

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

Committee Meeting Minutes
Friday, May 31, 2019
10:45 a.m.

MINUTES

Committee Members Present:

Jess Durfee, Chair
Director Sonney Chong
Director Rex Hime

Committee Members Not Present:

Director Tony Ortiz

Staff Present:

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

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

Guest Present:

Darla Givens – Marketing
Heidi Turpin – Contracts
Jen Koga - Finance
Brian Honebein – Event Partnership
Amber Williams – un/common

Committee Chair Durfee called the Annual State Fair Committee Meeting to order at 10:45 a.m. and dispensed with reading the Mission Statement and Public Comments Statement. Roll was taken. Director Ortiz was not present.

Staff Reports

a. General Updates

o Competitions

AG Program Manager Carlson reported that today is the 3rd and final day of the Wine Competition. Had a great Wine Judges dinner and wine entries are up to 2813 entries. The Barn is getting set up to move forward. Had several email regarding the educational display regarding the Newcastle disease and displaying cages free systems for poultry.

- Exhibits
Programs Director Weir reported that buildings are being set up and walls are up. Entries are begin judged and getting ready to display. The Maintenance Department has been great to work with. The Landscape Department is working in the Farm to Glass area to give it a fresh new look.
- Marketing
Deputy General Manager Mohr reported that Marketing is busy with Community Events and Ollie will be riding in the Pride parade. We have a ticket combo with the Sacramento Zoo. We are developing a Drone light show for Cal Expo. Esports is every exciting with celebrity gamers scheduled to attend during State Fair. There is a new sponsorship for the Selfie exhibit. Brian Honebein from Event Partnership reported that Bank of America is very excited about the Selfie exhibit. The Dodge Ride and Drive will be in the Rodeo Arena. Wells Fargo for many years sponsored Kids Day and this year they changed directions are not participating. Doing a big press push on all things that are new this Fair. 34 items will be on the Food Festival pass.
- Commercial & Food Vendors
AGM Shell reported that they have a waiting list for food vendors and only 10 spaces (10x10) are available for Commercial vendors in Building D. Signed contracts are being sent in.
- Other
Police Chief Robillard reported that everything is going well.

The Annual State Fair Committee meeting adjourned at 11:01 a.m.