

MEETING OF THE OCFEC BOARD OF DIRECTORS

32nd DISTRICT AGRICULTURAL ASSOCIATION

Held on: Thursday, August 27, 2015

Reported by: Janet M. Taylor
CSR No. 9463
Certified Realtime Reporter
Registered Merit Reporter

1 Meeting of the OCFEC Board of Directors,
2 reported by Janet M. Taylor, a Certified Shorthand
3 Reporter for the State of California, with principal
4 office in the County of Orange, commencing at 9:03 a.m.,
5 Thursday, August 27, 2015, in the Administration
6 Building, Orange County Fairgrounds, Costa Mesa,
7 California.

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9 APPEARANCES OF BOARD MEMBERS:

10 Ashleigh Aitken, Chair
11 Barbara Bagneris, Member
12 Nick Berardino, Member
13 Sandra Cervantes, Member
14 Douglas La Belle, Member
15 Bao Nguyen, Member
16 Stanley Tkaczyk, Member

17 STAFF SPEAKERS:

18 Kathy Kramer, CEO
19 Michele Richards, Chief Business Development Officer
20 Nick Buffa, Safety & Security Supervisor
21 Jessica Zimmerman, OCFEC
22 Jeff Willson, OCFEC

23 APPEARANCE OF COUNSEL:

24 OFFICE OF THE CALIFORNIA ATTORNEY GENERAL
25 BY: DEBORAH FLETCHER, ESQ.
600 West Broadway
Suite 1800
San Diego, California 92186-5266
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(Speakers Continued . . .)

1 SPEAKERS (Cont'd):

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3 PUBLIC SPEAKERS:

4 Richard Skoczylas

Jeanine Robbins

5 Theresa Sears

Mike Robbins

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1 Thursday, August 27, 2015

2 Costa Mesa, California

3 9:03 a.m.

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6 CHAIR ASHLEIGH AITKEN: I'll call the meeting to
7 order. We're going to start with our Pledge of
8 Allegiance. May I ask Director Berardino to lead us in
9 the Pledge of Allegiance, please?

10 (Pledge of Allegiance conducted.)

11 CHAIR ASHLEIGH AITKEN: Thank you very much.

12 Jessica, can you do the roll call, please?

13 (Roll call conducted by Jessica Zimmerman.)

14 CHAIR ASHLEIGH AITKEN: I'm going to turn it over
15 to Kathy, Ms. Kramer, for our CEO's Operational
16 Announcements and Updates.

17 MS. KATHY KRAMER: All right. Thank you.

18 Good morning. Our 125th anniversary
19 celebration was certainly one big party, and we had a
20 few surprises too. Despite Mother Nature bringing rain
21 the opening weekend and extreme heat and humidity the
22 closing weekend, we finished the fair strong.

23 Our final 2015 numbers were attendance,
24 1,301,445, which was down 2.67 percent from 2014
25 attendance. Our total 2015 gross revenue was

1 49,193,826, which was down 1.57 from 2004. So all that
2 said, it was truly one big party, so congratulations to
3 the team.

4 I fully appreciate all the hard work and the
5 planning it takes to create the OC Fair. We have a very
6 talented, passionate team. We should be proud of the
7 caliber of experience and value we provide for our
8 guests. I want to thank the entire team for making my
9 first OC Fair special in so many ways. So thank you.

10 We will be providing a full Fair by the
11 Numbers overview and fair highlights at the September
12 Board Meeting. As you can see, we've got lots of staff
13 on a well-deserved holiday immediately following fair.
14 Give them a chance to recharge and bring back and share
15 numbers and lots of highlights.

16 We'll also be scheduling a post fair
17 community meeting within the next month or so to gather
18 feedback from neighbors and stakeholders.

19 Speaking of some highlights, I'd like to
20 share some highlights around two neighborhood fair time
21 initiatives that we introduced this year. The
22 Neighborhood Ambassador Program and the Neighborhood
23 Sound Research teams.

