



Meeting Minutes

California Exposition & State Fair
Meeting of the Cultural Advisory Council
Held on

**Thursday, November 19, 2015 at 5:00 pm
In the Administration Building Boardroom**

California State Fairgrounds
1600 Exposition Blvd.
Sacramento, California 95815

Council Members Present

Jackie Morris-Henderson, Vice Chair

Bill Campos, Member
Anita Johnson, Member
Indi Kallirai, Member

Catherine Nou, Member
Julie Rokser, Member
Cha Vang, Member

Board and Staff Present

Rick Pickering, CEO
Carrie Wright, Program Director
Carol Mundy, Fine Arts and California Crafts Programs Coordinator

MISSION STATEMENT

The Cultural Advisory Council was established by the Board of Directors to enhance the outreach efforts of the Board and Staff in the cultural communities throughout the State; to advise the Board on matters pertaining to multi-cultural programs related to education, entertainment and other activities at the annual California State Fair; and to support Board objectives to showcase a broad range of multi-cultural activities during the annual State Fair as well as throughout the year at Cal Expo.

AGENDA

1) CALL TO ORDER – The meeting was called to order by Vice Chair Jackie Morris Henderson at 5:20 p.m.

2) ROLL CALL – Roll was taken. No Quorum present.

3) INTRODUCTION OF GUESTS & STAFF – Program Director, Carrie Wright, introduced Carol Mundy, Exhibit Coordinator who will be responsible for attending CAC meetings and assisting in communicating with the Council via email and phone calls.

4) MINUTES OF PREVIOUS MEETING

No quorum present

5) STAFF & MEMBER UPDATES

CEO, Rick Pickering, updated the Council regarding the following items:

- Winter Wonderland opening night was successful with 11,000 paid admissions. They will continue as they did last year with weekend cultural celebrations.
- Hmong New Year's Festival will be held on Thanksgiving weekend. This is one of the largest Hmong celebrations in California and they have been here every Thanksgiving for many years.
- Press announcement of 1st Rugby Franchise in U.S.A. at Bonney Field, 8 to 10 game season.
- State Fair will be adding an additional stage to host community acts.
- Finances are improving with the success of the fair; adding staff.
- Cal Expo is working on infrastructure upgrades and are replacing 300 toilets with low flow and are considering a 50 acre Solar Farm and Sky Ride.
- Recruiting for police officers and Cal Expo is also upgrading security by investing in more surveillance cameras and making sure council members have 263-3050 security number.
- Many 2016 concerts are booked. CEO, Rick Pickering, asked for input and discussed plans. Jackie suggested Sinbad for comedy act at CSF.

Program Director Wright updated the members on the following items:

- With the success of the Blue Ribbon campaign, we're excited to see what Marketing Agency Glass will do with "The Best" this coming year.

- Fall was filled with strategic planning sessions with the Board, Councils and Staff making great strides in aligning the organization and moving us forward.
- The Programs Department is focused on increasing participants in our competitions – double it.
- New amateur photography competition, focused on youth and adult.
- Industrial technology entries have continually decreased despite efforts to promote while art entries are up. Combining Science with Industrial Ed and Arts, will create a new “Student Showcase” focusing on schools youth education.
- School farm tours, 600 students in 6 weeks, booking spring tours on sliding scale.
- 72 Non-Profits in California participated in the new ticket program.
- Chef Breedlove, our official State Fair Chef, will return in 2016.

6) Other Business

- a. Adrian Perez stepped down as chair. Jackie Morris Henderson read his letter of resignation. The Council members present were read Adrian Perez’s resignation as Chair and Member due to upcoming time commitments. Jackie will be Acting Chair until elections can be held on January 21, 2016.
- b. Discussion regarding Council participation and CAC Member recruitment took place.

7) ADJOURNMENT – The meeting was adjourned at 7:02 p.m.