



## **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

Che Salinas, Director

Rina DiMare, Director  
Nick Hardeman, Director  
Brian May, 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](http://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.

CONSENT AGENDA

g. Approval of Board Meeting Minutes for 9-27-2024

# **CALIFORNIA EXPOSITION & STATE FAIR**

Minutes of the Board of Directors Regular Meeting

Held Pursuant to Due Notice  
September 27, 2024

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

**Directors Present**

Director Willie Pelote, Chair  
Director Kim Craig, Vice Chair  
Director Heather Bernikoff  
Director Sonney Chong  
Director Nick Hardeman  
Director Brian May  
Director Che Salinas

**Directors Absent**

Director Barajas  
Director DiMare

**Executive Staff Present**

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

**Staff and Guests**

Alex Alcantar, Business Development  
Diana Barrios, Accounting Manager  
Kyle Brown, Box Office  
Stephanie Dyer, HR Manager  
Jaime Ramirez, Programs Manager  
Mitch Pryor, Chief of Plant  
Craig Walton, Chief of Police  
Heidi Turpen, Contracts Manager  
Lindy Munguia, Contracts Manager  
Angel Payen, Accounting Assistant  
Darla Givens, Media  
Allison Wagaman, Special Assistant  
Tim Beren, IT  
Kameni Gandher, IT/Sound Specialist  
Joe Johal, Rock & Brews



**1. CALL TO ORDER – Public Meeting**

Chair Pelote called the public meeting to order at 10:02. 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 Barajas and Director DiMare were unable to attend the meeting and asked to be excused. Chair Pelote asked for a motion to excuse Director Barajas and Director DiMare.

**MOTION:**

The motion was moved by Director May and seconded by Vice Chair Craig. Chair Pelote asked for a roll call vote: Director Bernikoff, yes; Director Chong, yes; Director Hardeman, yes; Director May, yes; Director Salinas, yes; Vice Chair Craig, yes; Chair Pelote, yes. **Motion passes unanimously.**

**3. CLOSED SESSION**

a. Pursuant to Government Code §11126(c)(7)(A) the Board will convene in closed session for the purposes of discussing matter of leasing real property at 1600 Exposition Blvd. Sacramento CA – Rock & Brews and Multi-use Sports Field.

**4. RESUME PUBLIC MEETING**

b. Report out of Closed Session, if needed.

Chair Pelote reported out that staff has been directed to continue to working on the LOU and come back in October with a comprehensive plan for the Board to entertain.

**5. LAND ACKNOWLEDGEMENT**

Matthew Franklin, Cultural Advisory Council Member and Miwok Tribal Member will provide the Land Acknowledgement.

**6. PLEDGE OF ALLEGIANCE**

Chair Pelote asked Director Bernikoff to lead the Board and Staff in the Pledge of Allegiance.

**7. INTRODUCTION OF GUESTS & STAFF**

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

**8. 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.

Joe Johal asked to introduce himself to the Board and say a few words regarding Rock & Brews.

**9. 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.

CEO Martinez asked for two motions. One for item c and one for item d.

**c. Approval of Board Meeting Minutes for June 7, 2024**

Chair Pelote asked for a motion to approve the board meeting minutes for June 7, 2024.

**MOTION:**

The motion was moved by Director Chong and seconded by Vice Chair Craig. Chair Pelote asked for a roll call vote: Director Bernikoff, yes; Director Chong, yes; Director Hardeman, yes; Director May, yes; Vice Chair Craig, Aye; Chair Pelote, yes. **Motion passes.**

**d. Service Contracts/Purchase Orders Requiring Board Notification/Approval**  
Chair Pelote asked for a motion to approve the Service Contracts/Purchase Orders Requiring Board Notification/Approval.

