



AMENDED 04-19-2024

Notice of Meeting

California Exposition & State Fair
Meeting of the Board of Directors
To Be Held

Friday, April 26, 2024, 10:00 a.m.

The Board will meet in closed session at 10:05 a.m.

Public Board Meeting will resume at 11:00 a.m.

**In the Administration Building Boardroom at
California Exposition and State Fair**

1600 Exposition Boulevard
Sacramento, CA 95815

Willie Pelote, Chair
Kim Craig, Vice Chair

Arturo Barajas, Director
Sonney Chong, Director
Rina V. DiMare, Director

Nick Hardeman, Director
Brian May, Director
Che Salinas, Director

EX OFFICIO MEMBERS

Governor Gavin Newsom

Senator Angelique Ashby
Senator Melissa Hurtado

Assembly Member Kevin McCarty
Assembly Member Esmeralda Soria

78 days to California State Fair (July 12-28, 2024)

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

Mission Statement

The California Exposition & State Fair mission is to create a State Fair experience reflecting California including its industries, agriculture, and diversity of its people, traditions and trends shaping its future supported by year-round events.

Policy Statement

The Board shall serve as the policy-making body for the California Exposition & State Fair and shall have full responsibility for the year-round management and operation of all facilities of the California Exposition & State Fair.

Public Comment

Any member of the public wishing to address the Board on any matter listed for consideration on this agenda shall fill out a Speaker's Form and provide it to the Board's Recording Secretary. All speakers will be recognized by the Chair and be allowed a maximum of three minutes to address the Board at the time the agenda item is being considered by the Board.

If you wish to address the Board on a matter not listed on the agenda, you have that right. If you wish to exercise that right, please fill out a Speaker's Form and provide it to the Board's Recording Secretary. You will be allowed a maximum of three minutes to address the Board during the Public Comment item on the agenda.

AGENDA

1. CALL TO ORDER – Public Meeting

All matters noticed on this agenda, in any category, may be considered for action as listed. Any items not so noticed may not be considered. Items listed on this agenda may be considered in any order, at the discretion of the Chair.

2. ROLL CALL

3. CLOSED SESSION

a. Pursuant to Government Code § 11126(c)(7)(A) the Board will convene in closed session for the purposes of discussing a matter of real property negotiations.

b. Pursuant to Government Code § 11126(a)(1) the Board will convene in closed session for the purposes of discussing a personnel matter related to the General Manager.

4. RESUME PUBLIC MEETING

c. Report out of Closed Session, if needed

5. PLEDGE OF ALLEGIANCE

6. INTRODUCTION OF GUESTS & STAFF

7. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

In accordance with state law, the Board will not comment or otherwise consider Public Comment matters until and unless such item has been properly noticed for a future meeting.

8. CONSENT AGENDA

All items on the consent agenda are to be approved in one motion unless a Board Member requests a separate action on a specific item.

- d.** Approval of Board Meeting Minutes for March 22, 2024
- e.** Approval of Committee Meeting Minutes for March 22, 2024
- f.** Service Contracts/Purchase Orders Requiring Board Notification/Approval
- g.** Revised 2025 Annual State Fair Dates

9. COMMITTEE/STAFF REPORTS

- h.** Annual State Fair (Staff)
- i.** Horse Racing – CSF (CA State Fair)

10. NEW BUSINESS

- j.** Review and Approve Board Liaison’s Recommendation of New Members for the 2024 Cultural Advisory Council

11. OLD BUSINESS

- k.** OVG 360 Contract

12. MATTERS OF INFORMATION

- l.** CEO Comments
- m.** Directors Comments/Agenda Items for Future Meetings
- n.** Next Board Meeting **Friday, June 7, 2024**
- o.** Other, if any

13. ADJOURNMENT

Date of Notice: March 19, 2024

Pursuant to the Americans with Disabilities Act, individuals who, because of a disability, need special assistance to attend or participate in any Cal Expo Board, Committee or any Advisory meetings, or in connection with other Cal Expo Activities, may request assistance at the Cal Expo Administration Building Offices, 1600 Exposition Boulevard, or by calling 916-263-3247, during normal business hours. Requests should be made one week in advance whenever possible.

CONSENT AGENDA

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Board of Directors Regular Meeting

Held Pursuant to Due Notice
March 24, 2024

California Exposition & State Fair
1600 Exposition Blvd.
Sacramento, CA 95815

Directors Present

Director Willie Pelote, Chair
Director Kim Craig, Vice Chair
Director Arturo Barajas
Director Sonney Chong
Director Rina V. DiMare
Director Nick Hardeman
Director Che Salinas

Directors Absent

Director Brian May

Executive Staff Present

Tom Martinez, Chief Executive Officer
Matt Cranford, Chief Deputy General Manager
Marcia Shell, Deputy General Manger Expo Events
Sue O'Brien, Recording Secretary

Staff and Guests

Alex Alcantar, Business Development
Diana Barrios, Accounting Manager
Pat Conner, IT Manager
Craig Walton, Chief of Police
Stephanie Dyer, HR Manager
Kyle Brown, Box Office
Mitch Pryor, Chief of Plant
Annie Donahey, Executive Staff
Heidi Turpen, Contracts Manager
Lindy Munguia, Contracts Manger
Kameni Gandher, IT Staff
Michael Beller, Arden Business Alliance
Steve Dooner, California Dreamin
Darla Givens, Media
Brian, Honebein, Event Partnership
Corey Brandt, OVG
Carla Miller, OVG 360
Damon Berry, OVG 360
Harry Moos, Friends of the Fair
Jim Correll, President of Local 280

1. CALL TO ORDER – Public Meeting

Chair Pelote called the public meeting to order at 11:30 a.m. Chair Pelote read the Mission Statement and the Policy Statement into the record.

