



Notice of Meeting

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

Friday, July 30, 2010 at 1:30 p.m.

Or at the Call of the Chair

In the Administration Building Boardroom

California State Fairgrounds
1600 Exposition Blvd.
Sacramento, California 95815

Gil Albiani, Chair

Corny Gallagher, Vice Chair

Amparo Pérez-Cook, Director

Kathy Nakase, Director

Steve Beneto, Director

Richard Cuneo, Director

Marko Mlikotin, Director

Rex Hime, Director

Bert Johnson, Director

Paul F. Stacey, Director

One Director Vacancy

EX OFFICIO MEMBERS

Senator Darrell Steinberg

Assembly Member Dave Jones

348 days to the 2011 California State Fair

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

Mission Statement

The California Exposition & State Fair mission is to create a State Fair experience reflecting California including its industries, agriculture, 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.

CALIFORNIA EXPOSITION & STATE FAIR

P.O. Box 15649 * Sacramento, CA 95852-1649 * State of California * Arnold Schwarzenegger, Governor

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

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. PLEDGE OF ALLEGIANCE

3. ROLL CALL AND DIRECTORS ABSENT

4. INTRODUCTION OF GUESTS & STAFF

5. COMMITTEE STAFF REPORTS

- a. State Fair, Agriculture & Marketing Staff Reports (SF 1-9)
- b. Horse Racing Staff Reports
- c. Operations & Planning Committee Reports – Director Cuneo (OP 1-187)
- d. Finance & Audit Staff Report (FA 1)
- e. Executive Committee Report – Chair Albiani
- f. Real Estate Committee Report – Director Hime
- g. Legislative Committee Report – Director Mlikotin

6. UNFINISHED BUSINESS

7. NEW BUSINESS

- a. Review and Consider a Comprehensive Strategy to Modernize, Improve, Promote and Revitalize the California State Fair (NB 1-3)

8. MATTERS OF INFORMATION

- a. Public Comments
- b. Director's Comments
- c. Manager's Comments
- d. Next Board Meeting – **Thursday and Friday, August 26-27, 2010**
Board of Directors Retreat and Meeting
- e. Other, if any

9. ADJOURNMENT

Date of Notice: July 20, 2010

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.

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3619
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E-mail: jevans@calexpo.com

MEMORANDUM

Date: July 14, 2010

To: Board of Directors
California Exposition & State Fair

Via: Norbert J. Bartosik, General Manager/CEO
California Exposition & State Fair

From: Joan Evans, Marketing Manager
California Exposition & State Fair

Subject: June Board Report

Today is opening day of the 157th California State Fair! The Marketing Department and Runyon Saltzman & Einhorn, Inc. have worked very hard to position the Fair in the marketplace.

Our advertizing campaign has significantly increased the visibility of the fair; TV commercials continue to run, billboards and electronic esigns can be seen extensively throughout the region and we will continue to have major presence in The Sacramento Bee and other local newspapers. The Fair's enewsletters continue to attract new fans and our online impressions have been extensive.

The Fair's social media campaigns on My Space, Facebook and texting campaigns are also are gaining new participants. We will be running several texting campaigns throughout the Fair to increase interest and to drive traffic to the Fair.

All the radio stations promoting the Fair have received their tickets and are running promotions and ticket give-aways.

We ended our PR/Community Outreach efforts with high visibility at the Folsom Rodeo (7/2-7/4), Westfield Galleria (7/10) and Second Saturday (7/10.) State Fair Night at Raley Field (7/7) was hugely successful as we had major presence at the ballpark with fair elements including The California Cowgirls, farm animals, a roping horse and demo milking cow, award-winning wines and much more! Everywhere we have been we receive very positive feedback on the change of dates.

Since the June Board meeting, the following press releases have been disseminated:

| <u>Date</u> | <u>Press Release Title</u> |
|-------------|---|
| 6/7 | Grape & Gourmet Media Credentials Available |
| 6/8 | Over 1200 Wines to be Tasted in One Day |
| 6/11 | CSF Announces New Box Office Hours |
| 6/15 | Buy Early, Save Big! |
| 6/17 | CSF Media Credentials Now Available |
| 6/18 | Thousands Expected at Cal Expo 11 th Annual Independence Day |
| 6/21 | CSF Announces New Addition to Concert Series |
| 6/21 | What's Cool in the "The Farm"? The Cooling Station |
| 6/22 | CSF Announces 2010 Fine Arts Award Winners |
| 6/23 | "Your Passport to Adventure" Begins in Three Weeks! |
| 6/25 | CSF Means Affordable Fun |
| 6/25 | CSF Celebrates Heritage of the Old West |
| 6/25 | Michael Jackson's Memory Lives on at CSF |
| 6/28 | Cheap Fun at CSF |
| 6/28 | An Exotic Food Adventure at an Affordable Price! |
| 6/29 | Don't Miss Chance to Pursue A Veterinary Career at CSF |
| 6/29 | Winners Announced for 2010 Gold Bear and Agricultural Progress Award |
| 6/30 | Stage Nine Entertainment Group Presents "Get Animated!" |
| 6/30 | CSF is "Your Passport to Adventure" |
| 7/1 | Cal Expo Prepares to Celebrate 11 th Annual Independence Day |
| 7/1 | Demo Derby Sign Ups |
| 7/2 | 30 Counties Prepare to Battle for Bragging rights |
| 7/2 | Escape the City and Experience "The Farm" |
| 7/6 | 15 th Annual Grape & Gourmet |
| 7/6 | Aerial Gladiators Defy Gravity |
| 7/7 | Arrival of Thoroughbreds Means Live Horse Racing Just Days Ahead |
| 7/8 | Last Chance to Advantage of Deep Discounts |
| 7/8 | CSF Gala Honors Exceptional Service |
| 7/8 | CSF Hits Home Run at Raley Field |
| 7/9 | The Wet Fur Flies as Splash Dogs Dive at CSF |
| 7/12 | Grab Your Crews for Blues and Brews |
| 7/12 | Wild West Legend Gallops Into CSF Opening Ceremonies |
| 7/13 | Fab Four at CSF |
| 7/13 | Extended Deadline to Purchase Discount Tickets |

We look forward to the results of the **exit survey** that will be conducted during and after the Fair. In addition, we are on schedule to publish *California Wine* with release in mid-August.

We will have a full recap of **sponsorships** at the August board meeting.

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3010
Fax: (916) 263-7903

MEMORANDUM

Date: July 19, 2010

To: Board of Directors
California Exposition & State Fair

Via: Norbert J. Bartosik, General Manager/CEO
California Exposition & State Fair

From: Patti Garamendi, Assistant General Manager, Programs
California Exposition & State Fair

Subject: July Board Report

Below are project updates and recaps for the July Board Meeting:

Event & Programming Updates:

California's Grape & Gourmet: Our Grape & Gourmet vendor participation was pouring, from 295 Wineries, sampling from 60 Restaurants and 30 Brews. In order to reach our goal of participating restaurants, and increase food at the event, a partnership with the California Restaurant Association (CRA) has been developed. The CRA promoted the event to their members via their website and electronic correspondence.

Bank of the West and Save Mart Supermarkets were returning sponsors to the Grape & Gourmet. Approximately 3000 event tickets were sold at the Convention Center Box Office and at tickets.com. and the Cal Expo Box Office.

Black Hawk Casino provided the VIB lounge venue that was very successful. The Wentz family poured their personal collection wines and the Red Hill Farm served their Award winning cheese in this exclusive area.

Friends of the California State Fair Gala: The Gala was a success with \$26,000 being collected during the Live Auction. The proceeds will be paid out in scholarships next year. A total of \$63,000 in sponsorships was promised. The following is a list of confirmed sponsors for the event. In addition to the sponsors there were many individual tickets and the crowd was 500 attendees.

| |
|---|
| Golden Bear \$5,000 |
| American Federation of State, County & Municipal Employees, AFL-CIO |
| Beneto, Inc |
| California Milk Advisory Board |
| Mape's Ranch |
| |
| Brown Bear \$3,000 |
| Orange County Farm Bureau |
| California Farm Bureau Federation |
| |
| Bear Cub \$1,750 |
| A.G. & Dianne Kawamura |
| Albiani Land & Livestock |
| Bank of America |
| Blue Diamond Growers |
| Butler Amusements |
| California Business Properties Association |
| California Chamber of Commerce |
| California Farmer/Farm Progress Companies |
| California Poultry Federation |
| Congressman John and Patricia Garamendi |
| Dr. Bert & Gretchen Johnson |
| Monsanto |
| Montna Farms |
| River Partners & the Tuolumne River Trust |
| Sacramento Coca Cola Bottling Company |
| UC Davis, Cal Aggies Alumni Association |
| UC Davis, College of Agricultural & Environmental Sciences |

Feature Exhibits Updates:

Pedaling to Adventure - (Bicycle Exhibit): The Pedaling to Adventure exhibit was opened with a bike parade down Palm Ave and over the bridge to bldg #4. The ribbon was cut by BMX Hall of Fame star Tomme Banks. Design elements and inter actives were created to entertain the young at heart. One of our favorites is the “Create Your Own Crazy Helmet,” with an assortment of colorful magnetized mix and match pieces. Vintage bicycles from the California Bicycle Museum and Hall of Fame in Davis as well as amazing low rider bikes from Sprocket Magazine are on display The exhibit also has a full line-up of fascinating presentations, helpful

demonstrations and Meet & Greet opportunities with bicycle legends, racing heroes and Hall of Fame inductees.

Days of the Dinosaurs: The Days of the Dinosaur exhibit is well under way for this year's fair. This is the first show for this exhibit and is being well received and very exciting! Staff has created enhancements around the exhibit tent with photo opportunities, lush plants and palm trees. Next to the exhibit tent is Prehistoric Plaza, where fairgoers can gather for more dinosaur fun including photo opportunities with a Flintstone mobile or dinosaurs, get their face painted by Crystal the Explorer.

Get Animated: This exhibit celebrates the world of animation with five major animation studios participating plus numerous hands-on opportunities. This exhibit is a crowd pleaser.

Jungle & Reptile Adventure: The exhibit is very successful and staff has been busy collaborating with Brad Tylman of Brad's World Reptiles. For the plant and flower lovers, there are numerous exotic plants which include: vanilla, cocoa, sugar cane, bananas, papaya, and more. Animals include: American alligator colony, tortoise colony, lizards, frogs, tarantulas, scorpions, and snakes (including a large anaconda). The reptile & plant exhibits are housed within Floriculture.

Livestock Updates:

Livestock DNA: We have received DNA for over one thousand market animals to be exhibited at the California State Fair. We are slightly down in numbers (less than 1 %) from last year; however our Market Hog and Market Goat numbers have increased.

Sale of Champions: Parnell Dickinson, Inc. comprised of Jake Parnell, John Dickinson and Luke Parnell coordinated the Sale of Champions on Friday, July 16, 2010 at the Grandstand. The tally for the night was \$180,075. In 2009 the sale was \$190,000. The venue on the racetrack worked well

Cattlemen's Day: Cattlemen's Day is scheduled for Sunday, July 25th. The day's events will include the Rancheros Visitadores, Sonoma County Trail Blazers and Frontier Boys luncheon hosted by Steve Benito in the Club House at the Grandstands and ranch roping activities in the rodeo arena plus participation by Cattlemen's Beef Association and the California Beef Council. The Cattlemen's Day BBQ will include the 2010 California Rodeo Hall of Fame Induction of Tony L. Costa, Dr. Frank Santos and Kendra Santos. Cotton Rosser's Flying U Rodeo will present Bull Fest to cap off the day's events including the Canadian Mini Chuck Wagons and performances by Tomas Garcilazo.

The Farm: The governor visited the Fair on opening day and had a complete tour of the farm. He enjoyed the new tractor exhibit and the Leaf car and the counties and Dino exhibit. The Farm hosted the AAC luncheon and honored CL Best for the 100th year in tractors. The AAC toured the farm after the program

Competition Updates:

California Kitchen's Board of Directors Chef Challenge: The Board of Directors Chef Challenge is scheduled for Saturday July 31st at 1 pm in the kitchen. This exciting challenge will provide the culinary battle ground for 3 Chefs (Directors) along with their sous chefs to create an award winning specialty live in the Kitchen.

Brewfest: The 3rd annual Friends of the California State Fair Brewfest is set for Saturday July 31st from 5:00 pm to 8:00 pm at the Golden One stage area. All proceeds from the Brewfest go to the Friends of the Fair. The Commercial Craft Brew Competition award winners are required to participate at the Brewfest as part of the competition and if last year is any indication, we will have much enthusiasm in doing so. Last year there were over 25 breweries from as far away as San Diego!

California's Kitchen: The Cultural Taste demonstration program continues to grow, so far Indian, Ethiopian, Thai, Chinese and Italian Chefs will be sharing their heritage with fairgoers. Other cooking demonstrations include Pajo Bruich's "Cooking with Chemistry" using natural ingredients to "molecularly" cook gourmet dishes, the Lamb Commission will be providing Chef Tyler Stone for lamb dishes with a Mediterranean flavor, Apple Hill Growers with apple related dishes and Joe Thompson from The Gold Rush Grille.

