

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

Committee Meeting Minutes  
Friday, April 27, 2018  
11:15 a.m.

**MINUTES**

Committee Members Present:

Jess Durfee, Chair  
Director Rex Hime  
Board Chair Rima Barkett

Committee Members Not Present

Director Sonney Chong  
Director Tony Ortiz

Staff Present:

Chief Executive Officer (CEO)

Rick Pickering

Chief Deputy General Manager (CDGM)

Tom Martinez

Deputy General Manager-Administration (DGM)

Samantha Brown

Deputy General Manager-Business Development (DGM)

Margaret Mohr

Programs Manager

Rachelle Weir

Expo Events Director (AGM)

Marcia Shell

Committee Chair Durfee called the Annual State Fair Committee Meeting to order at 11:19 a.m. and dispensed with reading the Mission Statement and Public Comments Statement. Roll call was taken and Board Chair Barkett joined to make a quorum. Director Chong and Director Ortiz were not present.

**Staff Reports**

- a. Review and Approval of a Revenue Generating Agreement for Midway Operations with Butler Amusements, Inc. for the years 2019-2028.

CEO Pickering reviewed the Staff Report and Agreement with the committee.

Mick Brajevich, CEO and President, Lance Moyer, COO and Executive Vice President and Rich Byrum, Vice President of Butler Amusements were available for questions. Mr. Byrum spoke about the new electronic ticketing system, which will be used at the 2018 State Fair. Mr. Moyer spoke about the gaming systems available to Carnivals.

**Motion:**

It was moved by Director Hime and seconded by Board Chair Barkett to recommend to the full Board approval of the Revenue Generating Agreement for Midway Operations with Butler Amusements, Inc. for the years 2019-2028. **All in favor, motion carried unanimously.**

**b. General update 2018 State Fair.**

Deputy General Manager Mohr gave a brief summary of her staff report. Brian Honebein of Event Partners gave an update on new and returning sponsorships. DGM Mohr reported that the Read to Ride flier is in English, Spanish and Vietnamese and the CSF app will be available on June 1<sup>st</sup>.

CEO Pickering reported on Navy week, Cool/Kool at the fair, expanded seating in air-conditioned buildings and VIP packages.

**ADJOURNMENT**

**Motion:**

Motion to adjourn was moved by Director Hime and seconded by Board Chair Barkett.

**All in favor, motion carried unanimously.**

The Annual State Fair Committee meeting adjourned at 11:55 a.m.