

CALIFORNIA EXPOSITION & STATE FAIR
ANNUAL STATE FAIR COMMITTEE

Committee Meeting Minutes
Friday, September 23, 2016
11:00 a.m.

MINUTES

Committee Members Present:

Director Chong, Vice Chair
Director Durfee
Director Hime
Director Ortiz

Committee Members Absent:

Hallie Ochoa, Chair

Staff Present:

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

Rick Pickering
Tom Martinez
Samantha Brown
Jaime Campbell
Rachelle Weir
Marcia Shell
Jay Carlson
Sue O'Brien

Vice Chair Chong called the Annual State Fair Committee Meeting to order at 11:04 a.m.

Chair Ochoa was not present and had asked to be excused.

MATTERS OF INFORMATION

1. Staff Updates – 2016 California State Fair Recap

Programs Manager Weir and Ag Programs Manager Carlson presented the September Programs/State Fair Recap Report. Programs Manager Weir reported that new this year at the State Fair Farm was the HydroAG greenhouse. This was a cutting-edge display of hydroponic and aeroponic systems used to grow food for indoor farming. The State Fair Farm was also the showcase location for the EZ-clone machine, which is the first of its kind in the nation. The California's Kitchen continues to grow in its scope and volume of programming. The California Student Showcase Competition, which was a new program for 2016, collaborated with the Northern California S.T.E.A.M. Education Foundation. This competition is open to all California resident students from Kindergarten to Community

College. Our total competition entries were up approximately 83% from 2015. In the Counties Exhibits, we had 57 out of 58 Counties participate.

Ag Programs Manager Carlson reported that there was an increase in entries for each animal group. The Sale of Champions set the highest gross sales in the past 8 years. Our competition dates for Wine, California Cheese, Extra Virgin Olive Oil and Craft Beers will be moved to earlier in the year starting in 2017. The Ag Heritage Breakfast and Awards highlighted 19 farm/ranches for various years of service from 100 – 175 years. The highlight of the event was the attendance of a 6th generation farmer who was only 3 weeks old.

Director Hime acknowledge that setting the fair date for 2017 was not posted on the agenda and therefore the Committee could not vote or send a recommendation to approve fair dates to the Board of Directors. Director Hime suggested that the committee have a consensus vote.

MOTION:

Director Hime moved for a consensus vote of the Annual State Fair Committee to set 2017 California State Fair dates to 07-14-30-2017 and was seconded by Director Durfee. **All in favor, motion carried unanimously.**

ADJOURNMENT

It was moved by Director Hime and seconded by Director Durfee to adjourn the committee meeting. **All in favor, motion carried unanimously.**

The Annual State Fair Committee meeting adjourned at 11:50 a.m.