



**Meeting Minutes of the
California Exposition & State Fair
Cultural Advisory Council**

Held

Thursday August 20, 2020, at 5:30 p.m.
Via teleconference originating at
California State Fairgrounds
1600 Exposition Blvd.
Sacramento, California 95815

Council Members Present

Anita R. Johnson, Chair
Jag Nagendra, Vice Chair

Debora Richardson-Brister, Member
Delgreta Brown, Member
Letitia P. Earl, Member

Twiana Armstrong-Bryant, Member
Stephanie Chavez, Member

Council Members Absent

Dorian Almaraz, Member
David Banuelos, Member
Denise Carter, Member
Michael Colbruno, Member
Chris Mateo, Member
Richard Pannell, Alternate Member

Cat Nou, Member
Cha Vang, Member
Danny Vang, Member
Jerry Yamashita, Member
Susan Knutson, Alternate Member

Board and Staff Present

Director Erin Choi, Board Liaison
Rick Pickering, CEO, General Manager
Sue O'Brien, Recording Secretary

This notice is also available on the Internet at: www.calexpo.com

MINUTES

1) CALL TO ORDER – The meeting was call to order at 5:42 p.m. by Chair Johnson.

2) ROLL CALL – Role was taken and a quorum was not present.

Council Member Cat Nou, Cha Vang, Danny Vang and Alternate Susan Knutson were not present and asked to be excused. Council Members Almaraz, Banuelos, Carter, Colbruno, Mateo, Yamashita Alternate Council Member Pannell were not present.

3) INTRODUCTION OF GUESTS & STAFF

4) STRATEGIC PLANNING

Council Member Armstrong-Bryant began the meeting with reviewing the list from the July 23, 2020 meeting. She then added and reviewed another list of activities that was submitted by Council Member Earl. She stated that these should be added to the first list and may have to get State Fair Board approval as some may not fit into the mission statement. Vice Chair Nagendra and Council Member Armstrong-Bryant thought that there should be a discussion with the Board of Directors of State Fair. CEO Pickering commented that the list is outstanding and ready to be built upon.

a) Brainstorm Behaviors and Activities to Accomplish the Objectives

b) Review the List of Activities Completed/Conducted by CAC Members

- Identify the work involved to get to complete the activities
 - Who does what by when/include time it takes to complete the activity
- Identify additional resources needed to complete the activities
- Identify funding needed to complete the activities

c) Brainstorm Metrics – Metrics shall align with the Missions Statement

- Identify how objectives will be measured
 - Number of activities completed
 - Surveys
 - Feedback
- How will CAC determine added value
- CAC assessments: Monthly, Quarterly and Annually
- Build reporting document for the Board

d) Wrap up

Vice Chair Nagendra summarized that the CAC is open to assisting outside of State Fair. Council Member Armstrong-Bryant asked about social media. In the past it was funneled through Marketing. CEO Pickering explained that was part of controlling the content. However if you can take information to educate and push it out to your individuals/contacts/networks that would be acceptable.

CEO Pickering addressed the question of finances that was brought up. Pickering explained that due to COVID-19 Cal Expo isn't having any events and does not

have the money to put on events. He explained that Department of Finance was able to find some funding that will allow Cal Expo to be open as an emergency facility. He explained that no one knows where Sacramento or California will be in July, 2020/2021 with COVID-19 and the only funding available will be to provide emergency services. He mentioned that there will be employee layoffs. Our Programs Manager, Rachelle Weir and our Marketing Manager, Margaret Mohr were laid off. He thanked everyone on this call and feels that the list is good building blocks. Vice Chair Nagendra stated that the next steps should be developing a metrics and prioritize the items for the next 3 to 6 months. Vice Chair Nagendra called on Council Member Chavez for comments. Council Member Chavez liked the list that had been created. It seems like the CAC is wanting to be integrated more year around rather than just two months before the Fair. Council Member Richardson-Brister agreed that the CAC should do more social media as it is free and to do some serious out reach for the Fair. Board Member Choi stated that she agrees with everyone and appreciates everyone wanting to do more and get more involved. As part of the Board knowing that that option is available the Board could use it more especially with Social Media getting more exposure and information out to the community.

5) MATTERS OF INFORMATION

- a) Public Comments Matters not on the Agenda
- b) Members Comments not on the Agenda

6) ADJOURNMENT

After discussing the agenda for the August 20, 2020, Cultural Advisory Council Meeting no action was taken as there was not a quorum.

The Cultural Advisory Council Meeting was adjourned at 7:07 p.m.