2. ROLL CALL

Roll call was taken and a quorum was present. Director May was not able to attend the meeting and asked to be excused.

MOTION:

Chair Pelote asked for a motion to excused Director May. Director Salinas moved the motion and Director Chong seconded it. **All in favor, motion passes unanimously.**

3. PLEDGE OF ALLEGIANCE

Chair Pelote asked Deputy General Manager Shell to lead the Board and Staff in the Pledge of Allegiance.

4. INTRODUCTION OF GUESTS & STAFF

Chair Pelote asked the Deputy General Manager Shell introduced guests and staff that were in the audience.

5. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

In accordance with state law, the Board will not comment or otherwise consider Public Comment matters until and unless such item has been properly noticed for a future meeting.

Harry Moos, Executive Director of Friends of the Fair gave an update on the 2024 Scholarship program. They have received 67 more applications than last year (2023) and are planning on giving out \$50,000 in scholarships. On May 9th, final interviews will be done.

6. CONSENT AGENDA

All items on the consent agenda are to be approved in one motion unless a Board Members requests a separate action on a specific item.

a. Approval of Board Meeting Minutes for February 23, 2024

b. Approval of Committee Meeting Minutes for February 23, 2024

c. Service Contracts/Purchase Orders Requiring Board Notification/Approval

It was noted that service contract for Quiet Events needing notification was pulled from the agenda. Quiet Events cancelled their contract.

MOTION:

Chair Pelote asked for a motion approve the consent agenda. The motion was moved by Director Salinas and seconded by Director Chong. Discussion – None **All in favor, motion passes unanimously.**

7. COMMITTEE/STAFF REPORTS

a. Executive Committee

Director Salinas reported out that the Executive Committee met prior to this meeting. They discussed HHP and SRFC and future contracts. The contract for the 2023-2024 season has just been executed. The contract for 2024-2026 has been updated and we are awaiting approval.

b. Finance Committee

CEO Martinez reported out that the Committee was presented with draft 4th quarter Statement of Financial Activities and the AR Aged Invoice Analysis. There were discussions of some of the aged accounts. Finance Manager Barrios gave an update on the Audit and when it may be expected.

c. Long Range Planning & Expo Facilities & Operations

Director DiMare reported out that the committee had an update on California Dreamin and Chief of Plant, Mitch Pryor gave a very good detailed report of the deferred maintenance projects.

8. NEW BUSINESS

a. 2025 Annual State Fair Dates

Chief Deputy General Manager reviewed his report with the Board. Director Chong asked about the proposed changes that had been in earlier meetings and would they be applied to the 2025 dates. Cranford said this is just the approval of dates for 2025 so we could start planning now for the 2025 CA State Fair.

MOTION:

Chair Pelote asked for a motion to approve July 18 through August 3, 2025 as the 2025 CA State Fair dates. Motion was moved by Vice Chair Craig and seconded by Director Chong. Discussion – None Chair Pelote asked for a roll call vote: Director Barajas, yes; Director Chong, yes; Director DiMare, yes; Director Hardeman, yes; Director Mallel, yes; Director Salinas, yes; Vice Chair Craig, yes; Chair Pelote, yes. **Motion passes unanimously.**

b. OVG 360-2024 MOU – Chief Deputy General Manager Cranford asked to take this item off the agenda.

9. MATTERS OF INFORMATION

Please note that unless you were speaking into your mic it was hard to understand your comments.

a. CEO Comments

CEO Martinez talked about our competitions. Many competitions had increases. Commercial cheese 130 this year 121 in 2023, Market Steer 49 DNA samples this year 38 in 2023. He also mentioned the competitions that are still open, Commercial Wines, Fine Arts, Crafts and Plein Air at the fair. Martinez also mentioned Lot 25. The Cal Fire Marshall had recommended some improvements for Lot 25. Thanks to Chief Walton, Chief of Plant Mitch Pryor, Carla Miller and Damon Berry Lot 25 has a new/better look and feel. At the last

CHRB meeting there was standing room only. The topic was the Northern CA allocation of racing dates. With Golden Gate Field closing the end of June there is a vacancy/a Hub of activity missing for the worker behind the scenes. It was extended to CARF/Golden State Racing to apply for the Northern CA Races dates. Which they did. The Stronach Group sent a letter to the CHRB Directors implying that if the Northern CA Races dates weren't given to them, they may have to look into selling their race track, Santa Anita Park. The CHRB Directors voted on awarding the Northern CA Race dates to CARF/Golden State Racing. Director Chong asked for a fast update on Rock & Brews. CEO Martinez explained that Rock & Brews requested to apply the Force Majeure part of their contract to their outstanding rents due to COVID which this Board approved. This Board discussed the aged invoices report and the balance owed by Rock & Brew. The Board has recommended that a payment plan is set up between Rock & Brews and Cal Expo to take care of this matter.

b. Directors Comments/Agenda Items for Future Meetings

Director DiMare talked to the Board about the 9-11 Foundation. How it came about and what it needs now, which is new members. The Foundation has changed its name to State Fair Foundation and is keeping a sub-committee for the 9-11 memorial.