**MOTION:**

The motion was moved by Director Chong and seconded by Vice Chair Craig. Any Discussion – None. Chair Pelote asked for a roll call vote: Director Bernikoff, yes; Director Chong, yes; Director Hardeman, yes; Director May, yes; Vice Chair Craig, Aye; Chair Pelote, Aye. **Motion passes.**

**10. STAFF REPORTS**

**e. Annual State Fair (Staff Report)**

Chief Deputy General Manager Cranford began to review his staff report with the Board. He asked Chief Walton to report out on State Fair for the Police Department. Chief Walton explained how Cal Expo is a city in its own right. We have a police department that is run by our Board of Directors (City Council). Our crime rate for State Fair was down 16% overall. Our under 18 policy is working very well. We get calls monthly from other fairs and entertainment venues asking how do we get this policy to work. We spend a lot of time being the leaders. We were the first ones to use this policy not just in the fair industry but also in the entertainment industry. What Cal Expo did is becoming the venue standard for everybody. The under 18 policy that we generated spurred that change nationwide and that is something that the Board of Directors should be proud of. Chief Walton went on to say this fair for us was truly the safest 1 square mile in Sacramento. Mr. Cranford continue reviewing

his staff report with the Board. Kyle Brown reviewed the horse racing for State Fair. Chair Pelote mentioned he attended the Cultural Advisory Council meeting last week. Director Chong reported out on the comments from the CAC as it related to State Fair.

**f. 2023-2024 Event Comparison Report**

Director Shell reviewed the staff report with the Directors and answered questions. She noted that the biggest increase in revenue for events was rental income. Director May suggested that this report be brought back at the Planning Session when Fair Dates are discussed. Director Craig asked that other limiting factors such as interim events be included in the staff report to discuss State Fair Dates.

**g. Finance Report**

Finance Manager Barrios reviewed her staff report with the Board. She talked a staffing changes. She explained that the team will taking a deep dive into all events from January to June to insure they have in recorded properly into the accounting system. Another part of the plan is to build a healthy reserve. This involves looking at things differently. For example, tables and chairs. We looked into purchasing table and chairs and then the rate of renting them out to the any events that we rent table and chairs for. It made sense to make the purchase. The grant reimbursements are wrapping up and we have begun to receive some payments. One of our grants we pay for items up front and then we will be reimbursed that money from CDFA. Director May discussed the reasons for having a good snapshot in time regarding to the finances and the reasons for a balance statement. Vice Chair Craig asked questions about California Dreamin. Director Bernikoff asked about the audits and backlogs.

**11. NEW BUSINESS**

**h. Review and Approval of the Board Liaison's Recommendations – Appointments to the Agricultural Advisory Council**

Programs Manager Jaime Ramirez, asked the Board to approve the recommendations of Director DiMare and Director Barajas, Board Liaisons to the Agricultural Advisory Council.

**MOTION:**

Director May moved to approve the recommendations made by Directors DiMare and Barajas for the Agricultural Advisory Council. Director Hardeman seconded the motion. Chair Pelote asked for a roll call vote: Director Bernikoff, yes; Director Chong, yes; Director Hardeman, yes; Director May, yes; Director Salinas, yes; Vice Chair Craig, Aye; Chair Pelote, Aye. **Motion passes.**

**12. MATTERS OF INFORMATION**

**i. CEO Comments**

CEO Martinez introduced our new employee Allison Wagaman, who is an appointee of Governor Newsom.

j. Directors Comments/Agenda Items for Future Meetings

Director Hardeman – Thanked staff for a successful State Fair and as a new Board Member making him feel welcomed.

Director Salinas – Echo Nick's comments.

Director Chong – talked about the changes that are happening. He thanked staff for their work at State Fair and thought the concert lineup was great!

Director Bernikoff – Thanked staff for a great State Fair.

Vice Chair Craig – Thanked staff for another great State Fair. Thought the Family actives and buildings were good and thought the Cannabis exhibit was a great addition to State Fair.

