

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Board of Directors Regular Meeting

Held Pursuant to Due Notice
January 27, 2017

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

Directors Present

Director Mark Nelson, Chair
Director Sonney Chong
Director Rina DiMare
Director Jess Durfee
Director Corny Gallagher
Director Rex Hime
Director Patrick O'Brien

Directors Absent

Director Rima Barkett, Vice Chair
Director David Mallel
Director Hallie Ochoa
Director Tony Ortiz

Staff Present

Rick Pickering, Chief Executive Officer (CEO)
Tom Martinez, Chief Deputy General Manager
Samantha Brown, Deputy General Manager Administration
Margaret Mohr, Deputy General Manager Business Development & Marketing
Rachelle Weir, Programs Manager
Marcia Shell, Assistant General Manager, Expo Events
Jay Carlson, AG Programs Manager
Chief Robert Craft, Chief of Police
Randy Brink, Goodwill Ambassador
Sue O'Brien, Recording Secretary

Others Present

Brian Honebein, Event Partnership
Jen Koga, Staff
Maricela Ramirez, Staff
Don Callison, Staff

*May not include all others present in the room or arriving late.

1. CALL TO ORDER

The meeting was called to order by Chair Nelson at 1:01 p.m. Chair Nelson noted that there was no public in the room and the Mission Statement, Policy Statement and Public Comment Statement were included in today's Agenda.

2. PLEDGE OF ALLGIANCE

Chair Nelson asked pasted Chair O'Brien to lead the Board and Staff in the Pledge of Allegiance.

3. ROLL CALL

Roll call was taken by CEO Pickering and a quorum was present. Vice Chair Barkett, and Directors Mallel, Ochoa and Ortiz were not present. The absence Directors asked to be excused.

Motion:

It was moved by Director Hime and seconded by Director Chong to excuse the absences of Vice Chair Barkett, Director Mallel, Director Ochoa and Director Ortiz. **All in favor, motion carried unanimously.**

4. INTRODUCTION OF GUESTS & STAFF

Introduction of Guests and Staff were made around the room.

5. PRESENTATION

- a. Presentation by the Board to Outgoing Chair Patrick O'Brien
Outgoing Chair O'Brien was presented with a Gavel Set and a Director's Chair on behalf of the Board.

6. MINUTES OF MEETINGS

- a. Accept Cultural Advisory Council Meeting Minutes of November 16, 2016, as presented

Motion:

It was moved by Director Chong and seconded by Director Durfee to accept the Cultural Advisory Council Meeting Minutes of November 16, 2016 as presented. **All in favor, motion carried unanimously**

- b. Approve Board Meeting Minutes of December 9, 2016, as presented

Motion:

It was moved by Director Hime and seconded by Director Chong to approve the Board Meeting Minutes of December 9, 2016. **All in favor, motion carried unanimously**

7. COMMITTEE AND STAFF REPORTS

a. Annual State Fair Updates

Director Durfee reported that there was not a quorum and it was recommended that "Item a" under New Business be discussed by the full Board.

Move Agenda Item

Chair Nelson suggested taking item 11a under New Business be taken out of order.

Motion:

It was moved by Director Durfee and seconded by Director O'Brien to take item 11a under New Business out of order. **All in favor, motion carried unanimously.**

8. FINANCIAL REPORTS

a. Service Contacts Requiring Board Notification

DGM Brown reported that 5 of the contracts requiring Board Notification were for State Fair concerts and the remaining one is for lodging for the State Fair Wine Judges.

9. CORRESPONDENCE

None

10. UNFINISHED BUSINESS

None

11. NEW BUSINESS

a. Review and Possible Approval of Admission and Parking Rates for the 2017 State Fair

Director Durfee reported that since there had not been a quorum at the Annual State Fair Committee meeting, it was decided to have this item heard by the full Board. It was pointed out that raising parking rates made financial sense. It was generally shared that the costs of parking could be absorbed by a carload of attendees, rather than an increase on individual admissions. It was also shared that this was in line with the Governor's desire to reduce greenhouse emissions. It was further discussed that raising admission prices required further study and analysis.

Motion:

Director O'Brien made a motion to raise State Fair Time parking to \$15.00 with the understanding that staff will come back with information to pursue the potential of preferred parking. Director DiMare seconded the motion.

All in favor, motion carried unanimously.

It was requested to have a report back regarding Cal Expo cash sponsorships compared with other large fairs. Staff contacted several large fairs and the outcome illustrated Cal Expo had a higher percentage per attendee than similar fairs.

12. MATTERS OF INFORMATION

- a. Public Comment on Matters not on the Agenda
None
- b. CEO Comments
CEO Pickering stated that Committee and Chair assignments were completed and those rosters were e-mailed. Rock and Brews has language approved by all parties' involved and finalizing exhibits to attach to the agreement. There has been some storm damage, several tree coming down and roofs leaking. Staff is having layout meetings for 2017 State Fair.
- c. Directors Comments/Agenda Items for Future Meetings
Chair Nelson commented on WFA Conference and the Consumer Protection Class and the Cannabis workshop that he attended. 169 days to the best State Fair ever.
Director Durfee was impressed with the level of participation and leadership displayed by the Cal Expo staff.
Director DiMare thanked everyone for their hard work.
Director Gallagher was impressed with the web-site update.
- d. Next Board Meeting - **February 24, 2017**
- e. Other, if any

13. CLOSED SESSION

There was no closed session.

14. ADJOURNMENT

Motion:

It was moved by Director O'Brien and seconded by Director Durfee to adjourn the Board Meeting. **All in favor, motion carried unanimously.**

The Board of Directors meeting was adjourned at 1:54 p.m.