Director Chong thanks to staff and excited for State Fair.

Director Barajas gave a quick update on the Agricultural Advisory Council (AAC).

Vice Chair Craig thanked staff for working so hard the SRFC issue.

Director Salinas wished everyone a Happy Spring Break to those who get one. He also echoed Chair Pelote's comments about our dedicated staff.

Director Hardeman agreed with everyone's comments on SRFC.

Chair Pelote wanted to acknowledge and thank Director Salinas for his historical knowledge of SRFC negotiations and his contacts with the Governor's office. Also thank you very much to the Cal Expo staff that work on this as well.

c. Next Board Meeting April 26, 2024

d. Other, if any

10. ADJOURNMENT

The Board of Directors meeting was adjourned at 12:30 p.m.



FINANCE COMMITTEE and AUDIT COMMITTEE

Committee Meeting Minutes

Friday, March 22, 2024

10:00 a.m.

MINUTES

Committee Members Present:

Director DiMare
Director Salinas

Committee Members Absent:

Brian May, Chair

Staff Present:

Chief Executive Officer (CEO)
Chief Deputy General Manager
Deputy General Manager
Accounting Manager
Recording Secretary

Tom Martinez
Matt Cranfield
Marcia Shell
Diana Barrios
Sue O'Brien

CEO Martinez called the meeting to order at 10:03 a.m. Roll call was taken and Director May was absent. Board Chair Pelote sat in as a committee member.

NEW BUSINESS

a. 2023 4th Quarter – Draft

Accounting Manager Barrios reviewed her staff report with the committee. She reviewed the draft Statement of Financial Activities. A trend that she pointed out was rather than leasing items we use all the time for events, we will look into purchasing them if it can save money. The savings advantage should be realized about 3 years out.

b. Account Receivable Aging Report

Accounting Manager Barrios reviewed the AR Aged Invoice Analysis. There were questions on some of the invoices reported. Where all of the payments applied and if not why. The Committee asked staff to look into the Department of Transportation (Cal Trans) accounting ISE accounting and Rock & Brews.

c. Request pf Relief of Accountability

OLD BUSINESS

a. Rock & Brews – Update on Force Majure

Accounting Manager Barrios review the staff report with the committee. There was a healthy discussion regarding the balance owed to Cal Expo. The Committee asked staff to meeting with Rock & Brews to discuss repayment and to develop a repayment schedule.

ADJOURNMENT

The Finance Committee and Audit Committee meeting adjourned at 10:43 a.m.

DRAFT



LONG RANGE PLANNING and EXPOSITION FACILITIES & OPERATIONS

Committee Meeting Minutes

Friday, March 22, 2024

10:44 a.m.

MINUTES

Committee Members Present:

Rina DiMare, Chair
Director Barajas
Director Craig

Staff Present:

Chief Executive Officer (CEO)
Chief Deputy General Manager
Deputy General Manager
Chief of Plant
Recording Secretary

Tom Martinez
Matt Cranfield
Marcia Shell
Mitch Pryor
Sue O'Brien

Guest:

Steve Dooner

California Dreamin

Chair DiMare called the meeting to order at 10:44 a.m. Roll call was taken and a quorum was present.

NEW BUSINESS

a. California Dreamin

Steve Dooner of California Dreamin gave a status update to the committee. Had a DOSH inspection and that resulted in many violations. This led to rethinking placement of some attractions and buildings. There will be two major slide towers along with various speed slides and relocating the wave pool and many of the buildings. Looking at a 2025 opening.

b. Deferred Maintenance Projects

Chief of Plant Mitch Pryor for the benefit of the new board members explained the \$15,000,000 deferred maintenance and how it came to be. He reviewed some of the projects that have happened and how it brought Cal Expo into compliance with Cal Fire. CEO Martinez elaborated about the changes to the Main Gate area and to the main concert stage. Martinez went on to explain about the new well that was put in and how it pumps water into Bushy Lake. Mr. Pryor and CEO Martinez went on to talk about how we replaced 1.5 miles of underground gas lines, reroofed several buildings, replaced old HVAC systems, electrical systems, fire alarm systems to name a few.

c. Renew Energy Update

CEO Martinez review the staff report with the committee. The solar panels in parking lot B have out lived their life span and Cal Expo has been working for a long time to find the right program that will work for us.

d. Long-Term Planning

Meeting ran long and did not discuss this item.

ADJOURNMENT

The Long Range Planning and Exposition Facilities & Operations meeting adjourned at 11:19 a.m.

