

# **CALIFORNIA EXPOSITION & STATE FAIR**

Minutes of the Cultural Advisory Council Meeting

Held Pursuant to Due Notice  
Thursday, May 29, 2014

California Exposition & State Fair  
Administration Building Boardroom  
1600 Exposition Boulevard  
Sacramento, CA 95815

**Council Members Present:**

Rory Kaufman, Chair  
Letitia P. Earl  
Mona Foster  
Rosemary C. Jones  
Indi Kallirai  
Jackie Morris-Henderson  
Stephanie Nguyen  
Cat Nou  
Julie Rokser

**Council Members Absent:**

Adrian Perez, Vice Chair  
Bill Campos  
Chris Mateo  
Angel Nazir

**Board Members and Staff Present:**

Mark Nelson, Board of Director  
Rick Pickering, Chief Executive Officer  
Sonya Logman, External Affairs Director  
Carrie Wright, Program Director  
Paul Gillingham, Entertainment Director  
Greg Kinder, Deputy Manager of Programs  
Linda Hunt, Administrative Assistant  
Sgt. Scott Smith  
Amber Williams, Glass Agency  
Brantley Payne, Glass Agency  
Siobhann Mansour, Glass Agency  
Abby Borsted, Glass Agency  
Andrea Pappas, Glass Agency

## **AGENDA**

### **1) CALL TO ORDER**

- a) The meeting was called to order at 5:09p.m.

### **2) ROLL CALL**

- a) **Motion** made to excuse Chris Mateo, Adrian Perez and Bill Campos (Kallirai/Earl).  
**Motion carried.**
- b) Quorum present

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

### **4) MINUTES OF PREVIOUS MEETING**

- a. Council Meeting Minutes from January, 16<sup>th</sup> 2014 were moved and seconded (Kallirai/Foster) for approval. **Motion carried**
- b. Council Meeting Minutes from March, 20<sup>th</sup> 2014 were moved and seconded for approval as amended after discussion (Rosker/Earl). **Motion carried.**

### **5) STAFF & MEMBER UPDATES**

- a) **Overview of 2014 State Fair Marketing Campaign** – CEO Rick Pickering introduced Glass Agency, a marketing and advertising agency selected to work on the California State Fair. They presented an overview of the marketing campaign for the 2014 State Fair. Members of their Executive team described the overall creative process, approach and strategy to raise consideration in attending the State Fair.

General discussion, including comments, suggestions and questions followed between members of the Council and Glass Agency executives.

- b) **Community Outreach Update** –

**Read to Ride** - Program Director Wright reported that the number of Read to Ride flyers being distributed had doubled over the previous year. Wright thanked to Director Chong and Council Member Campos for connecting State Fair to additional distribution points. Council Member Rokkers continued support with Elk Grove School District distribution, Rokser advised that an earlier drop date is needed in the 2015 school year to allow for more distribution time.

**Community Events** – Program Director Wright reported participation in the Race for the Cure, Pacific Rim Festival and International Kids Day Festival events and thanked those able to volunteer. She continued to ask for volunteers for upcoming events including Juneteenth, Fourth of July and multiple Costco Road Show events.

c) **Program Update –**

**Entertainment Director Paul Gillingham** – Director Gillingham reported that the stages were booked with a diverse group of entertainers and he thanked all those that helped him bring cost efficient acts to the fair. He asked for gospel group recommendations as there was still space. He reported that the CAC parade would occur on Saturday the 12 at 5p.m.

**External Affairs Director Sonya Logman** – Director Logman referenced the printed pieces available for distribution including a “Best Soccer Fan” promo card for soccer games, “Best Selfie” rack card, Sactown’s “Best Home town” as well as the Spanish and English version of several of the pieces. She reviewed the variety of discount ticket options and promotions available to fair patrons.

**Program Director Wright** – Director Wright distributed her California State Fair May Board Report that and reviewed it with the Council (attached). At the conclusion of her report she expressed to the Council that the fair would continue a stakeholder tour program and encouraged Council members to bring leaders to the fair for a tour as a way of sharing our story.

**Deputy Manager of Programs Greg Kinder** – Mr. Kinder reported on the progress of several special exhibits including the Department of Water Resources Drought education exhibit, the Beckwourth Exhibit and the Kitchen Program. He again asked for volunteers to help demonstrate in the Kitchen. Council Members Rosker, Kallirai and Nguyen volunteered to compete in a special cultural cook off competition.

d) **Fairtime Volunteer Opportunities and Important Dates –**

- i) **Walk Along Program** – Sgt. Scott Smith reported that the walk-along program is available for any of the Council members to participate. It has been a successful program in the past and provides one-on-one interaction. Sgt. Smith handed out his personal email for any who wanted consult their calendars prior to signing up and then passed around a sign-up sheet. Chair Kaufman spoke about the history of the program and encouraged members to participate.
- ii) **Friends of the Fair scheduling** – Director Wright discussed that the Friends of the Fair still had volunteer shifts that needed to be filled and encouraged the Council to participate, if possible.

## **6) NEW BUSINESS**

- a) Due to the positive feedback from last year's first ever joint mixer a joint meeting/mixer with Agricultural Advisory Council and Friends of the Fair Board will be held on Saturday, July 12 at 1p.m. Additionally, a first ever Joint meeting will be held after fair September 18.
- b) A discussion of the possible development of CAC Policy and Procedures document that might include such items as: roles and responsibilities, annual goal-setting, parliamentary procedures, history of CAC and other items yet to be determined occurred.

The Council discussed the purpose and benefits of the document. CAC Board Liaison and Board Chair Sonney Chong discussed the original intent of CAC as one of the founding members as well as the current goal of CAC. The general consensus is this document would outline and serve as an introduction for new members. Council members, Kaufman, Perez, Earl and Foster volunteered to work on the history portion of the document. It was noted that any meeting of more than two members would need to be noticed.

## **7) MATTERS OF INFORMATION**

- a) Member Comments – Council member Nguyen has available several interns that would be available to work from July 7 through the end of August.
- b) Staff Comments – CEO Rick Pickering closed the meeting with the following updates: He spoke about the overall momentum of the fair, the importance of working and reaching out to the community and recognizing the best. He noted that Covered California had moved across the street to Cal Expo. He noted State Fair promoted to over 290,000 people through their State issued paycheck stub.

In addition to all the annual award winners this year, we also selected Robert Tse as the inaugural Technology Champion of the Year. Lastly, he reported the success of the scholarship program through Friends of the Fair (to help California youth go to California colleges) and distribution of nearly \$35,000 in scholarships. He thanked the CAC for getting involved in the selection process for 2014 student awardees.

## **8) ADJOURNMENT**

- a) The meeting was adjourned at 7:45p.m.