NEW - California Kitchen's Cultural Advisory Council Chef Challenge: Three members from the Cultural Advisory Council will compete kitchen to kitchen in this new Chef Challenge scheduled for Saturday July 31st at 4 pm in the kitchen.

NEW - California Kitchen's USPS-UPS-FedEx Chef Challenge: This new chef challenge will pit the US Post Office, UPS and FedEx in an exciting chef challenge and is scheduled for Sunday July 25th at 11 am in the kitchen. Come see who delivers best!

Fine Art: The Fine Art exhibit has received wonderful comments by fair goers. Sales of art is going well, demonstrations in three demo areas are always active and engaging.

Arts Day at the Fair: Once again we are working with the California Arts Council to Celebrate the Arts in California with a full day of special exhibits and activities. We will honor the Crocker Art Museum this year with a Golden Bear Award for their outstanding support of the visual arts and California artists. Arts Day events will also feature: Plein Air at the Fair – to date, 22 artists have entered the competition and will be setting up their easels around the fairgrounds and vying for prizes; Arts Row – tables staffed by area arts organizations; on Center Stage at 11:00 a.m. the Chavez High School Music Department will once again present their Mariachi Band (the only High School Mariachi band in Northern California); and in Expo Center Building 1, young musical groups will entertain all day.

Industrial & Technology Education: Best of Show winners include two amazing wood-working entries (one from a first year student!) and two impressive drafting pieces. Wyotech,

School of Automotive Technology, has joined the lineup of demonstrators and the Sacramento Area Woodworkers will be returning to demonstrate woodworking techniques for fairgoers.

Youth Art & Design Expo: The Friends of the Fair have generously donated \$1000 for special awards to outstanding entries. Utrecht Art Supply will be hosting the Youth Art Demonstration booth for two days by demonstrating painting techniques for visitors. Staff has also begun collecting donated books for our annual Community Book Exchange Program, gifting a free book to visiting children, ages 3-18 in Expo #1 on July 20, Kid's Day.

Global Fashion Showcase: Participants include representatives from Austrian/Bavarian, East Indian, Egyptian/Middle Eastern, African, Serbian, Ukrainian, Romanian, Scottish and Asian cultures. Presentations are from 1:00pm – 5:30pm in Expo #8. Presenters will also participate in the evening parade at 6:30pm in the Promenade.

California's Authors: In addition to a stellar line-up of authors, the booth will host a one-day appearance of young authors and adult representatives of the California Foundation for Agriculture in the Classroom.

Commercial Wine Competition: The 2010 California State Fair Commercial Wine Competition was held June 2nd, 3rd and 4th with 72 judges spending 3 days judging 786 wines entered by 608 wineries. Awards were decided for Best of California, Best of Region, Best Red wine, Best White wine, Best Dessert and Best Value wine as well as the Golden State Winery of the Year Award. We also honored the top red and white wine in the Micro Winery category new to our competition last year.

Award winning wineries will receive their bears, plaques and ribbons at California's Grape and Gourmet event on July 7 at the Sacramento Convention Center. Over 250 wineries will pour their award winning wines, accompanied by nearly 80 of the areas top restaurants serving delectable food samples to a large and enthusiastic crowd. Many award winning breweries will also be on hand serving chilled craft brew. Top medal winners from the California Cheese Competition will receive their awards and sample their cheeses.

Save Mart Wine Country will present many of the Gold medal winners from this year's competition at the 2010 run of the Fair. Wines will be available to purchase by the taste, the glass or the bottle. All the top winners as well as all Gold and Double Gold recipients will be on display in the Wine Garden area.

Cavalcade of Horses Updates:

Cavalcade of Horses: The Carousel of Breeds is getting a lot of commitments from different breed representatives. We will do our salute to the armed forces once again. The Thoroughbred Theatre and the Pony Express Exhibit will be great highlights.

Splash Dogs: Splash Dogs were a huge success from July 15 through 18. They were up by the race track grandstand and attracted huge crowds. They had 49 plus dogs entered each day.

Pony Express: The Pony Express exhibit and the Thoroughbred Theatre are attracting many people through them. The pony express does “pass of” in the Cavalcade Arena each day during the 5 o’clock segment. The Thoroughbred Theatre in addition to teaching people about the California Thoroughbred industry and teaching people to bet, have a display introducing the patrons to the Secretariat movie coming out on October 8 in a theater near you. There is a disk playing that is composed of trailers from the upcoming movie.

