

## **CALIFORNIA EXPOSITION & STATE FAIR**

Annual State Fair Committee Meeting Minutes  
Friday, September 25, 2015  
9:30 a.m.

### **MINUTES**

Committee Members Present:

Chair Sonney Chong  
Director David Mallel  
Director Rima Barkett  
Director Corny Gallagher  
Director Hallie Ochoa  
Director Rina DiMare

Staff Present:

Chief Executive Officer (CEO)  
Chief Financial Officer (CFO)  
Marketing Director  
External Affairs Director  
Expo Events Director (AGM)  
Program Director  
Maintenance Manager

Rick Pickering  
Samantha Brown  
Jennifer Castleberry  
Sonya Logman  
Marcia Shell  
Carrie Wright  
Paul Gillingham

Present in the Audience:  
CEO Glass Agency

Amber Williams

\*Chairman Sonney Chong asked CEO Rick Pickering to introduce new Board Member Rina DiMare to Chairpersons, Director's & Staff members.

### **STATE FAIR UPDATE**

1. Program Director Wright showed a video compilation of the 2015 CSF. She then discussed program competitions, new programs, the 2015 official State Fair Chef, Keith Breedlove and his food & Ag connections, CA Kitchen, The Farm, upcoming school tours and the Farm dinners, the success of the 1<sup>st</sup> annual Olive Oil Competition and the unexpected olive oil sales. Also spoke on Youth Arts, Dream Big, Beach Buddy, Camp Smokey and Program staff changes.
2. Marketing Director Castleberry reminded everyone to vote for the CSF on line to be the 'BEST STATE FAIR', and she noted the current CSF ranking as #6. She introduced the Best of California Magazine, with copies for all attendees,

showcasing the results for the 2015 CSF wine, cheese & olive oil competitions. She also introduced brochures for the promotion of the Clubhouse and potential for new business there, Farm to Fork & celebrating the new State Fair competitions, and the success of CSF horse racing. In conjunction with the Marketing update, Amber Williams, CEO from the Glass Agency, presented a video presentation of the advertising campaign for the 2015 CSF including billboards, souvenirs, statistics, different advertising mediums used, social media outreach, hashtags, #castatefair #itsthebest , brand standards, mobile apps used, etc... Marketing Director Castleberry concluded speaking on the 174 Facebook posts through the Media Department, the increase of concert ticket sales, radio & television promotions, the first time use of 'Periscope' via the Media Department and the huge success of the first time ever Drone Races and the international attention received and concluded with the continued success of Fun For All Day(s) and shared the 'thank- you's' received for the 2 day event from disabled attendees.

3. Expo Events Director Marcia Shell spoke about the success of the food and beverage sales from the 2015 CSF and noted that the sales exceeded 9.6 million dollars this year.
  
4. External Affairs Director Sonya Logman spoke about the new staff in External Affairs, she also spoke about the success of the 2015 CSF 'Behind the Scenes' tours that included staff from USC, over 40 legislative staff from around the country. She spoke about hosting 272 foreign students and the impact of that program, the further success of Military and Veterans Appreciations Days, and also about Youth Leadership Day. She gave a summary of the 2015 Gala and its continued annual success.

**General questions and discussion ensued.**

## **ADJOURNMENT**

Committee Member Chong requested to adjoin the meeting, Committee Member Gallagher 1<sup>st</sup> and Committee Member Barkett 2<sup>nd</sup>