

California STATE★FAIR

Meeting Minutes

California Exposition & State Fair

Meeting of the Cultural Advisory Council

Held on

Wednesday, February 17, 2016 at 5:00 pm

In the Administration Building Boardroom

California State Fairgrounds

1600 Exposition Blvd.

Sacramento, California 95815

In Attendance

Indi Kallirai, Chair

David Banuelos, Member
Debora Richardson Brister, Alternate
Delgreta Brown, Member
Letitia P. Earl, Member
Norah LeDoux, Alternate
Chris Mateo, Member
Jackie Morris Henderson, Member
Julie Rokser, Member
Olga Shilo, Member
Cha Vang, Member

Sonney Chong, CE&SF Board Member
Rick Pickering, CEO
Jennifer Castleberry, Marketing Director
Carrie Wright, Program Director
Carol Mundy, Fine Art Coordinator
Michelle Johnson, Culinary Coordinator
Alison Wells, Youth Coordinator
Natalie Minas, Education Coordinator

1) CALL TO ORDER – the meeting was called to order at 5:10 p.m. by Chair Kallirai

2) ROLL CALL – Role was taken, no quorum.

California Exposition & State Fair

P.O. Box 15649 * Sacramento, CA 95852-1649 * State of California * Jerry Brown, Governor

3) INTRODUCTIONS - Program Staff introduced themselves and explained their respective programs, ways in which CAC could participate and upcoming changes and additions for the 2016 Fair.

4) MINUTES OF PREVIOUS MEETING – no quorum present, Council Meeting Minutes from January 21, 2016 will be presented at the April meeting for approval.

5) STAFF & MEMBER UPDATES

- a. Cal Expo Update – CEO Pickering updated the Council in regards to the new members to the board. In addition, Pickering emphasized some of the new additions to the 2016 Fair including the new Sky Ride that will be installed prior to fair. Lastly, he reminded the Council that the fair would again offer a non-profit ticket sales program as a way to promote the fair and generate fundraising dollars for California based non-profits.
- b. Program Update – Marketing Director Castleberry unveiled a sneak peek of the 2016 Marketing Campaign and emphasized that she and her team were focused on automating digital campaigns, sponsor renewal, concert line up unveil happening on February 29, community events and the Read to Ride program. Program Director Wright handed out the February California Exposition and State Fair Board report that extensively documented 2016 Fair programs and progress.

A). Call for participation – Chair Kallirai led a discussion regarding how the CAC would like to participate and assist staff for the 2016 Fair. After much discussion the Council recommended continuing with the Opening Day Welcome by the Letters (front gate) and the CAC parade. In addition, Julie Rokser and David Banuelos volunteered to work with Culinary Coordinator Michelle Johnson to secure demonstration space in The Kitchen during the Fair. They would work with members to develop culturally relevant programming and report back at the April meeting with the plans for the event.

6) NEW BUSINESS

- a. Discussion of Fair time Survey – a discussion regarding the importance of conducting a CAC Member survey for the purposes of creating a report at the August meeting was held. There was general consensus that this was a positive direction and Cha Vang and Cat Nou volunteered to design a plan and report their findings at the April meeting.

ADJOURNMENT – the meeting was adjourned at 7:05 p.m.