

CALIFORNIA EXPOSITION & STATE FAIR
ANNUAL STATE FAIR COMMITTEE

Committee Meeting Minutes
Friday, June 2, 2017
11:00 a.m.

MINUTES

Committee Members Present:

Director Jess Durfee
Director Sonney Chong
Director Tony Ortiz

Committee Members Not Present

Chair Rima Barkett

Staff Present:

Chief Executive Officer (CEO)
Chief Deputy General Manager (CDGM)
Deputy General Manager-Administration (DGM)
Deputy General Manager–Business Development (DGM)
Programs Manager
Expo Events Director (AGM)
Ag Programs Manager
Chief of Police
Recording Secretary

Rick Pickering
Tom Martinez
Samantha Brown
Margaret Mohr
Rachelle Weir
Marcia Shell
Jay Carlson
Robert Craft
Sue O'Brien

Jen Koga, Staff
Don Callison, Staff
Sabrina Rodriguez, Staff
Darla Givens, Staff
Brian Honebein, Event Partnership

Guest

Suzanne Oppedard
Stan Oppedard
Gail Kautz
Dannie Marie Mitchell
Harold Peterson
Lee Ruth

Committee Chair Barkett was not present at this meeting; Board Chair Nelson asked that Director Durfee be the acting Chair.

Acting Chair Durfee called the Annual State Fair Committee Meeting to order at 11:00 a.m. Roll call was taken and a quorum was present.

Staff Reports

a. General Updates

CEO Pickering gave general updates of progress on State Fair Planning, Clean Energy – Solar, Staffing Updates, Horse Racing, Farm Dinners and Blue Ribbon Brunch.

Programs Manager Weir reported exhibits are moving in. Staff is working on the lectures series for wine education in the classroom. Competitions are moving forward and being set up. She also mentioned the Time Capsule and the Farm Workers exhibits.

AG Programs Manager Carlson mentioned Farm Tours for this spring were well attended and booking is open for the fall tours. Animal competitions are up on Cal Expo's web-site and accepting entries. Craft Brew entries just closed and we are now the 3rd largest Craft Brew competition in the United States. Farm staff and Marketing are working on producing a Farm video to be used at State Fair.

AGM Shell reported commercial and concessions are very busy. Indoor space is full with a waiting list and there are a few outdoor spaces. Staff is completing the coupon book and \$2 Taste of the Fair will be back on Wednesday and Thursday 11:00am to 4:00pm.

DGM Mohr reviewed her report with the committee. She introduced the media team and commented on the news and radio promotions. The "Read to Ride" program was launched in May and plans are being made for the 4th of July at Cal Expo. DGM Mohr also informed the Committee about the new Water Tower projections and Free Bike Valet this year at the Fair.

CEO Pickering gave a brief report on the Time Capsule.

OLD BUSINESS

a. Continued review and consideration of the proposal by the Equine Sub-Committee of the Agricultural Advisory Council for Flying U Rodeo to be hired to conduct a Rodeo type event at the 2017 State Fair.

Committee Chair Durfee asked if there was any public comment and there was none.

Chair Durfee entertained a motion to recommend to the full Board Option B from Staff's recommendation. Director Chong made that motion and it was seconded by Director Ortiz. It was moved and seconded to recommend to the full board Option B from the Staff's recommendation which is that we put out a request for proposals to have a rodeo promoter or interested parties who are willing to

organize, promote, and produce a rodeo type event for the 2018 State Fair. After a discussion, Acting Chair Durfee called for a vote on the recommendation we would be making to the full Board regarding Option B for the possibility of a rodeo.

All in favor, motion carried unanimously.

ADJOURNMENT

The Annual State Fair Committee meeting adjourned at 11:37 a.m.