



**Meeting Minutes of the
California Exposition & State Fair
Cultural Advisory Council**

Held

Thursday, March 8, 2018 at 5:30 p.m.
In the Administration Building Boardroom
California State Fairgrounds
1600 Exposition Blvd.
Sacramento, California 95815

Council Members Present

Catherina Nou, Chair
Anita R. Johnson, Vice Chair

David Banuelos, Member	Letitia P. Earl, Member
Debbie Richardson-Brister, Member	Indi Kallirai, Member
Delgreta Brown, Member	Chris Mateo, Member
Denise Carter, Member	Cha Vang, Member
Stephanie Chavez, Member	Jerry Yamashita, Member
Dorian Almaraz, Alternate Member	

Council Members Absent

Twiana Armstrong-Bryant, Member	Bill Campos, Member
Jackie Morris-Henderson, Member	Jag Nagendra, Member
Richard Pannell, Alternate Member	

Board and Staff Present

Sonney Chong, Board Liaison
K. Mark Nelson, Board Liaison
Rick Pickering, CEO
Margaret Mohr, Deputy General Manager
Darla Givens, Marketing/Media
Michelle Johnson, Culinary Programs
Rachel Finkes, Recording Secretary

This notice is also available on the Internet at: www.calexpo.com

MINUTES

- 1) **CALL TO ORDER** – The meeting was call to order at 5:31 p.m. by Chair Nou.
- 2) **ROLL CALL** – Role was taken.
Council Members Campos, Morris-Henderson and Nagendra were not present and had asked to be excused. Council Members Armstrong-Bryant and Pannell were not present.
Motion:
It was moved by Council Member Banuelos and seconded by Council Member Kallirai to excuse the absence of Council Member Campos, Morris-Henderson and Nagendra. **All in favor, motion carried unanimously.**
- 3) **INTRODUCTION OF GUESTS & STAFF**
Guest, Dexter Thomas, Ethan Hirsh, Wilson Entertainment, Brian Honebein, Event Partnerships
- 4) **APPROVAL OF PREVIOUS MEETING MINUTES**
 - a) Approval of Council Meeting Minutes of January 11, 2018.
Motion:
It was moved by Council Member Vang and seconded by Council Member Earl to approve Council Meeting Minutes from January 11, 2018. **All in favor, motion carried unanimously.**
- 5) **STAFF UPDATES**
 - a) Cal Expo Updates
CEO Pickering reminded the Council the 2018 fair dates are July 13th-29th. He mentioned that the State Fair will be hosting Navy week which is July 16th-22nd. Read to Ride and Out at the Fair are coming back. Sponsors have reached out wanting to sponsor the 1st California Statewide Mariachi Competition for High School kids. He mentioned that fair ticket prices are increasing for the first time in 10 years. The concert lineup is confirmed but not yet ready to be promoted. There will concerts at Papa Murphy Park. Tickets to those concerts will include fair admission but fair tickets will not include concert admission.
 - b) Cultural Advisory Council Kitchen Program (Staff)
Council Member Chavez described what was done last year and how the Kitchen Program works. Council Member Banuelos volunteered to be the point/contact person. Committee chose Saturday, July 28th 11am-2:30pm. There is no fee for the cooking challenge as the ingredients are provided by Save Mart.
 - c) 2018 State Fair Marketing and Community Outreach Updates (Mohr)
Deputy General Manager Mohr announced the 2018 State Fair theme, “Don’t Miss a Moment”. The concert lineup will be released on March 27th; presales will being on the 28th and on the 30th tickets will be on sale to the general public.

Volunteer opportunities for CAC members at community events were discussed and the signup sheet was sent around.

d) Gala & Fundraising Presentation (Staff)

Brian Honebein from Event Partnerships handed out sponsorship brochures. The Gala is on June 21, 2018, at 5:30pm. Paul Wanger will be awarded as Agriculturalist of the Year.

e) Community Stage (Staff)

Applications for the Community Stage are now up online along with hard copies on the table. Deadline for applications is April 15th and acts should be announced by May1.

6) NEW BUSINESS

a) Opening Day (Mohr)

Council Member Earl volunteered to be the lead for Opening Day. Darla Givens from the media department discussed opening day from 2017. It was suggested that Council members would meet at the Media Center and caravan over together on opening day.

b) CAC Parade (Staff)

Council Member Vang and Council Member Chavez volunteered to be the leads for the Parade. They discussed having the Parade in the morning and having the parade end at the stage.

7) OLD BUSINESS

None

8) MATTERS OF INFORMATION

a) Public Comments Matters not on the Agenda.

b) Members Comments not on the Agenda

ADJOURNMENT

Council Member Kallirai made a motion to adjourn this meeting and Council Member Johnson seconded the motion. **All in favor motion carried unanimously.**
The Cultural Advisory Council Meeting was adjourned at 6:28 p.m.