



Meeting Minutes
Agricultural Advisory Council Meeting

Held on
Tuesday, February 16, 2016 at 4:00 p.m.
Cal Expo Boardroom, Administration Building

Attendees

Council Members

Marit Arana
Teree Castanias
Mike Campbell
John Chiles
Sarah Curtis
Barbara Butterfield
Brenda W. Davis
Richard Engel
Mike Falasco
Dan Flynn
Robert Gore
George Gough
Ernie Hodges
Megan Huber
Jennifer Johnson
Gail Kautz
Stephen Kautz
Marcia Kimura
Michelle Leinfelder-Miles
Sharon Lynch
Dannie Mitchell
Lloyd McCabe
Rick Nelson
Harold Petersen

Mary Richardson
Len Richardson
Cotton Rosser
Lee Ruth
Ron Schuler
Walt Shaw
Brett Tank
Sarah Watkins
Terry Witzel

Board, Staff and Volunteers

Hallie Ochoa, Board
Rick Pickering, CEO
Sam Brown, Staff
Carrie Wright, Staff
Jay Carlson, Staff
Natalie Minas, Staff
Donald Callison, Staff
Michelle Solorzano, Staff
Randy Brink, Volunteer
Harry Moos, Volunteer
Ruth Gottlieb, Contractor

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Minutes

1. Introductions – the meeting was called to order by Chair Chiles at 4:10 p.m. and he led a round of introductions. Chair Chiles then presented volunteer Executive Director of the Friends of the Fair with a birthday cake.
2. Motion to Approve the Meeting Minutes from September 17 and December 1, 2015 was made (McCabe, Ruth). **Motion Passed.**
3. Committee Discussion/Reports
 - a. Executive Report – Chair Chiles reported that several committees had met or were planning to meet shortly and encouraged all members, if they had done so already, to volunteer to serve on a committee.
 - b. Ag Heritage Committee – Staff liaison to the Committee Don Callison reported that the Committee had met in December. The application was revamped, streamlined and posted to the website. They are exploring ways to include ads in ag publications, recruiting for new members. The induction of new members would be held at the annual breakfast on Wednesday, July 13 at 9am.
 - c. California Recognition and Celebration Committee – Chair Lynch reported that staff was working with the Friends of the Fair to determine the best working solutions for planning and executing the Gala. The Committee would meet on March 10 to discuss.
 - d. Farm and Food Committee – Co-Chair Nelson reported that the Committee had met, the meeting was well attended. They explored and discussed how the Farm could be developed and add educational value. Staff is planning on upgrading signage, exploring a docent tour program, upgrades to the insect pavilion and greenhouse. An overall discussion with the entire Council ensued with staff liaison to the committee, Natalie Minas, answering questions regarding the 2016 Farm programming and spring school tours.
 - e. Livestock and Animal Welfare Care Committee – Chair Gough reported that the committee had not met but was working on securing dates for a spring meeting.
 - f. Youth Development and Recognition Committee - Chair McCabe called on Harry Moos to explain the changes to the scholarship program. The deadline

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for scholarship application is March 3rd and the process has been online. Finalists will still be interviewed in May to select the overall \$5,000 recipient.

4. Agriculturalist of the Year Election (Lynch) – Chair Lynch reported that the committee had met and extensively discussed the nominations for Agriculturalist of the Year.
 - a. Agriculturalist of the Year Committee Chair Sharon Lynch presented the top three nominations and called for testimony.
 - b. Schuler, Ruth, Kautz, Gore, Campbell and many AAC members spoke on behalf of the nominees. Discussion followed.
 - c. Chair Lynch called for a roll call vote. Sarb Johl was nominated as the 2016 Agriculturalist of the Year for Cal Expo Board of Directors approval in February.

5. Cal Expo and State Fair Report –
 - a. CEO Rick Pickering reported that the California State Fair had received two new Board of Directors and that the State Fair took home the Overall Best Marketing Campaign for 2015 at the International Association of Fairs and Expositions.
 - b. Program Director Wright reported that the Fair had received \$27,000 in funding from CDFA's License Plate Grant for school tours at the Farm, investments were being made into the Farm in regards to soil and the Fair had submitted a grant to re-do the Orchard in the Farm through the Specialty Crop Block Grant process. In addition, she highlighted a few items from the February Board report that was distributed to attendees at the meeting.

6. The meeting was adjourned (Petersen, Butterfield).