

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

Committee Meeting Minutes
Friday, February 21, 2019
10:15 a.m.

MINUTES

Committee Members Present:

Jess Durfee, Chair
Director Rex Hime
Director Tony Ortiz

Committee Members Not Present:

Director Sonney Chong

Staff Present:

Chief Executive Officer (CEO)
Chief Deputy General Manager (CDGM)
Deputy General Manager-Administration (DGM)
Deputy General Manager-Business Development (DGM)
Programs Manager
Expo Events Director (AGM)
Ag Programs Manager
Acting Chief of Police
Recording Secretary

Rick Pickering
Tom Martinez
Samantha Brown
Margaret Mohr
Rachelle Weir
Marcia Shell
Jay Carlson
Everest J. Robillard
Sue O'Brien

Guest Present:

Alison Wells – Marketing
Darla Givens – Marketing
Heidi Turpin – Contracts
Jen Koga - Finance
Brian Honebein – Event Partnership
Amber Williams – un/common

Committee Chair Durfee called the Annual State Fair Committee Meeting to order at 10:15 a.m. and dispensed with reading the Mission Statement and Public Comments Statement. Roll was taken. Director Chong was not present.

Staff Reports

a. 2019 Annual State Fair

1. Staff Report Programs

Program Manger Weir reported to the committee the programs that would be return to State Fair this year. She went to review the new programs that are being developed. The Selfie Spot, CCC Career Education Center

and E-sports Center. AG Program Manager Carlson reviewed the new Counties Exhibits program. The new program is centered around getting as many Counties showing as possible. This includes Counties that have not participated because of distance and cost. Commercial Wine, Cheese and Homebrew entries have closed and are submitting their products. The Gala committee has been meeting and planning the gala along with cutting costs. AG Programs Manager Carlson announced the Farm received a Cal AG plate grant.

2. Staff Report Marketing

Deputy General Manager Mohr reviewed her staff report with the committee. She pointed out the new drone program, the food festival competition, sponsorships, read-to-ride program.

3. Staff Review of 2018 Rental Events

Assistant General Manger Shell reviewed her staff report with the committee and discussed upcoming events and recent events and the Sacramento Convention Center booking leads.

NEW BUSINESS

- a. Approval of Agricultural Advisory Council's recommendation of the 2019 Agriculturalist of the Year.

CEO Pickering reported the Agricultural Advisory Council recommended to this committee approval of Secretary Karen Ross as 2019 Agriculturalist of the Year. Motion was moved by Director Hime and seconded by Director Ortiz. **All in favor, motioned carried unanimously.**

ADJOURNMENT

The Annual State Fair Committee meeting adjourned at 11:23 a.m.