

**CALIFORNIA EXPOSITION & STATE FAIR  
ANNUAL STATE FAIR COMMITTEE**

Committee Meeting Minutes  
Friday, September 29, 2017  
11:15 a.m.

**MINUTES**

Committee Members Present:

Rima Barkett, Chair  
Director Jess Durfee  
Director Tony Ortiz

Committee Members Not Present

Director Sonney Chong

Staff Present:

Chief Executive Officer (CEO)  
Chief Deputy General Manager (CDGM)  
Deputy General Manager-Administration (DGM)  
Programs Manager  
Expo Events Director (AGM)  
Recording Secretary

Rick Pickering  
Tom Martinez  
Samantha Brown  
Rachelle Weir  
Marcia Shell  
Sue O'Brien

Committee Chair Barkett called the Annual State Fair Committee Meeting to order at 11:15 a.m. Roll call was taken and a quorum was present.

**Staff Reports**

**a. 2017 Annual State Fair Recap**

**1. Exposition Facility & Operations**

AGM Shell gave a summary of the staff report mentioning new and returning events. She reported that Harness Racing had moved in and opening night is October 28, 2017. She continued with a recap of Sac Republic FC's season, mentioned the September concerts happening at Papa Murphy Park and the return of Global Winter Wonderland. AGM Shell then explained and reviewed the Event Reimbursable Rate Increase.

**2. Programs**

Programs Manager Weir reviewed the staff report. She reported on several new programs and exhibits. She mentioned the successful Sale of Champion and the AG Heritage Breakfast that honored two farms that had been farming in California for 150 years.

**3. Marketing**

DGM Mohr was unable to attend this meeting and asked CDGM Martinez to present her report. CDGM Martinez gave a summary of the Marketing report which included the different marketing campaigns and methods use for the 2017 State Fair. CEO Pickering explained the "Cool" campaign that

was created and used at the fair. He congratulated the media staff for a good job.

### **NEW BUSINESS**

- a. Discussion and Possible Approval Dates for the 2018 California State Fair  
CEO Pickering explained the process of selecting and arriving at fair dates. CEO Pickering recommended that the dates of July 13 -29, 2018 to this committee and the Board as he believes this would be the most optimal time frame for the State Fair next year given where the 4<sup>th</sup> of July falls.

**Motion:**

Director Durfee moved to recommend approval to the full Board the dates of July 13 through the 29 of 2018. Director Ortiz seconded the motion. **All in favor, motion carried unanimously.**

### **ADJOURNMENT**

The Annual State Fair Committee meeting adjourned at 12:12 p.m.