DRAFT

California Exposition & State Fair

PURCHASE ORDERS

March 16, 2026 to April 19, 2024
From \$15,000 to \$99,999 (rounded) [Requiring Notification](#)

Vendor/Merchant	Amount
Sable Computer Inc. dba KIS <ul style="list-style-type: none">2024 Barracuda subscription renewal	\$17,114
Admit One Products <ul style="list-style-type: none">2024 State Fair box office tickets, cards, packs and stickers	\$19,088
NDS Solutions, Inc. <ul style="list-style-type: none">2024 State Fair marketing swag	\$21,750
Uni Poly Inc. <ul style="list-style-type: none">2024 State Fair trash can liners	\$27,693
Signature Systems Group, LLC <ul style="list-style-type: none">2024 Hard decking for heavy equipment - Heart Health Park	\$43,746
Mega Sign, Inc. <ul style="list-style-type: none">2024 Main Gate LED Displays	\$46,647

SERVICE CONTRACTS

March 16, 2026 to April 19, 2024
From \$15,000 to \$99,999 (rounded) [Requiring Notification](#)

Contractor	Amount
American Medical Response West (AMR) <ul style="list-style-type: none">Ambulance services for FoodieLand event	\$25,391
July 17 - Big Name Concert Artist – TBA <ul style="list-style-type: none">2024 Toyota Concert Series	\$50,000
Pyro Spectaculars North, Inc. <ul style="list-style-type: none">2024 State Fair – Fireworks Shows (6 shows)	\$52,638

SERVICE CONTRACTS

March 16, 2026 to April 19, 2024
 \$100,000 and Over (rounded) [Requiring Approval](#)

Contractor	Amount
July 26 - Big Name Concert Artist – TBA <ul style="list-style-type: none"> • 2024 Toyota Concert Series 	\$100,000
July 13 - Big Name Concert Artist – TBA <ul style="list-style-type: none"> • 2024 Toyota Concert Series 	\$100,000
July 20 - Big Name Concert Artist – TBA <ul style="list-style-type: none"> • 2024 Toyota Concert Series 	\$102,500
July 25 - Big Name Concert Artist – TBA <ul style="list-style-type: none"> • 2024 Toyota Concert Series 	\$115,000
July 24 - Big Name Concert Artist – TBA <ul style="list-style-type: none"> • 2024 Toyota Concert Series 	\$125,000
July 23 - Big Name Concert Artist – TBA <ul style="list-style-type: none"> • 2024 Toyota Concert Series 	\$165,000
Cipponeri Golf Cart Rental, Inc. <ul style="list-style-type: none"> • 2024-2026 State Fair Golf Cart Rental Services • Term: 4/15/2024 to 8/15/2026 (3-years/fairs) 	\$225,000 (up to \$75,000/yr) <i>pending DGS approval</i>
True Nourishment Corp <ul style="list-style-type: none"> • 2024 State Fair Ethnic Marketing and Sponsorship • Term: 4/9/2024 to 8/15/2024 	\$300,000
Sacramento Production & Lighting <ul style="list-style-type: none"> • 2024-2027 Event Production Services for Heart Health Park • Term: 4/15/2024 to 4/14/2027 (3-year term) 	\$1,410,000 (up to \$470,000/yr) <i>pending DGS approval</i>

Upcoming Solicitations (estimated through June 2024)

Invitation for Bid (IFB)

- Concert Stage Security services
- Heart Health Park: Equipment rental services

Request for Proposal (RFP)

- State Fair Entertainment Booking services

g.

Board to approve revised dates of July 11 – 27, 2025, for 2025 CA State Fair to coincide with partners/vendors routing.

COMMITTEE/STAFF REPORTS

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815

MEMORANDUM

Date: April 17, 2024

To: Board of Directors
California Exposition & State Fair

Via: Tom Martinez, Chief Executive Officer

From: Matt Cranford, Deputy General Manager

Subject: 2024 California State Fair Staff Report

2024 FAIR PROGRAM OVERVIEW

Building A Programs

BUILDING A – California Fresh

California Fresh Exhibit

- Educational display about California Specialty Crops
- Interactive Activities for families

Post Office - USPS

- Fully Functional Post Office for Fair Guest and Commercial Use
- **NEW!** 2024 Series Daily CA State Fair Themed Cancellation Stamps
- Mail Packages & Letters, Money Orders, Purchase Stamps & Memorabilia

California Authors Booth

- **NEW!** California Beach Theme
- CA Authors Meet & Greets and Book Signings
- Book Sales
- Book Stream

Other Exhibits

- **NEW LOOK!** Department of Water Resources – Save Our Water Campaign
- Life’s Big Ag-venture
- 58 Counties Selfie
- Mono County Tourism Booth
- Mendocino County Tourism Booth
- Concession Vendors & Seating Area: Cinnamon Buns, etc.

