



## Meeting Minutes

### Agricultural Advisory Council Meeting

Held on  
**Tuesday, October 18, 2016 at 4:00 p.m.**  
**Cal Expo Boardroom, Administration Building**

John Chiles, Chair  
Chris Zanobini, Vice Chair

#### Attendees

#### Council Members

Marit Arana  
Dorothy Benjamin  
Eric Carleson  
Brenda Davis  
Patsy Gilbert  
Bob Gore  
Megan Huber  
Jennifer Johnson  
Marcia Kimura

Michelle-Leinfelder-Miles  
Harry Moos  
Rick Nelson  
Suzanne Opegard  
Harold Peterson  
Len Richardson  
Mary Richardson  
Lee Ruth  
Ron Schuler  
Brett Tank

#### Board, Staff and Volunteers

Rick Pickering, CEO  
Jaime Campbell, DGM, Operations  
Rachelle Weir, Programs Manager  
Jay Carlson, AG Programs Manager  
Don Callison  
Natalie Minas  
Sue O'Brien  
Michelle Solorzano  
Bailey Solorzano

**1. Call to order**

Vice Chair Zanobini called the meeting to order at 4:05 p.m. noting that several members were stuck in traffic.

**2. Introductions**

Introductions were made around the room.

**3. Approval of Meeting Minutes from April 19, 2016**

**Motion:**

It was moved by Council Member Petersen and seconded by Council Member Ruth to approve meeting minutes from April 19, 2016 as presented. **All in favor, motion carried unanimously.**

**4. 2016 Cal Expo and State Fair Report**

CEO Pickering reports that Cal Expo had a great 2016 State Fair. Next year the 2017 State Fair will be celebrating its 50<sup>th</sup> Birthday at the Cal Expo facilities. The Gala and Sale of Champions had great participation going into fair. Programs had increase in entries. Competitive entries were up, food and carnival sales were equal to last year's which was a record setting year. Overall attendance was down. There were no Rugby or Soccer games; however Sac Republic is planning on having several events next year. State Fair Board retreat will be next week, where the Board will be going over these issues and planning for 2017. State Fair is being asked about Cabanas and we are observing other State Fairs and how they are expanding their competitive programs. This year was the first year that Cal Expo had metal detectors thanks to a federal homeland security grant. In addition to metal detectors we are improving our on grounds camera system and obtaining a license plate reader.

a. Gala & Best of California Tasting

Mr. Callison reported this year at the Gala there was a pre-gala reception that had a great response from vendors that were in attendance. This pre-reception allow vendors to display their product and attendees to sample the best from our various commercial completions. The Gala had record attendance. This year "fund a need" was introduced and raised funds for the farm. There was a discussion about the planning of the program for next year and it was referred to the gala committee to come back with a recommendation to the council.

b. Ag Heritage Breakfast

Mr. Callison reported that the Ag Heritage Breakfast was a great success. This year they honored 19 farm/ranches for various years of service from 100-175 years. The breakfast served over 175 people. A big thank you to the Sponsors for their support.

- c. **Equine Exhibits and Activities**  
 Committee Chair Oppeward reported that the Equine Exhibits had a very successful year. She thanked Michelle Solorzano for her leadership. There was a great variety of entertainers. Texas Trick Riders, Bobby Kerr and the Chandelier Horse Productions to name a few. There was a 50% increase in classes entered. Our new partnership with UC Davis Large Animal Vets went very well and hope to continue with it in 2017. The Equine Champion Challenge was great this year. A big thank you to Gayle Kautz for her continued support.
- d. **Farm and Farm School Tours and Activities**  
 Ms. Minas, Education Coordinator reported that they were able to introduce new technology this year to the Farm. HydroAg greenhouse has a cutting edge display of hydro and aeroponic systems to grow food for indoor farming. Courtesy of Garden Smart, the farm was able to showcase the EZ-clone machine, the first of its kind in the nation. The EZ-clone can clone over 500 plants at one time. There were over 3200 students that toured the Farm this year and we currently have reservations for 420 students for spring 2017 farm tours. With the continued support of management and the executive staff the program continues to grow and develop the tie between farm to fork, food production and farming. Kaiser Permanente is a new sponsor and we look forward to continue working with them. In 2015 the farm donated over 10,000 pounds of produce and this year we are already up to 15,000 pounds.
- e. **Sale of Champions/Champion Challenge**  
 Committee Chair Schuler reported that this was the 2<sup>nd</sup> largest gross sale in 11 years for the Sale of Champions. Thanks to the Council for supporting this program. This event returned to the Tractor Supply Big Barn venue for this year and came off without a hitch. Guest commented they were glad to be back in the Barn and it gave State Fair attendees the opportunity to view the sale from the bleachers.  
 Ag Program Manager Carlson reported on a new competition, Apps for AG. The concept was a result of the AG Round Table. Teams get together for a 48hr "hack a thon" to create an app for Agricultural. Once the app is created the teams come together and they give a "Shark Tank" presentation of their app and are judged. Giving Garden as the winner. This was well received and we hope to continue this competition to next year.  
 2017 Commercial Wine and several other completions will be held earlier in 2017, allowing us to produce the "Best of California" magazine in time for State Fair.

## 5. **2017 Fair Dates**

CEO Pickering explained that there are 2 sets of date for the 2017 State Fair. July 7-23, 2017 or July 14-30, 2017. The California State Horse Racing Board Dates Committee will be meeting to give a recommendation to the Board for horse racing dates which coincide with fair dates.

**6. Public Comments/Agenda Items for Future Meetings**

There was a question and discussion about the Lower American Conservancy.

**7. Council Members Comments/Agenda Items for Future Meetings.**

There was a suggestion to explore other ways to use the Arena here at Cal Expo.

**8. Adjournment**

The next council meeting is scheduled for December 6, 2016 and there has been a request to move the meeting to December 13, 2016.

**Motion:**

It was moved by Council member Schuler and seconded by Council member Davis to change the next council meeting date to December 13, 2016. **All in favor, motion carried unanimously.**

**Motion:**

It was moved by Council member Ruth and seconded by Council member Tank to adjourn the Agricultural Advisory Council Meeting. **All in favor, motion carried unanimously.**

Meeting adjourned at 6:15 p.m.