

CALIFORNIA EXPOSITION & STATE FAIR

Annual State Fair Committee Meeting Minutes
Friday, March 27, 2015
09:00 a.m.

MINUTES

Committee Members Present:

Chair Sonney Chong
Director Rima Barkett
Director Corny Gallagher
Director Hallie Ochoa

Staff Present:

Chief Executive Officer (CEO)
Marketing Director
Programs Director
Financial Officer (FO)
Assistant General Manager, Operations (AGM)
Recording Secretary

Rick Pickering
Jennifer Castleberry
Carrie Wright
Samantha Brown
Marcia Shell
Coco Wong

Others Present in the Audience:

President at Glass Agency
Event Partnership

Amber Williams
Brian Honebein

Chair Chong called the meeting to order at 09:03 a.m. and dispensed with reading the Mission Statement and Public Comments Statement.

Roll call was taken by Chair Chong and a full quorum was present.

UNFINISHED BUSINESS

1. Staff Updates—2015 Annual State Fair

CEO Rick Pickering noted that Cal Expo is working on to upgrade the Information Technology to help provide free WIFI services to the grounds at Cal Expo. They will provide wireless connectivity to all of the gates, Cal Expo Ticketing system and vendors in buildings A, B, C, and D. The project is scheduled to be completed in May 2015.

President of the Glass Agency, Amber William, presented the awards to the Committee and announced that the California State Fair's "*It's the Best!*" campaign received 6 awards including the 2014 Delta Award at the Sacramento Regional ADDY Awards. She congratulated the Cal Expo team and everyone who support the campaign. CEO Pickering thanked all the Staff who helped the Ag Day at the Capitol on March 18. This year we had another great opportunity to share with the Legislature, and to educate the public, the importance of the agriculture industry in our community.

Marketing Director Jennifer Castleberry noted that the marketing team is close to finalizing the promotion calendar and have begun to participate in various community events. The Marketing team has re-designed the award labels for the wine competition which helps to identify and market their own product on the store shelf. Additionally, the State Fair Fun Pack and Costco Buddy Pack will be sold starting in May.

Program Director Carrie Wright reviewed and updated on the feature exhibits for the 2015 State Fair. She noted that Cal Expo Center Building 3 “Minds in Motion” is creating a new exhibit this year which will combine science and animals into interactive activities and focus on patron’s comfort and a relaxing atmosphere. The California Building continues to focus on showcasing and celebrating the best of California which includes 27 featured County Exhibits.

Cultural Advisory Council new members had an orientation on March 19. The new elected Chair of 2015 is Adrian Perez and Vice Chair is Jackie Morris-Henderson.

Agricultural Advisory Council is continuing to recruit new members. The Executive Committee met on January 8, 2015 to discuss overall membership strategy retention, growth and participation to develop new membership application.

Marketing Director Castleberry presented the radio spot of State Fair ads to the Committee. The link is also available on the State Fair website.

AGM Marcia Shell noted that the contracts and fees for both food and commercial exhibitors are due in May.

FO Samantha Brown updated on the Cal Expo staff recruitment status.

Chair Chong asked for Comments. There were none.

ADJOURNMENT

Motion:

To adjourn the Committee Meeting (MSA: Gallagher/Barkett). **All in favor, motion carried unanimously.**

The Annual State Fair Committee meeting adjourned at 10:03 a.m.