Building B Programs

Save Mart Supermarkets California's Kitchen

Cooking Theatre Chef Challenges

- **NEW!** California State Fair BBQ Competition Judging
- Professional Chef Challenge
- Dinner 911! Cooking Challenge
- Save Mart Supermarkets Employee Cooking Challenge
- Postal Service Cooking Challenge
- California Junior Chef Challenge - Kids contest to propose themes for each round and be a Judge

Other Cooking Theatre Programming

- California Kitchen Trivia!
- **NEW!** Meatless Monday – 7/15
- **NEW!** Blade & Banter Butcher Showcase – 7/24
- CSFA Flower Arranging Competition
- SMUD Induction Cooking Demonstrations
- Chef Demonstrations
- Cultural Advisory Council Cooking Demonstrations
- Canning & Baking Awards Ceremony

Taste of California Classroom

- **NEW!** Private Event – California State Fair Golden Bear Awards – Hosted Reception
- Wine, Beer, and Cider Tasting Class \$10
- Olive Oil, Cheese, and Honey Tasting Class \$5
- Flower Arranging Class \$5
- Canning & Baking Live Judging Events
- Flour Oatmeal Cookie Derby

Taster's Row Booths

- **NEW!** Farmer's Market style layout
- Education, Sampling & Sales for CA Food & Ag Products
- Free Food Samples
- Honey, Spices, Olive Oil, Produce, Cottage Industry Operators, and more!
- Master Food Preservers Information Center

Produce Pavilion

- Picnic Table Seating Area
- Commercial Wine, Brew, Cheese, and Extra Virgin Olive Oil Winner Displays

The Bakery

- Operated by Friends of the California State Fair

California State Floral Association Booth

- Daily Flower Arranging Demonstrations
- Large Floral Displays
- **NEW!** Hands-On Area

California Milk Advisory Board

- **NEW!** Redesigned Educational Display

Ask a Winemaker Booth

- Sensory Activity
- Staffed Information Counter - Sacramento Home Winemakers
- Home Wine Winner Display

Other Exhibits

- Home Brew Winners
- Canning & Baking Winning Entries
- Educational Produce Displays
- Tree Circus – **NEW Location:** Kids Reading Area

Expo Center Programs

- Building 1 – **NEW!** Rustic Charm
- Building 2 – Candy Selfie Experience
- Building 3 – **NEW!** Wild Things Adventure
- Building 4 – **NEW!** The Animation Academy
- Building 5 – **NEW!** California High-Speed Rail
- Building 6 – California Cannabis
- Building 7 – Fine Art and Photography
- Building 8 – California Crafts and Student Showcase

Tent D Programs

- **NEW!** Mind Works
- Captain Jack Spareribs
- Mother's Lounge

PROGRAM UPDATES BREAKDOWN

Building A/B Programs

“California Fresh” Exhibit - CDFA Grant funded

Featuring “California's County Bounty: An Agricultural Tour of California's Specialty Crops by County”. “California Fresh” addresses the need to educate consumers about the many benefits of consuming California specialty crops. The project highlights the top commodities grown within each of California’s 58 counties, as well as the diversity of specialty crops in California. “California Fresh” covers approximately 6000 square feet.

Kids Activities:

- Best Buds Photo Op
- Scare Crow Photo OP
- Kaleidoscope Game
- Kid’s Coloring
- Kid Friendly Train and Train Station
- Looking to add other Kid activities
- Examples: Cornhole, Giant Tic Tac Toe, Hop Scotch, Ring Toss



“Incredible Me” Exhibit:

Expose your Incredible inner Super Hero! The “Incredible Me” Exhibit encourages kids of all ages to uncover how Super they really are! Activities and themes encourage creativity, hand-eye coordination, and problem solving while posing the question: What makes you incredible? Selfie and photo op stations encourage taking keepsake photos and to share exhibit themes and ideas on social media. The entire exhibit includes fence enclosure and seating for parents

Kids Activities:

- Create your Hero name and costume, then make a super story on the storyboard.
 - What are your Superpowers? Develop a secret identity and disguise
 - Who is incredible to you? Add their name to the wall of Heroes
 - Hero wear: Become a Super Hero try on a super costume
- Fit Exercise Station- Working out keeps you fit and ready for action
 - Practice challenges using dexterity, reflexes and teamwork with hands on activities: Crazy Driver, Marvel Maze, Splat the Rat!, Laser Alarm, and the Lego Wall
- Vote for your favorite hero and favorite “super” vehicle
- Special play areas and activities for Sidekicks (toddlers)



“Save Our Water -Yard Transformation Education Center” Exhibit

The “Save Our Water – Yard Transformation Education Center” Exhibit is a multi-facet themed exhibit designed to help Californians understand that climate shifts have created a hotter, drier environment, and that means a new water reality for everyone. Californians must make lifestyle changes and adopt a new mindset about how we use and conserve water.

“Life’s a Big Ag-venture” Exhibit:

Geared towards young adults, “Life’s Big Ag-Venture!” provides an educational exhibit modeled after a board game. This exhibit encourages interest in agricultural careers and joining Ag-associated support organizations. The exhibit simulates a person's traveling through career aspirations in agriculture while providing hands-on interactives related to agricultural learning experiences. While encouraging participants to join local agricultural organizations upon games end.

California Building B Competitive Displays

- Canning Cases
- Baking Cases
- Cheese Display
- Commercial Wine Cases
- Commercial Beer Cases
- Olive Oil Display Cases
- Home Brew Display Cases
- Home Wine Display Cases

Expo Center Programs

Rustic Charm – Expo Center Building 1

Rustic Charm offers a delightful blend of vintage charm and rustic elegance. With its weathered wooden stalls, lace-adorned tables, and soft pastel hues, it exudes a cozy and inviting atmosphere. Visitors wander through aisles adorned with hand-painted signs, antique furniture, and delicate floral arrangements. The air is filled with the scent of freshly brewed coffee and lavender sachets. Vendors showcase an eclectic array of treasures, from distressed furniture and reclaimed trinkets to handmade crafts and upcycled décor. It's a haven for seekers of timeless beauty and nostalgic charm, where each corner tells a story of bygone eras and cherished memories.



