting Minutes
Friday, April 24, 2015
10:00 a.m.

MINUTES

Committee Members Present:	Director Rima Barkett Director Corny Gallagher Director Hallie Ochoa
Board Members Present:	Chair David Mallel
Committee Members Absent:	Chair Sonney Chong
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
Others Present in the Audience:	
Ag Manager	Jay Carlson
President at Glass Agency	Amber Williams
Event Partnership	Brian Honebein Anna

Director Gallagher called the meeting to order at 10:01 a.m. and dispensed with reading the Mission Statement and Public Comments Statement.

Roll call was taken by Director Gallagher. Chair Chong had to ask to be excused. A quorum was present.

NEW BUSINESS

1. Staff Updates—2015 Annual State Fair

Program Director Carrie Wright reviewed the staff report included in the Board's packet.

Staff has started to build the Expo Center; we are reconstructing the buildings and mainly focusing on line of site and pedestrian flow on our property under CEO Pickering's direction.

New program Olive Oil Judging will be held on May 7, 2015. We have received 142 entries for the first year of this new program.

The Executive Committee of Agricultural Advisory Council (AAC) has met since January to review the membership and discussed the recruitment strategy. The new AAC membership appointments will need the Board's approval at the Board Meeting.

Marketing Director Jennifer Castleberry reviewed the staff report included in the Board's packet.

Marketing Team has developed collateral material to support the various competition outreach programs. We have launched a Facebook campaign, specifically to various competitions.

The overall campaign for Fair-time advertising will be presented by The Glass Agency at the Board Meeting.

This year, the marketing team started early to promote the ticket sales. So far we have received \$50,000 in ticket sales for the concert. The Groupon offer will extend the sale only until June 12 in order to alleviate possible cannibalization of our direct sales.

Brian Honebein of Event Partnership has been working with many returning program sponsors to renew their deal for 2015 Fair.

AG Marcia Shell reported that all indoor commercial vendors are booked; outdoor locations are still available.

External Affairs Director Sonya Logman reported that Staff continues to explore 2015 partnership opportunities to involve other State agencies, businesses, and non-profit partners. Staff and the marketing team are working cohesively to finalize the application for the non-profit ticket sale packet.

ADJOURNMENT

Motion:

To adjourn the Committee Meeting (MSA: Gallagher/Barkett). **All in favor, motion carried unanimously.**

The Annual State Fair Committee meeting adjourned at 10:46 a.m.