24 Our neighborhood ambassadors were very well
25 received by the neighbors and made an impact in keeping

1 trash picked up and were interacting with neighbors by
2 become the boots on the streets to intercept issues.
3 They even became celebrities when the OC Register ran a
4 story during fair, interviewing them on the job.

5 The neighborhood sound research teams were
6 placed in the College Park and Mesa Del Mar
7 neighborhoods during the nightly concerts in the
8 Pac Amp. This was the first time that this level of
9 dedicated field sound monitoring and data collection has
10 occurred.

11 Sound readings were taken in five-minute
12 blocks of time, and any noise occurrences happening
13 during those times were logged, i.e., a plane flying
14 overhead, loud traffic, neighborhood noise. Results of
15 these nightly readings were posted on a special
16 neighborhood website in the form of a graph, depicting
17 sound levels and five-minute incrementing, creating a
18 report for each evening.

19 I'm happy to report we did not receive any
20 noise complaints as a result of the concerts in the
21 Pac Amp, and the research data that was collected will
22 help us further understand and mitigate sound. At the
23 September Board Meeting Gary Hardesty of Sound Media
24 Fusion will provide a full report.

25 We have several major projects in the

1 pipeline right now, and I would like to provide brief
2 update on these projects. The first one is the
3 Arlington bioswale project. For the past two months,
4 staff has been working with consultants to review
5 documentation and information related to the
6 relationship of the OCFEC master plan drainage
7 improvement requirements to the Arlington Drive bioswale
8 project. The City of Costa Mesa is asking to make a
9 presentation at the September Board Meeting.

10 In conjunction with this presentation, staff
11 is preparing a summary of possible scenarios and costs
12 relating to this project that will be shared in
13 September. The possible scenarios include OCFEC
14 constructs storm drain improvements as identified in the
15 master plan, second scenario is OCFEC constructs storm
16 drain improvements as identified in the master plan in
17 conjunction with the city's bioswale project as
18 originally planned in the south side of Arlington, and
19 the third potential scenario is OCFEC constructs storm
20 drain improvements and road improvements should the city
21 decide to construct the bioswale project on the north
22 side of the Arlington Street.

23 The executive office will continue to work
24 closely with board leadership regarding review of the
25 possible scenarios prior to the presentation of the

1 September Board Meeting.

2 The other project for an update is the OC
3 parking -- the OCFEC OCC parking structure. Staff met
4 this past Tuesday with leadership from the college, and
5 they have indicated they have recirculated their CEQA
6 document.

7 In their new document, they have removed the
8 joint use parking structure. Their updated plan calls
9 for the location of the new parking structure on their
10 campus with the proposed location in the Adams Street
11 parking lot. Their on-site parking structure will
12 remain in the master plan. And at this time, there is
13 no funding dedicated to building a structure. They will
14 be holding a public meeting on September 9 to take
15 public comments on their revised CEQA.

16 The other project, which is in full swing, is
17 our Pac Amp seat replacement. A mandatory job walk for
18 the Pac Amp seat replacement was conducted on August 20.
19 Bids are due September 10th and will be open that day at
20 2:00 p.m. We are estimating the project will be
21 completed in February of 2016.

22 Staff will bring back the recommendation at
23 the September Board Meeting for the Board to authorize
24 CFFA to enter into a construction contract on behalf of
25 the association for this project.

1 Last, but not least, an update on the
2 executive team recruitment. You might notice there's an
3 empty seat at our Board Member table today. Sharon
4 Augenstein, our former CFO, has left the organization
5 effective August 21st to pursue another opportunity. We
6 wish her well in her endeavor and thank her for her
7 contributions to OCFEC.

8 We'll be placing an interim VP of finance and
9 administration in this role immediately to assist the
10 team as we recruit for the permanent position. We're
11 also conducting the first round of interviews for the VP
12 of operations position the week of September 7th through
13 the 9th. From this round, we will identify a short list
14 to be interviewed by our panel. That concludes my
15 report.

