



### **Meeting Minutes**

California Exposition & State Fair  
Meeting of the Cultural Advisory Council  
Held on

**Thursday, May 21, 2015 at 5:00 pm**  
**In the Administration Building Boardroom**

California State Fairgrounds  
1600 Exposition Blvd.  
Sacramento, California 95815

### **Council Members Present**

Adrian Perez, Chair  
Jackie Morris-Henderson, Vice Chair

Rick Adams, Member  
Delgreta Brown, Member  
Bill Campos, Member  
Letitia P. Earl, Member  
Anita Johnson, Member  
Indi Kallirai, Member  
Chris Mateo, Member

Elissa Ouchida, Member  
Julie Rosker, Member  
Cha Vang, Member  
Sandra Varner, Member  
Jorrel Verella, Member

### **Guests Present**

Mona Foster

### **Board and Staff Present**

Mark Nelson, California State Fair Board Member and CAC Liaison  
Rick Pickering, CEO  
Carrie Wright, Program Director  
Sonya Logman, External Affairs Director  
Melissa Lamont, Entertainment Coordinator

## **AGENDA**

**1) CALL TO ORDER** – The meeting was called to order by Chair Adrian Perez at 5:05 p.m.

**2) ROLL CALL** – Roll was taken. Quorum present.

### **3) MINUTES OF PREVIOUS MEETING**

a. Motion made (Kallirai/Rosker) to approve the Council Meeting Minutes from March 19th, 2015. Motion passed.

### **4) STAFF & MEMBER UPDATES**

a. Cal Expo and State Fair Updates

- CEO Rick Pickering discussed Cal Expo Renewal and the Request for Qualifications process. In addition, he announced the opportunity for any California non-profit to participate in the new Non-profit Ticket Sales Fundraiser debuting this year.
- Marketing Director Jennifer Castleberry provided a slide presentation regarding marketing efforts for the 2015 fair. She reported the progress of participating in community events as a way to promote the fair.
- External Affairs Director Sonya Logman reported out on her outreach efforts in advance of fair including scheduling CEO Pickering into key speaking events prior to fair. She also asked those interested in participating in the North Sac Chamber event and Military Appreciation Day to let her know.
- Program Director Wright distributed the Annual State Fair Board Committee report from April and discussed several items related to fair. There was a concerted effort to market the competitions this year and the results were good with an overall increase in many competitions – most notable with Youth Art. She also announced the newest competition – the US National Drone Racing Championships.

Wright distributed a draft Walk-Along Program Guide and asked for feedback from those that have participated in the past. A general discussion about the benefits of the Walk-Along program ensued.

## 5) **NEW BUSINESS**

- a. Member Expectations – Chair Perez presented the concept of member expectations for the Council. He and Vice Chair Morris-Henderson had developed four member expectations and presented them to the members.
  - Take a tour with Executive staff of the fairgrounds
  - Participate in a survey about the fair
  - Volunteer for a community event
  - Attend opening day of fair
- b. Fair time Survey – a valuable component of the CAC is the ability to provide feedback to the CSF. Program Director Wright was asked to develop a survey for CAC. The feedback would be available in a more consistent and helpful manner.
- c. Fair time Tours – Program Director Wright discussed the logistics of fair time tours for CAC members and distributed dates.
- d. Fair time Social Event – AAC and CAC reception time and date were announced for Monday July 13<sup>th</sup> from 4-5:30 p.m.
- e. Opening Day – for the third year in a row CAC was asked to help welcome guests as they arrived for opening day of the fair. Everyone was asked to wear a State Fair shirt and hand out programs and giveaways to those waiting to enter the fair.
- f. CAC Parade – Chair Perez and Vice Chair Morris-Henderson took the lead on coordinating the CAC Parade in conjunction with CSF Entertainment Coordinator Melissa Lamont.

## 6) **ADJOURNMENT** – The meeting was adjourned at 7:02 p.m.