

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

Committee Meeting Minutes
Friday, March 13, 2020
10:30 a.m.

MINUTES

Committee Members Present:

Jess Durfee, Chair
Director Sonney Chong
Director Rex Hime
Director Brian May

Staff Present:

Chief Executive Officer (CEO)
Chief Deputy General Manager (CDGM)
Deputy General Manager-Administration
Deputy General Manager-Business Development (DGM)
Programs Manager
Ag Programs Manager
Recording Secretary

Rick Pickering
Tom Martinez
Samantha Brown
Margaret Mohr
Rachelle Weir
Jay Carlson
Sue O'Brien

Guest Present:

Darla Givens, Staff
Josie Lee, Staff
Darby Flynn, Staff
Brian Honebein, Event Partnership
Amber Williams, un/common
Brantley Payne, un/common

Committee Chair Durfee called the Annual State Fair Committee Meeting to order at 10:33 a.m. and read into the record the Mission Statement and dispensed with reading of the Public Comments Statement. Roll was taken and quorum was present.

Staff Reports

a. Annual State Fair Recap

o Marketing

Deputy General Manager Mohr reported that from a media perspective the Marketing Department has been dealing with Media regarding the Corona Virus and getting out in front of it. She went on to mention that following a successful RFP Mercury Media would be working as our crisis management and public affairs team.

Deputy General Manager Mohr was excited to announce a new employee, Josie Lee as the Marketing and Communications Coordinator. In December, the Marketing Department started to re-

design on our new web site. We are taking two sites down to one. www.CaStateFair.com. The team is planning to get the site ready to test and deliver by the end of March.

The California State Fair and Food Festival planning is underway. There are over 30 food vendors participating to date and this time last year there were only 2. Special days will remain the same with the addition of a pet food drive in conjunction of the new Cats and Dogs exhibit.

The launch of Concert and Discount ticket sales has been moved to the end of April due to the Corona Virus.

Event Partnership reported that sponsorships are ahead of last year. Talks are ongoing with new sponsors and returning sponsors. DBI distributors sold to Reyes Bros./Golden Brand last year. The new company decided not to renew the marketing sponsorship they had with Cal Expo. Reyes Bros./Golden Brands corporate philosophy is that they do not do sponsorships. Event Partnership has been working the suppliers directly and expects to have some sponsorships by next week. This will also effect other fairs that had a partnership with DBI.

- Programs

Programs Director Weir reported out on the 3 biggest changes in programs for this year starting with the new Counties Exhibits. This year all 58 Counties will be showcased. The Counties Exhibit program has been restructured to create poster size exhibit to highlight each County.

Another new exhibit is the Cats and Dogs exhibit, which will be in Expo Center, building #4. This is a museum exhibit that is touring. There will also be a live animal element with specialty groups like War Dogs, Rescue Groups and Guide Dogs to name a few.

Expo Center, building #2 last year was the Selfie exhibit, produced by Stage 9. This year it will be self-produced Sweet Selfies Experience, sponsored by a Candy vendor. You go through the exhibit, fill your bag with candy, and pay at the end of the exhibit. Many of the candies are nostalgic/retro type candies. Programs is creating many of really fun, creative photo ops and decorations to make the building look fabulous.

- Competitions & Exhibits

AG Programs Manager Carlson reported that Farm Tours are scheduled for April 7 to May 7, 2020 and then September 15 to October 22, 2020. Last year the Farm gave tours to almost 50 schools and 2,000 students, with over 850 students being from Title 1 schools.

The Farm, during State Fair will have a Monarch Butterfly Waystation. There will be a monarch habitat to help educate fair guest about the plight of the monarch butterfly. There will also be an area to showcase different types of container gardening that can be done at home.

We are working with EZ-Clone Enterprises to creating a fiber exhibit to emphasize multiple aspects of agriculture at the Farm.

At the Horse Arena, the Best of Show Horse Show has been moved to the last weekend of Fair. There will be Special Equine Entertainment for the first and second weekend of Fair. The "Mane Event" shows for 2020 is themed "The Pirates of the Pacific."

The Sale of Champions will be Sunday, July 19, 2020.

The AG Heritage Club Breakfast will be Wednesday July 22, 2020. This year there will be a new event, "Ag Awareness Day" the will provide a fun, interactive and education opportunity to learn about California Agriculture.

California Crafted, which is the new and improved Beer Festival will be Sunday, August 2, 2020, at the Golden 1 stage and will have live music throughout the event.

Wine Advisory Taskforce had a meeting and will be recommending for your next board meeting the approval of Randall Graham - Lifetime Achievement, Sangiacomo Vineyard - Vineyard of the Year and Margrit Mondavi and Barden Stevenot as California All Stars.

Chief Deputy General Manager Martinez gave an update on the 3rd Annual Youth Mariachi Competition. There are 10 youth groups coming from the San Diego area, Bay Area, Central Valley and Santa Rosa. Mariachi Vargas will also be returning. He went on to report that there would be a Cannabis competition. This will be held prior to fair like our wine, cheese and olive oil competitions are held. We will display the names and information of the winners along with having a display that complies with all State regulations. There will be no sales of Cannabis at State Fair.

- Commercial & Food Vendors

Assistant General Manager Shell reported that applications for State Fair space were due the end of February. They are being reviewed and contacts will be going out early April. There is a RFP out for the BBQ Stand near the 1st Aide station as a premium space. Applications are due by the end of the month.

- Exposition & Facilities

Assistant General Manager Shell reported that this report was written for our February Board meeting.

California Dairy Sustainability Summit was scheduled for March 25 & 26, 2020. This was a new event from the Convention Center however, it has cancelled.

Sac Republic FC had a good opening game but are cancelling the rest of their events.

The Unified Wine and Grape Symposium went well and will be returning January 9-17, 2021.

Assistant General Manager Shell continued to review her staff report with the Board.

As an update to the changes in January, due to the closures of events for the rest of the month, most of our promoters are still in the process of having to make decisions. The decisions are hard for them because they are having to change dates. Most of them are looking for dates in the fall.

ADJOURNMENT

The Annual State Fair Committee meeting adjourned at 11:30 a.m.