16 CHAIR ASHLEIGH AITKEN: Thank you.

17 At this time, I have two cards for public
18 comment. So if I miss anybody, please let me know. The
19 first person is Richard Skoczylas. I'm sorry.

20 MR. RICHARD SKOCZYLAS: Skoczylas.

21 CHAIR ASHLEIGH AITKEN: Skoczylas. Sorry.

22 MR. RICHARD SKOCZYLAS: Ladies and gentlemen,
23 good morning. My name is Richard Skoczylas, and I'm
24 currently the vice president of the Orange County Wine
25 Society. Basically, I just have a question.

1 What are the plans, if any, about
2 constructing a new building to house the Orange County
3 Wine Society along with the Centennial Farms?

4 A little bit of background, two years ago
5 when we moved out of the Memorial Gardens, we moved into
6 temporary quarters, which I understand was only going to
7 be for two years. Well, two years has gone. I haven't
8 heard anything, so I just wanted to bring it up and sort
9 of get an idea are there any plans and what they might
10 be. Thank you.

11 CHAIR ASHLEIGH AITKEN: Okay. Kathy, can you
12 speak to that, or is that something we should circle
13 back with?

14 MS. KATHY KRAMER: I believe we need to circle
15 back on that. I don't have that knowledge.

16 CHAIR ASHLEIGH AITKEN: Okay. Yeah. We'll look
17 into that. And -- because, honestly, I don't know the
18 answer. So maybe we can put something for our -- Kathy
19 to report on during her CEO report for next month.

20 MR. RICHARD SKOCZYLAS: Thank you. I appreciate
21 that.

22 CHAIR ASHLEIGH AITKEN: Thank you for bringing
23 that to our attention.

24 The next, Jeanine Robbins.

25 MS. JEANINE ROBBINS: Good morning. On the last

1 Saturday of the fair, after 11:00 p.m., we had a couple
2 come into our stand. And in the course of their
3 transaction, they paid us with four counterfeit
4 \$20 bills. This was caught by our employees. And while
5 Mike was discussing it with them, my son ran to find the
6 sheriffs or the security at Green Gate.

7 And during that time, Mike was unable to
8 delay them anymore. They replaced the money with real
9 money, and then they left the stand heading towards
10 Centennial Farm.

11 When my son came -- I told Mike, "Follow
12 them." When my son came back, he said, "I can't find
13 anybody." So I said, "Go with your dad," and I called
14 the sheriffs. They had already had a description of the
15 couple because before I could give them the description,
16 they noted that the guy was wearing a white -- very
17 distinctive white jersey.

18 So, in the meantime, we have three employees
19 following them. The sheriffs and the security
20 intercepted them. One -- the woman got away. They got
21 the man.

22 Okay. During the course of the evening,
23 then, we had a lot of security at our stand, a lot of
24 sheriffs at our stand taking reports, and Mike had to go
25 to the sheriff's office once the fair closed and file a

1 statement and do an identification for the guy.

2 Now, my concern is only that this had been
3 going on, and the vendors weren't notified. So I don't
4 know if there's a way we can implement something similar
5 to what they have at colleges like a text alert that
6 all -- you know, all the vendors' cell phone numbers are
7 on there. You know, these people out here, this
8 description, are passing fake money, because the
9 sheriffs indicated that this was not the first day that
10 that had happened.

11 So no vendors were aware. These people had
12 bags of merchandise. So you have a lot of vendors who
13 lost not only merchandise, but the money for that
14 merchandise. And I think if we had a way of notifying
15 the vendors, whether it be on a daily newsletter,
16 whether it be where they sign in, somebody gives them
17 something, or, like I said, a generalized text alert, if
18 we had received a text alert earlier when the sheriffs
19 began looking for them, we would have recognized them
20 right away and called. So that was just my suggestion.
21 Thank you.

