

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Board of Directors Regular Meeting

Held Pursuant to Due Notice
Friday, January 29, 2016

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

Directors Present

Director Patrick O'Brien, Chair
Director Sonney Chong
Director Rina V. DiMare
Director Corny Gallagher
Director Rex Hime
Director David Mallel
Director Hallie Ochoa
Director Willie Pelote

Directors Absent

Director Mark Nelson, Vice Chair
Director Rima Barkett

Staff Present

Rick Pickering, Chief Executive Officer (CEO)
Jennifer Castleberry, Marketing Director
Carrie Wright, Programs Director
Samantha Brown, Financial Officer (FO)
Marcia Shell, Assistant General Manager, Operations (AGM)
Sue O'Brien, Recording Secretary

Others Present

Julie Lee, Director of Operations, Governor's Office
Lisa McVay, Appointments Administrator, Governor's Office
Rene Macleay Santiago, Appointments Unit, Governor's Office
Cal HR
Amber Williams, Glass Agency
Brently Payne, Glass Agency
Amber Witze, Glass Agency
Brian Honebein, Event Partnership

*May not include all others present in the room or arriving late.

CALL TO ORDER

Chair O'Brien called the meeting to order at 10:00 a.m.

Chair O'Brien stated that the Mission Statement, Policy Statement and Public Comment Statement were printed in the Agenda and noted that copies of today's Agenda were available at the table.

1. PLEDGE OF ALLEGIANCE

Chair O'Brien asked Director Hime to lead the Board, Staff and Guests in the Pledge of Allegiance.

2. ROLL CALL

CEO Pickering took roll call and a full quorum was present. Vice Chair Nelson and Director Barkett were not present and had asked to be excused.

Motion:

It was moved by Director Hime and seconded by Director Gallagher to excuse the absences of Vice Chair Nelson, and Director Barkett. **All in favor, motion carried unanimously.**

3. INTRODUCTION OF GUESTS & STAFF

Introduction of Guest and Staff were made around the room.

Move Agenda Items 12 c then to Closed Session, Item 13

Chair O'Brien suggesting taking these items out of order to accommodate the public. There were no objections, the Board considered Agenda item #12 c and went into Closed Session.

12 c. Public Comments

Eric Mills, Action for Animals, thanked the California State Fair and Board for their progressive stance on animal welfare issues. He noted that the California State Fair is the most humane State Fair in America and should be a model for other Fairs - and keep up the good work.

13. CLOSED SESSION

For purposes of discussing personnel matters related to the CEO/General Manager and officers under Government Code Section §11126. The Board will meet in Closed Session to confer with and/or receive legal advice from counsel or the represented delegate.

- a. **Personnel Matter:** Evaluation of performance of CEO/General Manager. [Gov. Code, § 11126, subd. (a).]

- b. **Personnel Matter:** Consideration of the appointment or employment of officers pursuant to Section 4 of Article VII of the California Constitution. [Gov. Code, § 11126, subds. (a)-(b).]

Chair O'Brien reported that the Board in Closed Session had taken no reportable action.

Chair O'Brien returned to the order of the Agenda.

5. PRESENTATION

No items to present

6. MINUTES OF MEETINGS

No items for consideration

7. COMMITTEES AND STAFF REPORTS

a. Advertising and Marketing Department Update

Marketing Director Castleberry announced the addition of two new full time staff members, Maricela Ramirez and Cierra Timpson. She noted that both had previously been working part-time at Cal Expo.

At the WFA Annual Convention, the California State Fair received 12 first place awards, 11-second place awards, and 8 third place awards for marketing, innovations and management excellence. The U.S. National Drone Racing Championship also earned WFA's 2015 Feature Program of the Year Award.

The Glass Agency presented the overall concepts for the 2016 California State Fair, including *"There's good, and then there's best!"*

Marketing Director Castleberry noted that although the Glass Agency has done an outstanding job, the contract will expired on August 31, 2016, as this was the final renewal period. Consequently, the Marketing Department will be issuing a new RFP in advance of the 2016 State Fair, in order to provide potential respondents an opportunity to tour the State Fair. Proposals would be due in early August, and a recommendation would then come to the Board at their September meeting. This would require extending Glass's current contract for one month (from August 31 2016 to September 30, 2016.) There is no action required since the Board had previously addressed this matter. Staff simply wanted to remind everyone that as a State Agency we were required to competitive bid for services, even when the contractor was doing an outstanding job.

8. FINANCIAL REPORTS

No items for consideration.

9. CORRESPONDENCE

No items for consideration.

10. UNFINISHED BUSINESS

No items for consideration.

11. NEW BUSINESS

No items for consideration.

12. MATTERS OF INFORMATION

- a. Revised 2016 Board Meeting Schedule (Revised 01-12-16)
- b. Board of Directors Standing Committees and Liaison Committees
- c. Public Comments – (Held earlier in the meeting)
- d. CEO Comments

CEO Pickering reported on the numerous Western Fair Association (WFA) awards that were presented to the State Fair and thanked all who were involved in producing such outstanding results.

CEO Pickering reported on Bonney Field that although we had an Occupancy Permit for Phase 1, we were working to have the Occupancy Permit for Phase 2 prior to the Pro Soccer exhibition game on February 13, 2016.

CEO Pickering congratulated Paul Gillingham and Staff for their preparation of the “Road Map to Achieving Executive Orders B-18 – 12 & B-16-12” and meeting the Governor’s requirements to reduce water/energy.

CEO Pickering reported that Staff continued to work closely with DGS on potential ESCO energy saving programs. Of note is that Cal Expo is not a standard day-to-day energy user, thus making projections on savings very complicated. CEO Pickering also updated the Board on a possible major photovoltaic project between Cal Expo, DGS and SMUD. It was noted that Cal Expo is expecting details that are more specific in the near future, so that a prudent evaluation can be undertaken.

- e. Director Comments

Director Gallagher stated that he hoped everyone was excited about the Governor’s State of the State address.

- f. Next Board Meeting – February 26, 2016

Motion:

It was moved by Director Hime and seconded by Director O'Brien to adjourn the Board Meeting. **All in favor, motion carried unanimously.**

The Board of Directors meeting was adjourned at 2:07 p.m.