



**Agricultural Advisory Council Meeting Minutes
Held
Tuesday, December 1, 2015 at 4:00 p.m.
Cal Expo Boardroom, Administration Building**

COUNCIL MEMBERS IN ATTENDANCE

Lesa Eidman, Chair
John Chiles, Vice Chair
Marit Arana
Judy Culbertson
Sara Curtis
Brenda Davis
Richard Engel
Dan Flynn
Robert Gore
George Gough
Jennifer Johnson
Gail Kautz
Marcia Kimura
Michelle Leinfelder-Miles

Randy Lovell
Sharon Lynch
Lloyd McCabe
Rick Nelson
Suzanne Opegard
Mary Richardson
Len Richardson
Lee Ruth
Erica Sanko
Ron Schuler
Walt Shaw
Terry Witzel

California Exposition and State Fair Board and Staff

Rima Barkett, CSF BOD
Hallie Ochoa, CSF BOD

Jay Carlson, Ag Program Manager
Don Callison, Event Coordinator
Carrie Wright, Program Director

Minutes

1. The meeting was called to order at 4:06 p.m.
2. Chair Report – Chair Eidman led a round of introductions asking that each member to report their name, affiliation to the fair and how long they have been involved with the California State Fair for the benefit of the new members in the room.

3. **Motion** to Approve of Meeting Minutes from April 24th, 2015 and Sept. 17th 2015 was made (Engel/Gore). All those present voted in favor of the motion.

4. Membership Update – Council Member Engel reported that several new applications had been received. Each applicant introduced themselves. **Motion made** to recommend to the California State Fair the following as new members: Jon Daniel Flynn, Patsy Gilbert, Megan Huber, Jennifer Johnson, Michelle Leinfelder-Miles, Dannie Mitchell and Brett Tank (Lynch/Schuler). All those present voted in favor.

5. Committee Reports
 - a. **Executive Committee** – Chair Eidman reported that the Executive Committee and Committee Chairs met on both Oct. 6 and again on November 17 to discuss strategy in regards to committee structure and Council engagement. Each Chair worked with their respective Committees to review and if necessary adjust the Committee charge. Each charge was reviewed to ensure that it supported the overall mission of the AAC and the broader mission of the California State Fair. They also committed to meeting once in the first quarter of 2016 to develop goals and help support the State Fair’s mission. The Executive Committee recommended minor changes to the overall mission of the ACC (attached) Program Director Wright will assign individual staff members to each committee to ensure easy communication.

 - b. Gala/California’s Wine/Agriculturalist of the Year Committee – Council Member Lynch proposed that three of the standing committees, Gala, Wine and Agriculturalist of the Year would be combined to form one committee. They recommended it be called the California Agriculture Recognition and Celebration Committee. She proposed the following charge:

California Agriculture Recognition and Celebration Committee

Charge: Promote the California State Fair through recognition of both individuals and organizations or businesses involved in agriculture.

Lynch also reported on the outcome of the 2015 Gala. She noted that table sponsor sales were up significantly, the auction did well and for the first time in many years the event ended with a positive financial return. Continued use of using a fundraiser for the event is was recommended.

- c. Farm and Food Committee – Council Member Nelson reported one minor change to the charge but that they committee had previously reviewed the charge therefore it already supported the overall mission:

Farm and Food Committee Charge: The committee supports the overall mission of the California State Fair to inspire California to be even better. The committee focuses on showcasing California food production, agriculture, technology, sustainability, nutrition, farming techniques and

practices both old and new, as well as, environmental interactions and impacts of production and food safety.

- d. Ag Heritage Committee – Council Member Culbertson reported out that the Committee will be meeting soon to get a jump start on the Ag Heritage Breakfast. She explained the overall Committee and supplied the following charge:

California Agricultural Heritage Committee Charge: The Ag Heritage Committee shall advise the Fair Staff in the development and promotion of the California Agricultural Heritage Club (Ag Heritage Club) in cooperation with partners.

- e. Equine Program Committee - Council Member Opegard recommended keeping the same charge and called for members to join her on the committee.

Equine Program Committee Charge: The Equine Committee shall promote Equine Programs through the annual fair and interim events

- f. Livestock and Animal Care Committee – Council Member Gough reported that the committee met in April and received many positive comments from members of the public. He presented very few changes to the committee charge.

Livestock and Animal Care Committee Charge: California Exposition & State Fair (Cal Expo) is dedicated to establishing and maintaining a professional and responsible approach regarding the health, care and welfare of all animals housed within its facilities while upholding the animal agriculture education mission of the California State Fair.

- g. Youth Development and Recognition Committee – Council Member McCabe **Youth Development & Recognition Committee (Sale of Champions and Scholarship) Charge:** The committee assists in the selection process of the State Fair scholarship recipients. The Scholarship recognition program is a collaborative effort among the Friends of the California State Fair, California Exposition & State Fair, and the California State Fair Agricultural Advisory Council. This program seeks to motivate well-rounded, high academic achievers in pursuit of their future careers and life goals. The committee also assists the State Fair in organizing and coordinating the various aspects of the State Fair Sale of Champions. The Sale of Champions provides a forum for exhibitors to sell their award winning livestock and small animals.

- 6. **Motion** made to Approve of Committee Charges as presented during Committee reports (Kautz/Gough). All those present voted in favor.

7. Cal Expo and 2016 Fair Program Update – Program Director Wright reported the following:

- Fall was filled with strategic planning sessions with the Board, Councils and Staff making great strides in aligning the organization and moving us forward.
- Winter Wonderland opening night was successful with 11,000 paid admissions. They will continue as they did last year with weekend cultural celebrations.
- 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.
- 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.
- 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.
- The Programs Department is focused on increasing participants in our competitions – double it.
- School farm tours, 600 students in 6 weeks, booking spring tours on sliding scale.
- Chef Breedlove, our official State Fair Chef, will return in 2016.

External Affairs Director Sonya Logman reported the following:

- Just returned from Korea where she represented California Agriculture and the California State Fair through an Ag Expo and several University visits.
- 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.
- Reported there may be legislation introduced to form a Conservancy on the American River Parkway.
- Recruiting for police officers and Cal Expo is also upgrading security by investing in more surveillance cameras.
- Reported that CEO Rick Pickering and Board of Director Rima Barkett were able to represent California at the Expo Milan Worlds Fair. Pickering opened World Food Week with his lecture on California Agriculture, the local Farm to Fork movement and the importance of transportation as part of the food system.

Director Barkett commented that it was great to see so many of our veteran members relaying their experience and embracing changes. In addition, she commented it was nice to meet the new members and hear their input.

Director Ochoa thanked the Council for their work and let the audience know that the Board supports their efforts.

8. Chair Lynch explained the overall process for the Agriculturalist of the Year Nomination selection. Applications were available in hard copy and she emphasized the January 22, 2016 due date.
9. Nominating Committee Report & Election of Officers – Executive Committee Member Rich Engel presented the following slate of officers: John Chiles as Chair, Chris Zanobini as Vice-Chair. **Motion** made to approve the slate of officers was made (Ruth/Davis). All those present voted in favor.

John Chiles thanked Lesa Eidman for her service and adjourned the meeting.