22 CHAIR ASHLEIGH AITKEN: Thank you very much. I
23 think that -- maybe also when we do our vendor meetings
24 before the fair, kind of put in a reminder. Because I
25 know it's inexpensive to get the pens that can check,

1 but when you're doing that many transactions, I think a
2 lot of things probably get missed. So -- but I think
3 that's a good suggestion, and we'll try to look into how
4 we can help you guys stay more aware of what's going on.

5 MS. JEANINE ROBBINS: That would be great.
6 Because the guy was wearing such a distinctive jersey
7 that anybody who had seen him would have recognized him,
8 and that is why they were even able to follow him,
9 because he was wearing this jersey and they could see
10 it.

11 CHAIR ASHLEIGH AITKEN: Thank you for bringing
12 that to our attention.

13 DIRECTOR BAO NGUYEN: Chair, if I may.

14 CHAIR ASHLEIGH AITKEN: Absolutely.

15 DIRECTOR BAO NGUYEN: I think that's a great
16 idea. And in addition to that, I think we should
17 utilize technology to have better communications with
18 our vendors for security. I think vendors would play a
19 good role in maintaining security for the entire fair,
20 as well, so not just in terms of catching counterfeiters
21 or cooperating with the sheriffs but to be on a general
22 communication lookout just to be a part of the team.

23 CHAIR ASHLEIGH AITKEN: That's a great idea.

24 With no other Matters of Public Comment, I'm
25 going to go to our minutes for the Board Meeting from

1 June 25th under the tab. So does anyone have any
2 changes? And, if not any changes, can I have
3 somebody move --

4 DIRECTOR SANDRA CERVANTES: I so move.

5 DIRECTOR NICK BERARDINO: Second.

6 CHAIR ASHLEIGH AITKEN: All in favor?

7 BOARD MEMBERS: Aye.

8 CHAIR ASHLEIGH AITKEN: Any opposed?

9 MS. DEBORAH FLETCHER: There has to be a roll
10 call.

11 MR. JEFF WILLSON: Yeah. There has to be roll
12 call vote.

13 CHAIR ASHLEIGH AITKEN: Oh, all right.

14 MS. JESSICA ZIMMERMAN: Ashleigh Aitken?

15 CHAIR ASHLEIGH AITKEN: Approved.

16 MS. JESSICA ZIMMERMAN: Gerardo Mouet?
17 Stanley Tkaczyk?

18 DIRECTOR STAN TKACZYK: Yes.

19 MS. JESSICA ZIMMERMAN: Barbara Bagneris?

20 DIRECTOR BARBARA BAGNERIS: Yes.

21 MS. JESSICA ZIMMERMAN: Doug La Belle?

22 DIRECTOR DOUGLAS LA BELLE: Yes.

23 MS. JESSICA ZIMMERMAN: Sandra Cervantes?

24 DIRECTOR SANDRA CERVANTES: Yes.

25 MS. JESSICA ZIMMERMAN: Nick Berardino?

1 DIRECTOR NICK BERARDINO: Yes.

2 MS. JESSICA ZIMMERMAN: Bao Nguyen?

3 DIRECTOR BAO NGUYEN: Aye.

4 MS. JESSICA ZIMMERMAN: Robert Ruiz?

5 CHAIR ASHLEIGH AITKEN: You'll train me. By the

6 time I'm leaving, I'll be properly trained.

7 The next thing, are we removing anything from

8 the Consent Calendar? Okay. If not --

9 DIRECTOR DOUGLAS LA BELLE: I'd like to remove

10 R-110-15, Southwest Airlines.

11 CHAIR ASHLEIGH AITKEN: Okay.

12 DIRECTOR DOUGLAS LA BELLE: I would remove the

13 rest of the -- move the rest of the Consent Calendar if

14 that's appropriate. Or do you --

15 CHAIR ASHLEIGH AITKEN: Yeah, that's fine. You

16 want to move the rest of it, and we can circle back to

17 that?

18 DIRECTOR DOUGLAS LA BELLE: Or I can make it real

19 quick. This is what I always do. Southwest Airlines, I

20 own a hundred shares of stock out of 649 million shares

21 outstanding, so that rental agreement would not have any

22 significant impact on me.

