

## **CALIFORNIA EXPOSITION & STATE FAIR**

Finance Committee Meeting Minutes  
Friday, September 25, 2015  
11:45 a.m.

### **MINUTES**

#### Committee Members Present:

Stand in Chair Patrick O'Brien  
Director David Mallel  
Director Willie Pelote  
Director Rima Barkett  
Director Hallie Ochoa  
Director Rex Hime  
Director Rina DiMare

#### Staff Present:

Chief Executive Officer (CEO)  
Chief Financial Officer (CFO)  
Marketing Director  
External Affairs Director  
Expo Events Director (AGM)  
Program Director

Rick Pickering  
Samantha Brown  
Jennifer Castleberry  
Sonya Logman  
Marcia Shell  
Carrie Wright

#### Present in the Audience:

Glass Agency CEO

Amber Williams

### **STATE FAIR UPDATE**

Director Partick O'Brien standing in for Chair Corny Gallagher.

1. CFO Samantha Brown responded to Director Pelote & Director Chong's inquiries about contracts & payments, Bonney Field revenue, the revenue from the Grandstands and the first year of profit since 2005, and the Clubhouse remodel.
2. CEO Rick Pickering commented on the 2015 CSF attendance during weekends vs. weekdays, continuing to focus on how to bring in more weekday attendance, and addressed some of the traffic issues in the parking lots.
3. Director O'Brien revisited FA2 that Director Mallel is concerned about. The amount of money allocated for Glass Agency and advertisement fees, and about the length of the contract and the time of renewal is not good.
4. Director Hime commented that there is in fact an 'out' clause even with a renewal.
5. Matketing Director Jennifer Castleberry stated that the Board has the ultimate approval and would move forward if they were not comfortable without proof of performance of the agency.

6. CEO Rick Pickering stated that in 2016 there may be a 1 month extension period. Director Pelote asked if the 2016 advertising agency (Glass) is already in place, and the answer was yes.
7. Director Hime responded that the Fair ends in July and holding the next meeting in August is not feasible, time wise.
8. Director Barkett requested that perhaps the committee discuss further at a Board level, Director O'Brien made the motion to further discuss with a full Board, Director Chong 1<sup>st</sup>, Director Barkett 2<sup>nd</sup>.

## **ADJOURNMENT**

The committee adjourned at 12:15 p.m.