Opening Ceremonies: Opening ceremony went well with our California Cowgirls carrying flags and our Pony Express riders bringing a letter from the mayor of St Louis Missouri to the mayor of Sacramento.

Mutton Bustin: The Wool Warriors up by the race track grandstand are attracting kids 6 years and under or 60 pounds and under to compete in their Mutton Bustin contests.

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| July 14 - August 1 | | | | | | |
| Fair Hours: Friday thru Sunday 10am-10pm Monday thru Thursday 12 Noon-10pm | Coming Events Wine Competition June 2,3,4 Home Wine June 16 Grape & Gourmet July 7 Gala July 9 | 13 July 11 Arrival - Market Poultry & Rabbits July 13 Arrival : Jr. Livestock Stage 5:00 pm Arrival - Jr. Rabbits | 14 Opening Pony Express Ride - Opening Ceremony Counties Judging Fair Opens at noon Promenade: Two Steps Down, Blind Dog Run Horse Racing @ 1:45 pm The Fab Four | 15 Counties Awards Ceremony @ 4pm Jr. Market Show Day Splash Dogs (Grandstands) Promenade: Liquid Blue Horse Racing @ 1:45 pm Slaughter | 16 SENIOR FRIDAY Sale of Champions Ag Advisory Council 1:00 PM Splash Dogs (Grandstands) Sunday Funnies Stamp Unveiling Promenade: Cheesballs Horse Racing @ 3:45 pm AllStar Weekend | 17 Expo Center Awards Ceremony Dirt to Dish Splash Dogs (Grandstands) Lawnmower Racing (Arena) Dachshund Derby Promenade: Karaoke Championships Nathan Owens Horse Racing @ 1:45 pm Family Stone |
| | 18 | 19 JR/ Open Beef Arrival Jr/Open Boer Goats Jr/Open Pygmy goats, Nigerian & Angora Goats Promenade: Golden Bear Hypergrind Little Big Town | 20 KIDS DAY Poppy's Birthday Youth Horse Show First Responders Day Community Book Distribution Promenade: Reckless Abandon Thirstbusters | 21 SMART ENERGY DAY Youth Horse Show Global Fashion Showcase Promenade: Crimson Sky Horse Racing @ 1:45 pm Rick Springfield | 22 WESTERN FAIRS DAY Fun For All Day Youth Horse Show Equine Champion Challenge Release JR/Open Beef Jr/Open Boer Goats Jr/Open Pygmy goats, Nigerian & Angora Goats Promenade: Wonderbread 5 Horse Racing @ 1:45 pm Howie Mandel | 23 SENIOR FRIDAY AQHA Clinic Dirt to Dish Arrival: Longhorn, Llama, Open Sheep, Open Swine Promenade: Dave Russell Band Horse Racing @ 3:45 pm Martina McBride |
| 25 Cattlemen's Day | 26 Release: Longhorn, Llama, Open Sheep, Open Swine Promenade: All Family Boys Band Lonestar | 27 KIDS DAY Save our Water Day Boy Scout Jamboree Event BSA Stamp Unveiling @ 1pm Dog Agility Kids Talent Showcase Prom: Third Star West Village People | 28 Arrival: Dairy Cattle & Dairy Goats Promenade: Avenue 52 Eddie Money | 29 Home Wine Awards Promenade: Harlee & The Sugardaddies Paul Rodriguez | 30 SENIOR FRIDAY AG Heritage Brunch Dirt to Dish Tractor Pull (Grandstands) Promenade: Pop Rocks Band Foghat | 31 Dirt to Dish Vet School Demo Derby Gospel Promenade: Notorious Brewfest |
| 1 | | Daily Events: | Every Weekend: | Daily Entertainment | | |
| Fireman's Challenge Dirt to Dish Demo Derby & RV Demo Derby Dairy Awards Ceremony Promenade: Hip Service Weird Al | | Mutton Bustin' (Grandstands) Parade@ 6:30 pm Free Style Motocross Ranchland | Operation Postcard (Friday-Sunday) SF 9 | Promenade Stage Dancin' the Nightly Adventure PG&E Center Stage Suzy Haner - Hypnotist Street Beat Blues 'N Brews Mick Martin, Terry Henk | | |