Candy Maze Selfie Exhibit – Expo Center Building 2

The Candy Maze Selfie Experience featuring kid-friendly selfies and candy is returning in 2024!



Wild Things Adventure – Expo Center Building 3

"Wild Things Conservation Ambassadors!" provides an exciting educational presentation at the California State Fair. This exhibit aims to foster interest in wildlife, storytelling, and the conservation of some of the planet's most unique animals. Fairgoers will have the opportunity to see Capybaras, Alligators, Otters, Exotic Birds, and Reptiles.

Exhibit Highlights:

- Animal Presentations: Three presentations daily!
- Merchandise Area
- Otters: (Drip and Drop)
- Capybara: (Potential Capybara Café)
- Kangaroo: (Tarzan and Clover)
- Reindeer: (Potential "Christmas in July" theme photo op style)
- Porcupines
- Parrots: (Tikki Room)
- Big reptiles: (alligators or pythons)
- Insects



The Animation Academy – Expo Center Building 4

“The Animation Academy!” provides high-tech interactives used in the process of creating animated cartoons, movies, and story boards for the California State Fair. This element encourages interest in animation, storytelling, stop-motion and Computer-Generated Imagery (CGI) techniques. People of all ages will have a chance to see behind the scenes with some top-name animation studios, where imagination becomes a reality.

Exhibit Highlights:

- Fun hands-on, entertaining and crowd pleasing
- Displays America’s largest 3D Zoetrope
- Gumby’s Stop Motion Studio
- Pirates Stop Motion Puppets
- Saturday Morning Cartoons
- SpongeBob Pineapple Photo Op
- The Watercolor Wall
- The World’s Largest Travelling 3D Zoetrope
- Animator’s Desk
- Voice Acting in Animation



California High-Speed Rail – Expo Center Building 5

California is building the future of transportation and fairgoers can be the first to see it at the California High-Speed Rail Authority's exhibit. The California High-Speed Rail Authority is already in the process of building the 220-mph train line from San Francisco to Los Angeles, and now you to see what the future looks like for yourself. Experience an interactive journey – take a tour through the bustling stations, climb the superstructures just like a seasoned construction worker, and get an exclusive glimpse inside the new state-of-the-art trains. Dive into the future of rail travel: faster, greener and more connected than ever before. Step aboard and be part of the movement shaping the next chapter in transportation history!

California Cannabis – Expo Center Building 6

The California Cannabis Exhibit is an immersive display that celebrates California's award-winning cultivators and honors the history, craft, and story of California cannabis today. The exhibit will be bigger and better in 2024 with the addition of an outside area with live entertainment.

Exhibit Highlights:

- Educational & Cultural Infographics
- Award Winners' Infographics & Product Display
- Cannabis Industry Sponsorship Booths & Activations
- Cannabis Retail Outlet
- Hemp CBD beverages
- Currently working with DCC about consumption options

Fine Art and Photography – Expo Center Building 7

Both Fine Art and Photography will be showcased in Expo Building 7. Fine Art features entries from intricate digital composition to beautiful paintings and sculptures. Photography will showcase the skills and talent of California Photographers.

Student Showcase and California Crafts – Expo Center Building 8

Both the Student Showcase and California Crafts will be showcased in Expo Building 3. The California State Fair Student Showcase debuts the best student made projects from California resident 5-18 years old. California Crafts will showcase the finest examples of crafts being done in the state.

Tent D Programs

Mind Works

The Mind Works Exhibit is an exhilarating, hands-on attraction covering 2,000 to 10,000 sq ft, featuring life-sized board games like Chess and Scrabble, along with building activities using giant blocks and puzzles, designed to enhance critical thinking and teamwork in a STEM/STEAM-focused environment. Explore and engage with interactive elements that promote creativity and problem-solving, offering an immersive experience for all ages.

Exhibit Highlights:

- Giant Games such as:
 - Operation
 - Battleship
 - Simon Says
 - Chess
 - Jenga
 - Connect Four
 - Scrabble
 - Twister
 - Uno
- Hula Hoops
- Hot Wheels
- Bubble Arena
- Corn Toss
- Lego Wall

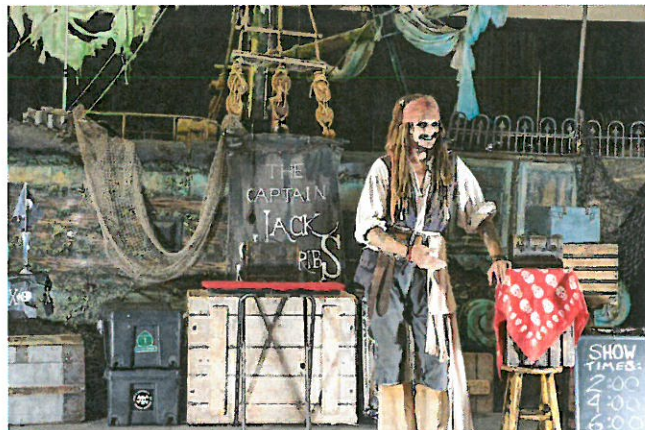


Captain Jack Spareribs

Experience a family-fun entertainment attraction with Captain Jack Spareribs the pirate! He's a performer, an actor, a ventriloquist, a puppeteer, a juggler, a magician, and a self-described scallywag sort of fellow.