Chair Pelote – Thanked staff and hoped everyone can make it to the planning meeting next month.

k. Annual Planning Session, **Thursday, October 24 & 25, 2024**

l. Next Board Meeting, **Friday, October 25, 2024**

m. Other, if any

**13. ADJOURNMENT**

Chair Pelote asked for a motion to adjourn.

**MOTION:**

The motion was moved by Vice Chair Craig and seconded by Director Chong

The Board of Directors meeting was adjourned at 12:41 p.m.

r. Service Contract/Purchase Orders Board Notification/Approval

**California Exposition & State Fair**

**PURCHASE ORDERS**

**September 18, 2024 to October 21, 2024**  
**From \$15,000 to \$99,999 (rounded) [Requiring Notification](#)**

<b>Vendor/Merchant</b>	<b>Amount</b>
<b>High Summit, LLC dba Special Events</b> <ul style="list-style-type: none"><li>• Tent rental for events</li></ul>	<b>\$15,100</b>

**SERVICE CONTRACTS**

**September 18, 2024 to October 21, 2024**  
**From \$15,000 to \$99,999 (rounded) [Requiring Notification](#)**

<b>Contractor</b>	<b>Amount</b>
<b>Chris Slater Consulting</b> <ul style="list-style-type: none"><li>• Capital project for two new electrical sub-vaults</li><li>• Term: October 16, 2024 through December 31, 2024</li></ul>	<b>\$18,500</b>
<b>Priority One Logistics LLC</b> <ul style="list-style-type: none"><li>• Labor for Heart Health Park concerts, September 2024</li></ul>	<b>\$30,000</b>
<b>XO Pandora LLC</b> <ul style="list-style-type: none"><li>• Website redesign services for Cal Expo/State Fair website</li><li>• Term: October 1, 2025 through September 30, 2025</li></ul>	<b>\$49,900</b>
<b>Tom Dunn, Consultant</b> <ul style="list-style-type: none"><li>• Ongoing maintenance/repairs for the CA State Fair monorail</li><li>• Term: November 1, 2024 through October 31, 2025</li></ul>	<b>\$99,500</b>



## SERVICE CONTRACTS

September 18, 2024 to October 21, 2024  
\$100,000 and Over (rounded) [Requiring Approval](#)

Contractor	Amount
<b>Holt of California</b> <ul style="list-style-type: none"><li>Heavy equipment rental services – Heart Health Park</li><li>Term: November 15, 2024 through December 31, 2026</li></ul>	<b>\$239,600</b>  2024/2025: \$119,800 2025/2026: \$119,800  <i>Pending DGS Approval</i>
<b>Herc Rentals Inc.</b> <ul style="list-style-type: none"><li>Heavy equipment rental services – Heart Health Park</li><li>Term: November 15, 2024 through December 31, 2026</li></ul>	<b>\$269,326</b>  2024/2025: \$134,663 2025/2026: \$134,663  <i>Pending DGS Approval</i>
<b>Norcal Rental Group LLC dba Cresco Equipment Rental</b> <ul style="list-style-type: none"><li>Heavy equipment rental services – Heart Health Park</li><li>Term: November 15, 2024 through December 31, 2026</li></ul>	<b>\$291,150</b>  2024/2025: \$145,575 2025/2026: \$145,575  <i>Pending DGS Approval</i>
<b>ABM Janitorial</b> <ul style="list-style-type: none"><li>Janitorial services – Heart Health Park</li><li>Term: November 1, 2024 through October 31, 2026</li></ul>	<b>\$500,000</b>  2024/2025: \$250,000 2025/2026: \$250,000  <i>Pending DGS Approval</i>
<b>Priority One Logistics LLC</b> <ul style="list-style-type: none"><li>Changeover crew for Heart Health Park</li><li>Term: October 1, 2024 through September 30, 2026</li></ul>	<b>\$1,230,000</b>  2024/2025: \$615,000 2025/2026: \$615,000  <i>Pending DGS Approval</i>