

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

Committee Meeting Minutes  
Friday, September 27, 2019  
10:30 a.m.

**MINUTES**

Committee Members Present:

Jess Durfee, Chair  
Director Sonney Chong  
Director Rex Hime  
Director Tony Ortiz

Staff Present:

Chief Executive Officer (CEO)  
Chief Deputy General Manager (CDGM)  
Deputy General Manager-Administration  
Deputy General Manager-Business Development (DGM)  
Ag Programs Manager  
Recording Secretary

Rick Pickering  
Tom Martinez  
Samantha Brown  
Margaret Mohr  
Jay Carlson  
Sue O'Brien

Guest Present:

Heidi Turpin, Staff  
Jen Koga, Staff  
Brian Honebein, Event Partnership  
Amber Williams, un/common

Committee Chair Durfee called the Annual State Fair Committee Meeting to order at 10:35 a.m. and dispensed with reading the Mission Statement and Public Comments Statement. Roll was taken and quorum was present.

**Staff Reports**

**a. 2019 Annual State Fair Recap**

**1. Exposition Facility, Operations & Events**

CEO Pickering reviewed Cal Expo's annual Greenhouse Gas Emissions summary with the committee. Pickering pointed out that the targeted reduction of Greenhouse Gas Emissions was 20% by 2020. Cal Expo has reached a total reduction of Greenhouse Gas Emissions at 25%.

CEO Pickering reported that Cal Expo has been working with the Sacramento Convention Center as they are being re-modeled. He reviewed the list with the committee pointing out the 2 largest events, The Almond Growers Conference and the Unified Grape and Wine Symposium will be having their events at Cal Expo. California Care Force was scheduled to be at Cal Expo earlier in the year and had to cancel. However, they were able to reschedule for 2 days in October.

## 2. Programs

Deputy General Manager Mohr reviewed her report with the committee. This fair had many firsts. First, Food Festival-was a huge success and Out at the Fair- 1<sup>st</sup> Drag Queen Bingo, which will need a bigger venue for next year and Esports Gaming was a 1<sup>st</sup> time program and a lot of fun. All tournaments were sold out.

## 3. Marketing

Drone Light show had many challenges but did preform the last 3 days of fair. Youth Mariachi Competition was a success again for the 2<sup>nd</sup> year. It was moved to the Golden 1 Stage and the chairs were always filled. The Selfie Experience exhibit which was sponsored by Bank of America was very popular. This was the 2<sup>nd</sup> year for the Silent Disco, which went very well, we have sat down with the President of the company and have some great new ideas for next year.

## **NEW BUSINESS**

- a. Recommended 2020 State Fair Dates for approval: July 10-26-2020 or July 17-August 2 -2020.

CEO Pickering reported that it was hoped that California Horse Racing Board would approve the Northern California Fair Race Dates. They did not. CHRB directed all parties to continue to negotiate a joint agreement and bring it back to the next CHRB meeting, October 24, 2019. State Fair supports the CARF proposal of July 17-August 2, 2019.

### **Motion:**

Director Hime moved to recommend to the full board approval of July 17, 2020, though August 2, 2020 as fair dates for the 2020 CA State Fair. Director Chong seconded motion. No discussion. **All in favor, motion passes unanimously.**

- b. Recommended 1-year extension of Agreement with un/common (Glass Agency) for marketing and advertising services for the 2020 California State Fair.

CEO Pickering reviewed the staff report with the committee and Amber Williams was available to answer questions. CEO Pickering went on to explain the history of un/common's Agreements with Cal Expo. He also talked about the Blue Ribbon campaign that was very popular. Pickering stated that staff is recommending that the Board approves the first one year extension and staff also recommends shifting the ending date to December 31, 2020. Ms. Williams from un/common spoke about their passion for State Fair and how closely everyone works together.

### **Motion:**

Director Hime moved to recommend to the board staff's recommendation of the one-year extension and the date change from September to December. Director Ortiz seconded the motion. No discussion. **All in favor, motion passes unanimously.**

## **ADJOURNMENT**

### **Motion:**

Director Hime moved to adjournment the Annual State Fair Committee meeting and Director Ortiz seconded the motion. **All in favor, motion passes unanimously.**

The Annual State Fair Committee meeting adjourned at 11:24 a.m.