

# STATE★FAIR | CALIFORNIA CALIFORNIA | EXPOSITION

## Meeting Minutes

California Exposition & State Fair

Meeting of the Cultural Advisory Council and Agricultural Advisory Council  
Held

**Thursday, September 18, 2014 at 5:00 pm  
In the Administration Building Boardroom**

California State Fairgrounds  
1600 Exposition Blvd.  
Sacramento, California 95815

List of Council Members on file at Cal Expo

### **Council Members in attendance:**

Dennis Albiani, Ag Advisory Council  
Bill Campos, Cultural Advisory Council  
Teresa Castanias, Ag Advisory Council  
John Chiles, Ag Advisory Council  
Judy Culbertson, Ag Advisory Council  
Letitia Earl, Cultural Advisory Council  
Lesa Eidman, Vice Chair, Ag Advisory Council  
Mona Foster, Cultural Advisory Council  
Ernie Hodges, Ag Advisory Council  
Rosemary Jones, Cultural Advisory Council  
Indi Kallirai, Cultural Advisory Council  
Rory Kaufman, Chair, Cultural Advisory Council  
Gail Kautz, Ag Advisory Council  
Marcia Kimura, Ag Advisory Council  
Mark Linder, Ag Advisory Council  
Sharon Lynch, Ag Advisory Council  
Lloyd McCabe, Chair, Ag Advisory Council  
Jackie Morris-Henderson, Cultural Advisory Council  
Catherina Nou, Cultural Advisory Council  
Suzanne Oppegard, Ag Advisory Council

Rebecca Osumi, Ag Advisory Council  
Harold Peterson, Ag Advisory Council  
Adrian Perez, Vice Chair, Cultural Advisory Council  
Len Richardson, Ag Advisory Council  
Mary Richardson, Ag Advisory Council  
Julie Rokser, Cultural Advisory Council  
Lee Ruth, Ag Advisory Council  
Ron Schuler, Ag Advisory Council  
Walt Shaw, Ag Advisory Council

### **Board Members, Staff and Guests present:**

Sonney Chong, Chair, CSF Board  
Corny Gallagher, CSF Board Member  
Hallie Muller, CSF Board Member  
Rick Pickering, Chief Executive Officer  
Jennifer Castleberry, Marketing Director  
Paul Gillingham, Entertainment Director  
Carrie Wright, Program Director  
Jay Carlson, Ag Programs Manager  
Jake Rowe, CSF Staff  
Randy Brink, CSF Goodwill Ambassador

## **1) CALL TO ORDER**

- a) The meeting was called to order by Randy Brink.

## **2) OPENING REMARKS**

- a) Rory Kaufman, Cultural Advisory Council Chair, welcomed both Councils and complimented the Agricultural Advisory Council on their great work.
- b) Lloyd McCabe, Agricultural Advisory Council Chair, dispensed with the mission of both Councils and as note they are designed to support the State Fair. He related that he thought this was a historic meeting and great step in the right direction.

## **3) INTRODUCTION OF GUESTS & STAFF**

## **4) 2014 UPDATE**

### **a) Staff update**

#### **1) CEO Report**

CEO Pickering recapped the successes and challenges of the 2014 fair:

- The marketing company, Glass Agency, was selected through the State's Request for Proposal (RFP) process and during their first year on contract produced a campaign focused on "celebrating the best" and the "iconic blue ribbon". The campaign was very well received by media.
- State Fair had several markers of success attendance was up by 11%; food vendors reported record numbers at approximately \$8 million dollars in gross sales, making the fair one of the largest food festivals; State Fair gained 108,000 thousand Facebook followers; second week of horse racing was the best week on record
- Yahoo Travel and several others named the State Fair one of the top the fairs in America
- Bonney Field opened on June 20, 2014. Soccer was a success with five soccer games (including international matches) were hosted during the State Fair.
- We had challenges with four different fires on the American River Parkway; one fire occurred kids free day that closed the freeway for a period of peak travel time.
- One of the Hispanic Dance events in the Show Arena was cancelled by the promoter due to talent travel issues out of Mexico.

