



Notice of Meeting

California Exposition & State Fair

Strategic Planning Session and Board Meeting

Meeting of the Board of Directors

To be held

**Thursday, October 24, 2024 9:30 a.m. to 4:00 p.m.
and continuing on
Friday, October 25, 2024 9:30 a.m.**

**In the Clubhouse located at the Michelob Ultra Grandstand
California Exposition and State Fair**

1600 Exposition Boulevard
Sacramento, CA 95815

Willie Pelote, Chair
Kim Craig, Vice Chair

Arturo Barajas, Director
Heather Bernikoff, Director
Sonney Chong, Director

Rina 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

260 days to California State Fair (July 11-27, 2025)

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.

STRATEGIC PLANNING SESSION

1. WELCOME & INTRODUCTIONS

2. GENERAL DISCUSSION

3. CAL EXPO FINANCIAL UPDATE

- a.** Review of Financial Matters
- b.** Proposed Budget Preview

4. YEAR AROUND EVENTS

- c.** Heart Health Park
- d.** Horse Racing - Harness
- e.** Event Rentals

5. 2025 State Fair

- f.** Hours
- g.** Competitions & Exhibits

- h. Livestock
- i. Sponsorships
- j. Marketing
- k. Horse Racing – Fair Time
- l. Entertainment

6. FUTURE FAIR DATES

- m. Factors for Consideration
- n. Financial Implications

7. SUSTAINABILITY AND DEFERRED MAINTENANCE

8. DEVELOPMENT OF STRATEGIC DIRECTION

- o. Immediate Short Term – 2024-2025
- p. Long Term – Next 5 years

9. LAND ACKNOWLEDGEMENT

10. PLEDGE OF ALLEGIANCE

11. INTRODUCTION OF GUEST AND STAFF

12. 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 had been properly noticed for a future meeting.

13. 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.

- q. Approval of Board Meeting Minutes for September 27, 2024
- r. Service Contracts/Purchase Orders Requiring Board Notification/Approval

14. REPORT OUT OF ACTIONABLE ITEMS FROM BOARD'S STRATEGIC PLANNING SESSION

15. CORRESPONDENCE

16. MATTERS OF INFORMATION

- s. Opening of Nominations of Board Officers
- t. CEO Comments
- u. Directors Comments/Agenda Items for Future Meetings
- v. Next Board Meeting **Friday, December 13, 2024**

Date of Notice: October 15, 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.