Exhibit Highlights:

- Life Size Realistic Pirate Ship
- Magic Shows
- Juggling
- Clean Comedy
- Ventriloquism
- Kid Audience Involvement
- Puppets



2024 FAIR FOOD AND COMMERCIAL VENDORS UPDATES

Food Vendors

We had over 88 food vendors apply to be part of the California State Fair & Food Festival. We have 29 applicants that are new this year! There are numerous vendors with multiple stands. We are still accepting and reviewing applications and trying to place vendors that will give our attendees the best variety of food. This is trending upwards from last year.

Commercial Vendors

We have 155 commercial exhibitor applications. We have 43 applicants that are new this year! This is trending upwards from last year.

2024 FAIR LIVESTOCK UPDATES

Our Steer DNA deadline was in March. We received 49 market steer DNA samples. All of the Champion Challenge Sponsors have been confirmed. More updates to come!

2024 FAIR COMPETITION UPDATES

Competition Judging:

- **CA Cannabis** – Judging Dates: May 17 - Mid June, 2024
- **CA Commercial Cheese** – Judging Date: March 20, 2024
- **CA Commercial Craft Beer** – Judging Dates: May 16 - 19, 2024
- **CA Commercial Extra Virgin Olive Oil** – Judging Date: March 6, 2024 (The 2024 California Commercial Extra Virgin Olive Oil Competition has received a record-breaking 197 entries!)
- **CA Commercial Wine** – Judging Dates: April 17 - 19, 2024
- **Home Wine** – Judging Date: April 6, 2024
- **Homebrew** – Judging Dates: May 24 - 26, 2024

Currently Open Competitions:

- CA Cannabis
- CA Commercial Craft Beer
- CA Canning and Baking
- Homebrew
- Crafts
- Student Showcase
- Plein Air at the Fair

2024 SPECIAL PROGRAMMING

- **Out at the Fair** – Saturday, July 20, 2024
- **Military, Veteran & First Responder Appreciation Day** - Wednesday, July 19, 2024
- **Best of California Brewfest** – Friday, July 19, 2024
- **The Agricultural Heritage Club Awards Ceremony & Breakfast** – Date TBD
- **Save Mart Pie Eating Contest** – Tuesday, July 23, 2024
- **Corn Dog Eating Contest** – Date TBD
- **Youth Mariachi Competition** – July 21, 2024

MEMORANDUM

Date: April 18, 2024
To: Board of Directors
California Exposition & State Fair
Via: Tom Martinez, Chief Executive Officer
From: Kyle Brown, Expo Events
Subject: Horse Racing

HORSE RACING HISTORY

The Cal Expo racetrack hosts racing meets almost year-round, with special attention paid to live thoroughbred horse racing during the annual California State Fair. The track opened to the public in 1968, and has a one-mile oval with a 990ft homestretch. The racetrack grandstand (The Miller Lite Grandstand) has a capacity of 22,000. The remodeled Cal Expo Sports & Wagering Center features a Sports Bar and Clubhouse.

Thoroughbred Horse Racing taking place during the California State Fair dates back to 1855, and the two have shared a rich history since that time. The Cal Expo racetrack was specifically built for horseracing, and currently live Thoroughbred Horse Racing takes place during the annual California State Fair, as well as Harness Racing November through March.

WATCH & WAGER

In August of 2012, Cal Expo entered into a Revenue Generating Agreement with Watch and Wager, LLC (W&W) to operate harness meets at Cal Expo. The original terms of the Agreement were to take place between August 2012 through May 2017. The Agreement included an option to extend, and no specific extension period was outlined. In May of 2016, the Board extended the contract with W&W to May of 2022. Then in September of 2019 the Board approved another contract extension through May 1, 2025. The contract extensions were tied to financial enhancements provide to Cal Expo by W&W. In May of 2022, the Board extended the contract with W&W through May 2030.

KENTUCKY DERBY

OVG Hospitality is promoting a new event for the 2024 Kentucky Derby at the clubhouse, aiming to enhance the simulcast viewing experience. The event, scheduled for May 4th from 9:00 AM to 4:00 PM, will offer a breakfast and lunch service, private betting booths, and drink specials, as well as various contests and prizes. Priced at \$55 for individual tickets and \$375 for a table of eight, the event is accessible for attendees who wish to purchase tickets online or at the door. This initiative is part of an effort to attract new patrons to the venue and introduce them to simulcast racing.

CALIFORNIA STATE FAIR THOROUGHBRED HORSERACING

There is a proposed change in post time for Thoroughbred Horse Racing, which would adjust its start times from the traditional California State Fair afternoon racing schedule to introduce twilight racing. The suggested post time of 5:00 PM will ensure that races conclude by 9:00 PM, allowing sufficient time for fireworks at 10:00 PM. Racing will take place from Friday through Sunday during each of the three weekends of the fair, maintaining the traditional weekend schedule. With the closure of Golden Gate Fields, CARF expects an increase in the number of horses participating in the Sacramento races. The vanning and stabling provisions are set to return for 2024, with the backstretch opening on July 12th.

