

# **CALIFORNIA EXPOSITION & STATE FAIR**

Minutes of the Cultural Advisory Council Meeting

Held Pursuant to Due Notice  
Thursday, December 4th, 2014

California Exposition & State Fair  
Administration Building Boardroom  
1600 Exposition Boulevard  
Sacramento, CA 95815

**Council Members Present:**

Rory Kaufman, Chair  
Letitia P. Earl  
Rosemary C. Jones  
Indi Kallirai  
Jackie Morris-Henderson  
Cat Nou  
Julie Rokser

**Council Members Absent:**

Adrian Perez, Vice Chair  
Bill Campos  
Mona Foster  
Chris Mateo  
Stephanie Nguyen  
Angel Nazir

**Board Members and Staff Present:**

Mark Nelson, Board of Director  
Rick Pickering, Chief Executive Officer  
Jennifer Castleberry, Marketing Director  
Sonya Logman, External Affairs Director  
Carrie Wright, Program Director  
Greg Kinder, Deputy Manager of Programs  
Coco Wong, Executive Assistant

## AGENDA

### 1. CALL TO ORDER

The meeting was called to order by Chair Rory Kaufman at 5:17 p.m. on Thursday, December 4th, 2014.

### 2. ROLL CALL

- a. Roll call was taken, no quorum present.
- b. Council Members Adrian Perez and Stephanie Nguyen asked to be excused.

### 3. INTRODUCTION OF GUESTS & STAFF

Introduction of Guests and Staff were made around the room.

### 4. MINUTES OF PREVIOUS MEETING

- a. Council Meeting Minutes from May 29th 2014 were moved and seconded (Indi/Letitia) for approval. **All present voted in favor of the motion.**
- b. Council Meeting Minutes from Sep. 18<sup>th</sup> 2014 were not available.

### 5. STAFF & MEMBER UPDATES

- a. Board of Director Mark Nelson pointed out that Cal Expo has done an exceptional job for hosting wonderful events. He enjoyed the Global Winter Wonderland and was excited about the possibility of Bonney Field expansion.
- b. CEO Rick Pickering reported the following:
  - Gave thanks to Council Member Rosemary Jones and Member Mona Foster for more than a decade service and contribution to the Cultural Advisory Council.
  - Renewal Plan: updated regarding possible ideas to generate revenue for Cal Expo and State Fair. He reported a Request for Qualification for the use of the property of Cal Expo to be discussed on the Dec. 12<sup>th</sup> Board Meeting for the drafting process that would explore creative opportunities for Cal Expo (see attached handout).
  - Bonney Field Expansion update: By 2015, Sac Republic and Ovations plan to add higher capacity seats from 8,000 up to 12,000 seats, increasing the total seats.
  - Awards and Recognition:
    - Mr. Pickering announced that Cal Expo has received the International Judge's Choice Award for the California's Kitchen in 2014 given by the International Association of Fairs and Expositions.
    - Bonny Field received the Development Community's award for Best Community Impact award of 2014.

- Staff Changes:
  - Mr. Pickering announced that Deputy Manager of Programs Greg Kinder will retire in December, 2014. He thanked him for his 33 years of contribution to Cal Expo and to the Program Department.
  - Mr. Pickering announced that Linda Contreras will assist in the Operations Department starting on Dec. 1, 2014. Coco Wong will take over Linda's position for the next several months working as Executive Assistant.
- c. Marketing Director Jennifer Castleberry reported that the State Fair has started reaching out to the Department of Parks and Recreation about Field-trip Fridays. She mentioned the special day pricing offer, take-aways and special programming to increase education and recreational opportunities during 3 weeks of Fair.
- d. Program Director Carrie Wright reported the following items:
  - Director Wright re-capped the Sept. 18<sup>th</sup> joint meeting where both the Ag Advisory Council and Cultural Advisory Council agreed that youth, education, food and technology are important priorities for the Councils.
  - Suggested CAC should have an open recruitment all year long, so when there is a vacancy, we can start the interview process.
  - Presented the 2015 meeting calendar. The council discussed the calendar in 2015 to meet on the third Thursday and change the traditional December meeting to November. The council agreed to the new calendar, it will be presented for adoption at the January 2015 meeting.
  - Initialized several grant opportunities including Agriculture License Plates Grant, Coastal Commission and the Specialty Crop Block Grant for 2015/2016. The Crop Block Grant will focus on showcasing chefs, food access, nutrition, recipes, and cooking.
- e. Chair Kaufman reported the following:
  - Chair Kaufman congratulated Greg Kinder's retirement and thanked him for his knowledge, creativity and expertise to the exhibits and his time serving at Cal Expo. He also thanked Member Rosemary Jones and Member Mona Foster's service on the Cultural Advisory Council.
  - Mr. Kaufman announced that this year will be his last year to serve as Chair of CAC.
  - Suggested the Fair should add Drumline competition instead of exhibition and discussed additional initiatives (see attached document).

## **6. NEW BUSINESS**

- a. Election of Chair
- b. Election of Vice Chair

Elections were tabled due to not having a quorum.

## **7. Other, if any**

- a. General discussion regarding the 2015 Fair was held.
- b. The Gospel Fair is celebrating their 20th anniversary this year. They are working on raise funds for the event and asked for support from the communities.
- c. Suggested special State Fair nights including Greek fraternity college night and "school spirit" night to increase State Fair attendance.
- d. General Discussion on ways to improve the fair was held suggestions included:
  - Increased awareness and programming for Poppy's Birthday
  - Create a social time and ice breaker moment before the joint meeting to get to know people from different social backgrounds and groups for the joint council meeting.

## **8. ADJOURNMENT**

- a. The meeting was adjourned at 6:54 p.m.