

CALIFORNIA EXPOSITION & STATE FAIR
ANNUAL STATE FAIR

Committee Meeting Minutes
Friday, March 25, 2016
10:30 a.m.

MINUTES

Committee Members Present:

Hallie Ochoa, Chair
Director Sonney Chong
Director Rex Hime

Staff Present:

Chief Executive Officer (CEO)
Chief Financial Officer (CFO)
Expo Events Director (AGM)
Marketing Director
Ag Program Director
Recording Secretary

Rick Pickering
Samantha Brown
Marcia Shell
Jennifer Castleberry
Jay Carlson
Sue O'Brien

Chair Ochoa called the meeting to order at 10:30 a.m.

NEW BUSINESS

1. Approval of Wine Advisory Taskforce's Recommendation of the 2016 Vineyard of the Year Award Recipient
2. Approval of Wine Advisory Taskforce's Recommendation of the Wine Lifetime Achievement Award Recipient
3. Approval of Staff's Recommendation of the 2016 Agricultural Progress Award Recipient
4. Approval of Department of Technology's Recommendation of the 2016 Champion of Technology Award Recipient

Chair Ochoa entertained a motion to approve items 1 thru 4 of New Business, as the Full Board had previously delegated this authority to the Committee.

Motion:

It was moved by Director Hime and seconded by Director Chong to approve Items 1 thru 4 of New Business. **All in favor, motion carried unanimously.**

MATTERS OF INFORMATION

1. 2016 State Fair General Updates.

Acting Ag Program Director Carlson reported that all Competitions are underway and we are accepting applications. Olive Oil judging is coming up and we have 191 entries, compared to 140 last year.

Marketing Director Castleberry commented that we have a 46% increase of concerts ticket sale over last year and a 280% increase for Admission packages.

CEO Pickering commented that the Sacramento Ad Club presented their awards and Cal Expo received the Gold Award for our advertisement campaign. Glass Agency received the highest number of awards for the Ad Club of any agency in Sacramento.

AGM Shell reported that our Commercial and Concession applications are going strong. There is a waiting list for Commercial Vendors and for Food Concessions.

CEO Pickering announced that 2 of our food vendors had family members recently pass away and we extend our condolences to them.

CEO Pickering reported that, admission and parking rates have not changed since 2008 and will remain the same. There will be 10 days of live racing this year. Layout adjustments are being made for 2016. We are working on more shade and more tables and chairs with shade. We are looking at creating a 3rd community act level stage. The Fallen Heroes have put together a nice display honoring the State's fallen heroes. This is a large indoor display and staff is working to find an area that can accommodate it along with working out security details. The challenge is that the display needs a large space, roughly 20 feet wide by 130 feet long. Staff is also working on a Code of Conduct for the State Fair. Our Police Department along with other departments have commented and it will soon be ready for Public Comment.

CEO Pickering mentioned that Assembly member Adam Gray has introduced two bills that we are tracking, as they could assist all Fairs in California.

Chair Ochoa accepted a motion to adjourn.

It was moved by Director Chong and seconded by Director Hime. **All in favor, motion carried unanimously.**

ADJOURNMENT

The Annual State Fair Committee meeting adjourned at 11:21 a.m.