RECOMMENDATION

There is no staff recommendation at this time.

NEW BUSINESS

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3276

MEMORANDUM

Date: February 22, 2023

To: Board of Directors
California Exposition & State Fair

From Tom Martinez, CEO
California Exposition & State Fair

Subject: Cultural Advisory Council Applicant Recommendations

This report provides a background on the establishment of the Cultural Advisory Committee (CAC), their role, and several recommendations of the Cal Expo Cultural Advisory Council Board Liaisons.

BACKGROUND

The California State Law, Food and Agriculture Code Sect, 3316 provides that“ The Board may appoint advisory committees. Advisory committees may provide information and advice to the Board with respect to the operations and management of the California Exposition & State Fair or such other matters as the Board deems appropriate.”

The CAC was established in 2002 by the Board of Directors to enhance the outreach efforts of the Board and staff in the cultural communities throughout the State; to advise the Board on matters pertaining to the multi-cultural programs related to education, entertainment and other activities at the annual California State Fair and 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.

CRITERIA, SELECTION, and TERM

Members of the Cultural Advisory Council are intended to be leaders from diverse cultural communities throughout California and serve at the pleasure of the Cal Expo Board of Directors.

Upon selection by the Board, a member will serve one term of 2-years. Upon completion of that term, a member will have the opportunity to apply for reappointment by the Board to the Cultural Council for up to three additional, consecutive terms of 2-years each. No member shall serve more than 8 years.

NEW ADVISORY MEMBER APPOINTMENT

All potential new members are required to fill out an application form and follow all procedures established by the Cal Expo Board of Directors. The maximum number of members on the Cultural Advisory Council shall be no more than 20.

BOARD RECOMMENDATIONS

Cal Expo Cultural Advisory Council Board Liaison, Sonney Chong and Brian May, interviewed candidates and recommend the following individuals for approval as members to the Cultural Advisory Council:

- Member Farheen Faruk, M.D.
Research Scientist
California Department of Public Health
Two Year Term

- Member Fauziya Faruk
Policy and Advocacy Coordinator
Council on American-Islamic Relations
Two Year Term

- Member Leiliani Lim
Executive Assistant/Scheduler
California State Senate
Two Year Term

- Member Lauren Russell-Smith
Director of Nursing
Human Health Services/Indian Health Services
Two Year Term

OLD BUSINESS

MEMORANDUM

Date: April 22, 2024
To: Board of Directors
California Exposition & State Fair
Via: Tom Martinez, Chief Executive Officer
From: Matt Cranford, Chief Deputy General Manager
Subject: Oak View Group 360 – Facility Management

In 2022, Oak View Group (OVG) successfully completed a merger with Spectra, including two primary components: assuming responsibility as the master food and beverage concessionaire, and managing the Heart Health Park (HHP) sports field facility for Cal Expo. Subsequent to this merger, OVG Hospitality was established to fulfill the role of Master Food & Beverage Concessionaire. Concurrently, OVG360 was instituted as the facility management division within OVG, specifically overseeing HHP. This arrangement was formalized through an emergency Memorandum of Understanding (MOU), designating OVG360 as the entity responsible for the daily operational management of the sports field beginning January 1, 2023.

OVG360 BACKGROUND

OVG360, a division of Oak View Group, is a full-service venue management company that helps client-partners reimagine the sports, live entertainment, and convention industries for the betterment of the venue, employees, artists, athletes, and surrounding communities. With a portfolio of client-partners spanning arenas, stadiums, convention centers, performing arts centers, cultural institutions, and state fairs around the globe, OVG360 provides a set of services, resources and expertise designed to elevate every aspect of business that matters to venue operators. Service-oriented and driven by social responsibility, OVG360 helps facilities drive value through excellence and innovation in booking and content development, sustainable operations, public health, and public safety, and more.

OVG360 commenced its search for a facility General Manager in January and February, 2023, presenting multiple candidates for interviews with the Cal Expo Executive staff. This process enabled staff involvement in selecting a suitable candidate for sports field management. After several months, a decision was made, and the new general manager commenced duties in early April, 2023. Before filling this role, Rick Hontz of OVG worked on behalf of Cal Expo and OVG to negotiate an agreement with Sac Republic FC. Following weeks of negotiation, Rick was ready to have an agreement signed between Cal Expo and SRFC, with the contract term being the final point of contention. Cal Expo favored a one-year initial term, while SRFC insisted on a multi-year contract, leading to an impasse.

In the absence of a formal agreement between Cal Expo and SRFC, OVG continued managing the field, coordinating with SRFC for its requirements. Concurrently, Cal Expo engaged in ongoing negotiations with OVG360 regarding the emergency operating MOU for 2024 to facilitate the operational work required for SRFC games at the multi-use sports and entertainment venue.

STAFF RECOMMENDATION

Staff recommends that the new, emergency operating MOU between Cal Expo and OVG360 be approved for the **2024** calendar year.