23 CHAIR ASHLEIGH AITKEN: Okay.

24 DIRECTOR NICK BERARDINO: You never know.

25 CHAIR ASHLEIGH AITKEN: With that -- with that

1 notation, then, may I have somebody --
2 DIRECTOR DOUGLAS LA BELLE: Move the Consent
3 Calendar.
4 CHAIR ASHLEIGH AITKEN: -- move the Consent
5 Calendar?
6 DIRECTOR STAN TKACZYK: Second.
7 CHAIR ASHLEIGH AITKEN: Okay. All in favor?
8 BOARD MEMBERS: Aye.
9 MR. JEFF WILLSON: Roll call.
10 MS. JESSICA ZIMMERMAN: Ashleigh Aitken?
11 CHAIR ASHLEIGH AITKEN: Yes.
12 MS. JESSICA ZIMMERMAN: Gerardo Mouet?
13 Stanley Tkaczyk?
14 DIRECTOR STAN TKACZYK: Yes.
15 MS. JESSICA ZIMMERMAN: Barbara Bagneris?
16 DIRECTOR BARBARA BAGNERIS: Yes.
17 MS. JESSICA ZIMMERMAN: Douglas La Belle?
18 DIRECTOR DOUGLAS LA BELLE: Yes.
19 MS. JESSICA ZIMMERMAN: Sandra Cervantes?
20 DIRECTOR SANDRA CERVANTES: Yes.
21 MS. JESSICA ZIMMERMAN: Nick Berardino?
22 DIRECTOR NICK BERARDINO: Yes.
23 MS. JESSICA ZIMMERMAN: Bao Nguyen?
24 DIRECTOR BAO NGUYEN: Aye.
25 MS. JESSICA ZIMMERMAN: Robert Ruiz.

1 CHAIR ASHLEIGH AITKEN: Okay. Consent Calendar
2 is moved. With that, we're going to go into our
3 committee and task force reports. Vice Chair Mouet is
4 not here to give us an update. Do we have an update on
5 anything with the Centennial Farm?

6 MS. MICHELE RICHARDS: I can give a little bit of
7 an update.

8 CHAIR ASHLEIGH AITKEN: That would be great.
9 Thank you.

10 MS. MICHELE RICHARDS: The Centennial Farm
11 Foundation held their annual poker tournament fundraiser
12 during the fair on Tuesday, August 4th. They saw an
13 increase in the number of participants, so every year
14 that's growing. They raised about \$4,500 from the
15 event. And they did not meet in July due to the fair,
16 but they'll have their first meeting this afternoon post
17 fair.

18 CHAIR ASHLEIGH AITKEN: Wonderful.

19 Next I will turn it over to Directors
20 Berardino and La Belle for a report on our Veterans
21 Foundation Board. Do we have anything on that?

22 DIRECTOR NICK BERARDINO: I do. I can do it and
23 Doug can -- everything is going relatively well. I
24 guess relatively is a bad term. It is going
25 unbelievably fantastic.

1 We're getting -- the community sponsor list
2 is not -- I mean it's beyond what I ever imagined, and
3 it's being widely, widely embraced.

4 And so in terms of updates regarding that,
5 we've raised now probably close to a hundred thousand
6 dollars. We haven't even started our solicitation
7 program because we have to wait for our 501(c)(3). So
8 once we get that, I'm sure we're going to be really
9 cruising.

10 In addition to that, I want to say yes- --
11 the day before yesterday, the law firm of Manatt Phelps
12 sent us an engagement letter, and they -- the firm has
13 adopted the Heroes Hall Foundation as part of their
14 pro bono efforts. So we signed -- yeah. It's a big,
15 big deal. I mean what a great, great law firm. And for
16 us to be chosen as one of their pro bono clients, we are
17 just really excited. So things are just moving really,
18 really well.

19 CHAIR ASHLEIGH AITKEN: Okay.

20 DIRECTOR DOUGLAS LA BELLE: I'll just add, if I
21 could, to Nick's comments that we have our next
22 Foundation Board Meeting Wednesday of next week here at
23 3:00 o'clock.

