

CALIFORNIA EXPOSITION & STATE FAIR

Long Range Planning Committee Meeting Minutes
Friday, March 27, 2015
11:00 a.m.

MINUTES

Committee Members Present:	Chair Rex Hime Director Rima Barkett Director Mark Nelson Director Patrick O'Brien
Staff Present:	
Chief Executive Officer (CEO)	Rick Pickering
Marketing Director	Jennifer Castleberry
Programs Director	Carrie Wright
Financial Officer (FO)	Samantha Brown
Assistant General Manager, Operations (AGM)	Marcia Shell
Recording Secretary	Coco Wong
Others Present in the Audience:	None

Chair Hime called the meeting to order at 11:06 a.m and dispensed with reading the Mission Statement and Public Comments Statement.

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

UNFINISHED BUSINESS

1. Update and Status of the Draft Request for Qualifications

CEO Pickering provided the update of process of the Request for Qualifications. The RFQ is scheduled to be completed and released in May.

Chair Hime asked for Public Comments. There were none.

NEW BUSINESS

1. General Discussion of Cal Expo Year-Round Logo

Marketing Director Jennifer Castleberry presented and reported the history of the Cal Expo logo, rationale for updating the logo and the ways in finding signage.

A slideshow presentation of Cal Expo Year-Round Logo was shown and presented by Marketing Director Castleberry to the Committee.

Chair Hime and Director O'Brien complimented on Marketing Director Castleberry and the team's contributions.

Chair Hime asked for Public Comments. There were none.

Motion:

To approve the Cal Expo Year-Round Logo (MSA: Rima/O'Brien). **All in favor, motion carried unanimously.**

ADJOURNMENT

Motion:

To adjourn the Committee Meeting. **All in favor, motion carried unanimously.**

The Long Range Planning Committee Meeting adjourned at 11:36 p.m.