



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

Held

Wednesday, April 20, 2016 at 5:00 pm
In the Administration Building Boardroom
California State Fairgrounds
1600 Exposition Blvd.
Sacramento, California 95815

Council Members Present

Indi Kallirai, Chair
Catherina Nou, Vice-Chair

David Banuelos, Member
Debbie Richardson Brister, Alternate
Delgreta Brown, Member
Bill Campos, Member
Letitia P. Earl, Member

Chris Mateo, Member
Jackie Morris Henderson, Member
Julie Rokser, Member
Cha Vang, Member
Sandra Varner, Member

Board and Staff Present

Rick Pickering, CEO
Sonney Chong, Board Member Liaison
Tom Martinez, Chief Deputy General Manager
Jennifer Castleberry, Marketing Director
Jay Carlson, Acting Program Director
Alison Wells, Youth Coordinator
Natalie Minas, Education Coordinator
Melissa Lamont, Entertainment Coordinator
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 5:10 p.m. by Chair Kallirai.
- 2) **ROLL CALL** – Role was taken – Quorum present

3) **INTRODUCTION OF GUESTS & STAFF** – Introductions were made around the room. The State Fair Youth Leadership group arrived late due to traffic and introduced themselves. The Youth Leadership group meets from April through August to help with pre-planning of State Fair and when State Fair begins, the Youth Task Force is added to Youth Leadership to help staff the Fair.

4) **APPROVAL OF PREVIOUS MEETING MINUTES**

a) Approval of Council Meeting Minutes of January 21, 2016 and February 17, 2016

Motion:

It was moved by Council Member Banuelos and seconded by Council Member Mateo to approve Meeting Minutes from January 21, 2016 and February 17, 2016. **All in favor, motion carried with Council Member Nou abstaining from voting on the February 17, 2016 meeting minutes, as she was not present at that meeting.**

5) **Staff & Member Updates**

a) Cultural Advisory Council Kitchen Programming Report

Council Member Rokser reported that she had received responses from several members who wanted to participate in a cooking demonstration. The cooking demonstrations are 60 minutes slots from 10:00 am to 2:30 pm on July 16, 2016.

Council Member Banuelos informed the committee that he had contacted 20 local chefs and had several that responded with an interest in participating in the cooking demonstrations. Council Member Banuelos would continue to follow up with them.

b) Cultural Advisory Council Survey Report

Council Member Vang and Council Member Nou reviewed the survey used last year. Council Member Vang explained that the questions from last year were good they just needed to be put into categories to make the survey easier to complete. Council Member Nou discussed that putting the questions into categories served a dual purpose in helping to remember the category and guiding the comments. Council Members Nou and Vang are looking for feedback from this Council to add new questions or remove some questions. There was a discussion about adding additional security questions to the survey or doing a survey just for walk along.

c) Cal Expo and Overall 2016 State Fair Updates

CEO Pickering re-introduced Melissa Lamont who does all the outreach and coordinates all entertainment on the community stages. A 3rd community stage is being added this summer in the kids' park area "Jest in Time Circus". Melissa Lamont reported that the dead line for entertainment applications was April 15, 2016. She is excited by the range of new and returning applications.

CEO Pickering reminded the Council of the Fairs on grounds 9-1-1 number 916-263-3050. This number is to be used in an emergency rather than the outside regular 9-1-1 number. Beware of your surroundings i.e. all monorails poles are number so if you call you can give the Fair 9-1-1 operator.

CEO Pickering informed Council that Cal Expo was adding 30% more shade in the Main Food Court along with tables and benches. Installing a new sky ride to fly over the lagoon while the motorcycles are jumping in the lagoon. State Fair Chief Keith Greenlove is coming back and bringing his son to do some youth cooking as well adding vegan and vegetarian dishes.

Pro Rugby will be having 2 games during fair and Pro Rugby will be having an international game on June, USA vs Russia.

Jungle area has been re-planted with California Native plants to show that our native plants drought resistant.

d) 2016 State Fair Marketing and Community Outreach Updates

CEO Pickering explained how the non-profits ticket sale program works and encouraged non-profits to apply at our web site. Board Member Chong explained how this program was first used last year for Global Winter Wonderland and was a huge success.

Marketing Director Castleberry informed the Council that the "State Fair" app has launched. In the next 3 weeks, all of the 2016 State Fair information will be transferred over to the app and we are expecting more downloads than the 22,000 from last year. This year the marketing department re-vamped the 63-page booklet that has been used for many State Fairs in the past to a 1 page Disney style map with a list of daily attractions and shows. State Fair also has an active social media presence, which is another way to get our message out.

CEO Pickering reported that the various community stages would be received electronic reader boards that will be set up in front of each stage

CEO Pickering mentioned that in the Rodeo Arena this year we will have Olympic High Divers. This year is also the NAACP 100th year anniversary. Cal Expo has been working with the local chapter to design and develop their booth. There will be dedication ceremony and an e-mail will go out letting this Council know the details.

CEO Pickering announced that Cal Expo had applied for a homeland security grant. A portion of this grant will allow us to complete wi-fi-ing the whole property. We will also be able to triple our security cameras that are connected to the Wi-Fi system. Law enforcement will be able to up-date their communication system and we will look to purchase walk through metal detectors.

CEO Pickering explained that Cal Expo has put together a "Code of Conduct" which is up on our web site for public comment. After the comment period is done the code of, conduct will go before the Board of Directors for approval.

CEO Pickering mentioned that the concert line up is out and is ahead in selling tickets over last year.

- e) 2016 State Fair Marketing and Community Outreach Updates
Marketing Director Castleberry reported the Community Outreach activities that were happening prior to Fair and asked for volunteers. The "Read to Ride" flier was going to print and asked the Council for help to distribute them. Every Wednesday and Thursday there will be \$2.00 Taste of the Fair.
- f) State Fair Credentials
CEO Pickering reported that credentials will be issues 2 weeks before State Fair along with VIP concert tickets. Hosting of the VIP deck will be decided by the Council chair.
- g) Gala & Fundraising Presentation
June 23, 2016 is the Friends of the Fair Gala. Fundraising packages are available and will be e-mailed to this Council.
- h) Walk Along
Sgt. Scott Smith will be at your next meeting with the sign up information.

6) **NEW BUSINESS**

- a) Fair Time Social Event AAC – CAC
A discussion was held and the Council chose to have a combined Social Event on Sunday, July 10, 2016 at 3:00p.m. This Council asked to be sent the information for the Sale of Champion.
- b) Opening Day
It was decided that this Council would meet at the "C" letter at 9:00 am on opening to hand out information for that day's events. Jackie Morris Henderson agreed to be the contact person for this event.
- c) CAC Parade
A discussion was held and the CAC Parade will be at 2:00 p.m. on July 10, 2016 prior to the AAC & CAC social event.

7) **ADJOURNMENT**

It was moved by Council Member David Banuelos and seconded by Council Member Julie Rokser to adjourn the Cultural Advisory Council Meeting.

All in favor, motioned carried.

The Cultural Advisory Council Meeting was adjourned at 7:31 p.m.