California Exposition & State Fair

Service Contracts

From \$15,000 to \$99,999 (rounded) Requiring Notification

June 9 – July 15, 2010

| Contractor | Amount |
|--|---------------|
| Sierra Golf Management (<i>Certified Small Business</i>) <ul style="list-style-type: none">• 2010 State Fair – Golf cart rental• Amount of agreement is maximum; actual amount based on equipment required | 36,000 |
| Substrate Engineering <ul style="list-style-type: none">• 2010 State Fair – Sound system rental (livestock areas, Foodstyle Building, and lower grandstand) | 17,008 |

State of California

California Exposition & State Fair
1600 Exposition Boulevard
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MEMORANDUM

Date: July 20, 2010

To: Board of Directors
California Exposition & State Fair

From: Norbert J. Bartosik, General Manager/CEO
California Exposition & State Fair

Brian A. May, Deputy General Manager
California Exposition & State Fair

Subject: Review and Consider a Comprehensive Strategy to Modernize, Improve, Promote and Revitalize the California State Fair

In 2005, the Board directed staff to pursue a course of action which would eliminate statutory impediments that restrict growth and preclude the efficient administration of Cal Expo's business. Staff and members of the Board submitted to the Governor's Office a list of proposed administrative changes that sought to eliminate the statutory impediments that restricted Cal Expo's operational efficiency. The Governor's Office responded that Cal Expo would need legislative change to remove the impediments.

Attached is a list of statutory changes that are recommended by the Legislative Committee and staff which is consistent with the direction of the Board back in 2005. The Legislative Committee is looking for the Board's concurrence so the Committee may be prepared with legislation should an opportunity occur in the current session. The Committee will discuss the legislative strategy and answer questions on the legislative process.

AMENDED

**CALIFORNIA EXPOSITION AND STATE FAIR
A Vision for the Future**

DRAFT

Restructure the statutory framework within which the California Exposition and State Fair operates. The goal of the restructuring is to develop a comprehensive strategy to modernize, improve, promote, and revitalize the California Exposition and State Fair.

Initial Steps the Cal Expo Board of Directors may wish to consider.

Draft language in preparation for the opportunity, should it arise, to accomplish the following:

- Ensure that the Cal Expo Board of Directors has the absolute authority to approve or disapprove any sale, purchase, exchange or other use of the California Exposition and State Fair property and to approve or disapprove any relocation of the state fairgrounds.
- Clearly define the fair as an independent entity in state government with the statutory authority to carry out its mission and operate as a business enterprise by eliminating statutory impediments that restrict growth and preclude the efficient administration of the business.
- Ensure the fostering of a 21st century business environment that puts the customer first, eliminates the arcane business practices of the state and puts in its place a restructured framework within which the California Exposition and State Fair can improve its product, develop new revenue streams, streamline its business operations, and create and promote an effective marketing strategy to help the California State Fair follow its mission statement and compete more favorably with other entertainment venues in the region
- Redefine the powers of the California Exposition and State Fair to allow flexibility in setting contracting policy and procedures that are more conducive to operating in a competitive business environment Grant the California Exposition and State Fair the authority, either independently or with the approval of the State Fair Leasing Authority, to purchase, acquire, sell or hold personal or real property of the California Exposition and State Fair and enter into leases or other agreements for the use of any property owned or controlled by the California Exposition and State Fair.
- Ensure that the proceeds of any sale or other use of the fairgrounds property are the property of the California Exposition and State Fair and are available to the fair in perpetuity to for holding the annual fair and for holding other interim events, exhibitions and expositions, and for the planning, design, construction, maintenance or improvement of the fairgrounds and any other lawful purposes directed by the board.
- Require that the meetings of the California Exposition and State Fair be conducted in accordance with the provisions of the Brown Act.

- Ensure that when a director's term expires that the director continues to discharge the duties of his office until his successor has been duly appointed and is qualified to serve.
- Grant the board the independent authority to hire personnel outside the confines of the Civil Service System with adequate protections and options for existing employees to remain in the Civil Service.
- Provide that the California Exposition and State Fair shall only be assessed and pay a share of those pro-rata costs to the state that are directly related to personnel administration and no other administrative costs for services from other state agencies except costs for services rendered pursuant to contracts entered into with other state agencies.
- Ensures that proceeds from certain taxes and property will be transferred to Cal Expo and be available to the fair in perpetuity for the purposes of the fair and the development or improvement of the fairgrounds.

The California Exposition and State Fair must seek opportunities and cultivate the resources to promote a forward look and to keep the facilities and the product fresh and relevant in the real world. If the above general goals can be accomplished administratively or legislatively, the Cal Expo board will have the tools to match its business needs, while preserving the basic product and the historical agricultural and educational ties that have made the State Fair one of the best in the country.