- The transfer to a new website was challenging due to some contractual issues.
- Overall, the fair was successful financially and the community appeared to respond and enjoy the event.

## 2) Executive Team Updates

Entertainment Director Paul Gillingham reported that the entertainment department filled over 350 spots with 150 different groups of entertainers most playing for free. The Gospel Fest included gospels from all cultural. He thanked Mona Foster for her help this year with the entertainment

Marketing Director Jennifer Castleberry was introduced to both Councils. She reported on the overall success of the marketing campaign:

- Sponsorships up by 18 percent;
- Digital campaign garnered 30 million impressions and 169,000 digital engagements;
- Click through rate was 129 percent above industry standards (767,248 web sessions and 3.3 million page views);
- Became the most liked fair in the Western United States; and
- More than 662 broadcast stories ran about Cal Expo and the State Fair with a viewership of 20,833,923.

Program Director Carrie Wright reported information from her Staff report to the Board dated August 11, 2014 (attached here for the record).

Both Councils participated in an interactive recap of the 2014 State Fair and contributed ideas for the 2015 State Fair, facilitated by Program Director Wright. Director Wright opened the session by thanking the Councils in initiating the first joint CAC and AAC meeting.

### **b) What worked well at the 2014 State Fair (CAC and AAC perspective)**

- Mother's Area/ Dream Big
- Changes to the Gala, better program
  - Ag heritage breakfast
- "Kitchen"- CAC- Challenge (move open video cam)
- Farm - Growing, signage, renewed kids program
  - Lots of compliments , kids
- Farmer's Market and availability of fresh fruit
- Up in County exhibits
- Beckwourth exhibit
- More jovial host at the concert

- Extra shade and seating
- Bungee jump and rides (flow for kids)
- FMX change (traffic flow)
- Lots of FREE stuff- Food etc.
- "Wine babysitting program"
- Forestry Center- T-Shirts "coolest" animals
- Cavalcade- Free Activities
- Wider Aisles/ shade
- Social Cafe Photo Op
- CA Grown Photo Op

**c) Opportunities for improvement:**

- FM 102. Stage change
- More programming in the horse arena
- Showcase AAC-CAC
- Focus Kids in marketing campaign
- Free kids child ticket promotion
- Incentives
- Presentation of Wine Award (timing & completion)

**5) IDEAS FOR 2015**

**a) Discuss common ground and priorities:**

- Explore Culture through food
- Work with Vet School (Science)  
Class on Sat
- New Food at Fair (Marketed)  
Featured food
- Explore careers in AG (young People)
- Technology Pavilion- WIFI
- State Finals Video Competition  
"State Champion Video"
- Look @ Tulare Farm School
- Best stories newspaper, radio & television
- Recording studio for interviews
- During Fair Survey for councils
- County Exhibits
- Coordinate media outlets

- Read to Ride Program
- Water- conserve
- From AG to the house
- Recycling
- Rodeo
- Diversity of Food/ Farming
  - Herbs (medicine)
  - Different uses of food
  - The whole picture
  - Different food
- Farmers Market (Food)

General discussion followed the brainstorming activity to focus on priorities.

Both Councils agreed that **youth, education, food** (ag and water) and **technology** should be the highest priorities when developing programming or allocating resources.

## 6) CLOSING COMMENTS

- a) Rory Kaufman, Cultural Advisory Council Chair, thanked all those that had helped him throughout his service on the Cultural Advisory Council and distributed resolutions to Greg King, Tina Novoa, Mona Foster, Paul Gillingham, Carrie Wright and Robert Craft.
- b) Lloyd McCabe, Agricultural Advisory Council Chair, closed by thanking all that participated and noting how similar the two Councils were in their goals.

## 7) ADJOURNMENT