



**Meeting Minutes of the
California Exposition & State Fair
Cultural Advisory Council**

Held

Thursday July 23, 2020, at 5:30 p.m.
Via teleconference originating at
California State Fairgrounds
1600 Exposition Blvd.
Sacramento, California 95815

Council Members Present

Anita R. Johnson, Chair
Jag Nagendra, Vice Chair

Dorian Almaraz, Member
David Banuelos, Member
Debbie Richardson Brister, Member
Twiana Armstrong-Bryant, Member
Letitia P. Earl, Member

Cat Nou, Member
Cha Vang, Member
Danny Vang, Member
Jerry Yamashita, Member
Susan Knutson, Alternate Member

Council Members Absent

Delgreta Brown, Member
Denise Carter, Member
Stephanie Chavez, Member

Michael Colbruno, Member
Chris Mateo, Member
Richard Pannell, Alternate Member

Board and Staff Present

Director Erin Choi, Board Liaison
Tom Martinez, Chief Deputy General Manager
Sue O'Brien, Recording Secretary

This notice is also available on the Internet at: www.calexpo.com

MINUTES

1) **CALL TO ORDER** – The meeting was call to order at 5:33 p.m. by Chair Johnson.

2) **ROLL CALL** – Role was taken and a quorum was present.

Council Member Chavez was not present and asked to be excused. Council Members Brown, Cater, Colbruno, Mateo and Alternate Council Member Pannell were not present.

MOTION:

Council Member Banuelos moved to excuse Council Member Chavez. Motion was seconded by Council Member Earl. **All in favor, motion passes unanimously.**

3) **INTRODUCTION OF GUESTS & STAFF**

4) **APPROVAL OF PREVIOUS MEETING MINUTES**

a) Approval of Council Meeting Minutes of May 14, 2020.

Chair Johnson asked that the approval of the meeting minutes for May 14, 2020, be moved to the September Council Meeting if there were no objections. There were no objections.

5) **STRATEGIC PLANNING**

a) What is strategic planning?

Vice Chair Nagendra reported that this meeting is part 1 of the Strategic Planning for the CAC. The objective for today is a discussion of where we as the CAC want to go in the next 18 months from now. Also as part of this journey we want to be able to picture ourselves 18 months from now and make sure we come up with a plan that helps us to achieve what we really see from today to 18 months from now. Some of you are familiar with strategic planning and some of you are not. Strategic Planning is just a fancy word for Game Planning. Part of today we will focus on the "What". What are we going to do in the next 18 months? Our meeting in August we will be discussing the "How". To help with the 2 sessions, Twiana Armstrong-Bryant will be our facilitator.

b) What has CAC been doing?

Ms. Armstrong-Bryant went on to explain the ground rules:

Seek first to understand, stay present, inquiry vs. advocacies. The group went on to discuss and determine 26 actives that the Cultural Council is currently doing. (See attached draft of the Mission Statement and list of actives)

c) What is our mission and how do we know we are proceeding in the right direction?

The group took each activity and discussed whether or not it aligned with the By-Laws and Mission Statement. They numbered each activity to align with the Mission Statement. It was discussed that there may be other action items to put on the list. It was asked that Councilmembers send to Chair Johnson and Vice Chair Nagendra their additional ideas by August 10, 2020 to ensure it will be included at the next Strategic Planning session on August 20, 2020.

d) What do we want to see in place in 18 months as a result of our actions?

6) MATTERS OF INFORMATION

a) Public Comments Matters not on the Agenda

b) Members Comments not on the Agenda

Councilmember Banuelos – Appreciate everyone being respectful and open to others ideas.

Councilmember Knutson – Would like to see a letter from the CAC explaining what the Cultural Advisory Council does.

Councilmembers Vang – Suggested that this group looks at centralized social media.

Chief Deputy General Manager Martinez – Sees the Cultural Advisory Council as Ambassadors for State Fair and appreciates everyone's comments.

Vice Chair Nagendra – Feels that everyone is on the same page and appreciates everyone's participation.

Chair Johnson – Thank you to everyone for attending today. Next meeting will be August 20, 2020.

7) ADJOURNMENT

The Cultural Advisory Council Meeting was adjourned at 7:07 p.m.

CAC STRATEGY PLANNING SESSION

JULY 23, 2020

MISSION STATEMENT

- (1) To enhance the outreach of the Board and staff in the Cultural communities throughout the State
- (2) To advise the Board on matters pertaining to multi-cultural programs related to education, entertainment and other activities at the annual California State Fair, and
- (3) To support Board objectives to showcase a broad range of multi-cultural activities during the annual State Fair as well as throughout the year at Cal Expo.

WORK CAC CURRENTLY DOING

Assessment of Fair from CAC Member's point of view - 2
Assist Fair Staff during Opening Day - 3
Assist with New Member Recruiting - 1
College Student engagement – 1, 3
Community outreach for the fair ticket sales- 1, 3
Cooking Presentation - 3
Fair Survey- 2
Fair walk around to observe fair and provide feedback - 1
Help Staff with Mariachi Competition - 3
Help with recruiting group performances (entertainment) – 1, 2
Host Concerts on VIP Desk – 2, 3
Inspire community to participate in fair -1
Opening Day Ceremony - 2
Parade - 3
Participating in Walk Along Program - 2
Promote Fair in Communities - 1
Provide feedback to staff - 2
Recommendations on Year-round Multicultural Programming & Event Opportunities - 2
Reviewing the scholarship applications – 1, 3
Ride and Read Program - 2
Serve as MC on the Community Stage after Parade - 3
Social with AAC and Friends of the Fair – 2, 3
Volunteer for collecting donations for Gala - 2
Volunteer for Scholarships – Gala - 2
Volunteer in the Community to advertise - 1
Youth Cultural Parade - 3