

CALIFORNIA EXPOSITION & STATE FAIR

Innovation, Education, Agriculture, Food & Technology Committee Meeting Minutes
Friday, March 27, 2015
10:00 a.m.

MINUTES

Committee Members Present:

Chair Rima Barkett
Director Corny Gallagher
Director Mark Nelson
Director Hallie Ochoa

Staff Present:

Chief Executive Officer (CEO)
Marketing Director
Programs Director
Financial Officer (FO)
Assistant General Manager, Operations (AGM)
Recording Secretary

Rick Pickering
Jennifer Castleberry
Carrie Wright
Samantha Brown
Marcia Shell
Coco Wong

Board Member in the Audience:

Director Patrick O'Brien

Chair Barkett called the meeting to order at 10:14 a.m. and dispensed with reading the Mission Statement and Public Comments Statement.

Roll call was taken by Chair Rima and a full quorum was present.

NEW BUSINESS

- 1. Review and Refinement of Committee Mission Statement and Committee Name**
- 2. Staff Updates**

CEO Rick Pickering noted that the concept of this new committee is to bring the committee together to refine the mission statement and Committee name.

Chair Barkett asked the committee and the staff to share visions and ideas to the first new committee. She would like to focus on the "Year-Round Activities" in Cal Expo and emphasize on education programs that bring together agriculture, technology, food and nutrition.

Program Director Carrie Wright noted the opportunity for school tours to be involved in the year-round farm. Our challenge is not having enough funding for the year-round operation tour.

General discussion was held regarding bringing chef to the farm and hosting farm dinners.

Marketing Director Jennifer Castleberry noted that there is a great potential and opportunity to host the farm dinner to the groups who are interested in the program.

Program Director Wright noted that we need 2 or 3 full-time staff to operate the year-round farm. Additionally, \$40,000 in funds is needed to sustain the program. In a long term, we will need more staffs and funding to support the program in order to make profits.

General discussion was held regarding to the funding and the price of the farm dinner.

Chair Barkett asked for Comments. There were none.

ADJOURNMENT

The Innovation, Education, Agriculture, Food & Technology Committee meeting adjourned at 11:02 a.m.