

## CALIFORNIA EXPOSITION & STATE FAIR

Cal Expo Renewal Committee Meeting Minutes  
Friday, December 12, 2014  
10:00 a.m.

### MINUTES

#### Committee Members Present:

Chair Rex Hime  
Director David Mallel  
Director Mark Nelson  
Director Patrick O'Brien

#### Staff Present:

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

Rick Pickering  
Sonya Logman  
Jennifer Castleberry  
Carrie Wright  
Samantha Brown  
Jan Risso  
Marcia Shell  
Linda Contreras  
Coco Wong

#### Others Present in the Audience:

Board Member  
Board Member  
Ovations  
Sacramento Republic Football Club  
Brewer Lofgren LLP

Board Chair Sonney Chong  
Director Rima Barkett  
Nick Nicora  
Brian May  
Roy Brewer

Chair Hime called the meeting to order at 10:00 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. Review and Approval of Amendment of #1 to Ovations Fanfare, L.P. Revenue Generating Agreement (#13-0347)**
- 2. Review and Approval of Community Multi-Use Sports Field Seating Expansion Project – CEQA Documentation**

Chair Hime congratulated Sacramento Republic for winning the National USL Pro soccer league championship, as a first year franchise.

CEO Pickering reviewed the proposed Amendment #1 to Ovations Fanfare, L.P. Agreement and the CEQA documents included in the Board Packet.

CEO Pickering reported that the proposed Amendment #1 to the master agreement with Ovations would allow for the addition of up to a total of 12,000 seats. The number of additional seats is estimated based on preliminary designs. The final total will depend on site lines, ingress and egress, seat widths, etc.

CEO Pickering reported the base rent for the Multi-Use Sports Facility will increase from \$75,000 on an annual basis to \$100,000. Sac Republic and Ovations are on a very strict timeline as four more teams have been added to the league in 2015, which will move the USL season start date from April to March.

CEO Pickering noted the need to reconfigure the area between Bonney Field and Expo Center to enhance pedestrian flow to accommodate sponsorship mobile tours. These tours generate approximately \$50,000 in sponsorship revenue for Cal Expo. Ovations agreed to ensure pedestrian flow during the annual State Fair would be adequately addressed with the contemplated larger foot print. While this enhanced pedestrian flow is outside of the lease-hold footprint, Ovations has agreed to solely bare the cost of recounts improvements.

CEO Pickering noted that the approximate CEQA documents had been filed for the required time period. No comments or protests were received.

Chair Hime asked for Public Comments. There were none.

**Motion:**

It was moved by Director O'Brien and seconded by Director Mallel to recommend to the Board for Approval Amendment #1 to Ovations Fanfare, L.P. Revenue Generating Agreement and to approve the Community Multi-Use Sports Field Seating Expansion project-CEQA Documentation and Project. **All in favor, motion carried unanimously.**

**3. Update on Cal Expo Renewal Components and Consideration of a draft Request for Qualifications (RFQ)**

CEO Pickering noted that Cal Expo Renewal has been actively taking place on a variety fronts, and distributed a document which summarizes a number of recent renewal efforts at Cal Expo. He noted that Bonney Field has been part of renewal efforts by creating a public amenity that serves the community and generates new revenues. Changing the State Fair's marketing efforts to focus on the Blue Ribbon campaign has been part of our renewal efforts. Expanding our community service and social media presence has been part of our renewal efforts.

One of the key components of renewal that the Committee has been focused on is to explore how land at Cal Expo might be used to generate increased revenues

aimed at bolstering the 21st century State Fair. It was noted that surrounding property values were increasing such as the corner of Arden, Ethan, and Exposition, where the Century Dome theaters are undergoing renovations, and the Howe 'Bout Arden Center is being expanded.

CEO Pickering noted that the 2012 draft of a Request for Proposals was aimed at selling the Westerly most 120 acres of Cal Expo. In 2014 the Board shifted focus toward long-term leasing a portion, or all, of Cal Expo through an initial RFQ process. The Board also made it clear that Cal Expo is not soliciting proposals relating to the Cal Expo lands that are within the American River Parkway.

CEO Pickering reported that the current draft RFQ outlines a three phased approach. First, the RFQ would determine the level of qualified respondents; second, the most qualified respondents would participate in an RFP process; third, exclusive negotiations could be entered into after the RFQ and RFP phases were completed. Cal Expo retains the right to reject all responses at its sole discretion.

The RFQ process is aimed providing revenues necessary to sustain a vibrant 21st century State Fair. The RFQ is publicly open process and it includes a fair scoring process. He noted that Staff was still obtaining input on the RFQ to make certain that it incorporated all the standards required by the State of California for such documents.

**Motion:**

It was moved by Director O'Brien and seconded by Director Mallel to adopt and recommend to the full Board for approval, the Draft Request for Qualifications (RFQ); with the understanding that Staff will continue to work to incorporate any further formatting and standards set forth by the State of California.

Chair Hime asked for public comments. There were none.

Director Nelson thanked Director O'Brien and Staff for a great job in preparing the Draft RFQ. **All in favor, motion carried unanimously.**

**ADJOURNMENT**

The Cal Expo Renewal Committee meeting adjourned at 10:22 a.m.