24 And Nick has been elected as president of the
25 Foundation, and we have a very lengthy agenda that we'll

1 be going through. And, as Nick mentioned, one of the
2 items we'll be looking at are different fundraising
3 options or opportunities. I think we have a very
4 engaged board, a lot of good ideas. So I'm looking
5 forward to moving it one step forward.

6 CHAIR ASHLEIGH AITKEN: Great. It sounds like
7 most of the loose ends are starting to get tied up, so I
8 look forward to the report next month and see how the
9 progress is made.

10 DIRECTOR NICK BERARDINO: Yeah.

11 CHAIR ASHLEIGH AITKEN: Do we have an estimate on
12 when the 501(c)(3) is going to be put through?

13 DIRECTOR NICK BERARDINO: I don't know. I have a
14 letter here from the IRS. I haven't opened it. It
15 could be --

16 CHAIR ASHLEIGH AITKEN: Don't open up letters
17 from the IRS.

18 DIRECTOR NICK BERARDINO: Well, that's the thing.
19 I mean when do you open letters from the IRS? And I
20 don't even know what this is. It says -- yeah, maybe
21 this is it.

22 CHAIR ASHLEIGH AITKEN: Breaking news.

23 DIRECTOR NICK BERARDINO: So --

24 CHAIR ASHLEIGH AITKEN: Well, thank you very
25 much. I also wanted to note that tonight the Orange

1 County Fair & Events Center is receiving an award from
2 the Black Chamber of Commerce for our work with veterans
3 and for our decision to have the Heroes Hall. So we're
4 getting a lot of recognition as an organization for your
5 guys' good work and deeds. So thank you very much for
6 making us all look good.

7 DIRECTOR BARBARA BAGNERIS: Madam Chair?

8 CHAIR ASHLEIGH AITKEN: Yes.

9 DIRECTOR BARBARA BAGNERIS: There are some issues
10 that we still need to discuss about the Foundation. I
11 would like to agendize them for the next Board Meeting.

12 CHAIR ASHLEIGH AITKEN: Yes. Hopefully, with the
13 pro bono with Manatt, I think a lot of these things are
14 going to take care of themselves. But, definitely, I
15 already let our CEO know to agendize them for the next
16 meeting.

17 DIRECTOR BARBARA BAGNERIS: Thank you.

18 CHAIR ASHLEIGH AITKEN: Next we have our Workers
19 Memorial Task Force, which is me and also Director
20 Berardino. I know that we have our event for Labor Day
21 coming up on September 7th. It will be a soft opening.
22 It won't be completed. But it's going to be -- you're
23 definitely going to be able to do -- invite people to
24 see what it's going to look like, give them a flavor.

25 And, Michele, would you like to add some

1 information?

2 MS. MICHELE RICHARDS: I think you've said it
3 all. It's on Labor Day from 10:00 a.m. to noon here at
4 the OC Fair and Event Center at the site. So we're very
5 excited to have that dedication. And as you said, it --
6 the project is not completed yet, but, then, is our work
7 ever really completed; right? So we're looking forward
8 to that event.

9 CHAIR ASHLEIGH AITKEN: Now, I notice -- is it
10 something that's open to the public?

11 MS. MICHELE RICHARDS: It is.

12 CHAIR ASHLEIGH AITKEN: And is there a way for
13 the public to RSVP so that we know how many people are
14 coming or --

15 MS. MICHELE RICHARDS: I don't think we'll really
16 need RSVPs. We'll be prepared to welcome as large a
17 crowd as possible.

18 CHAIR ASHLEIGH AITKEN: Okay. Wonderful. So I
19 look forward to everyone, our friends out in the
20 community, to help us publicize and get a great
21 hopefully annual event here to honor the workers in
22 honor of Labor Day.

23 Next we have our city liaison -- our Fair
24 City Liaison Committee, which is Directors Nguyen and
25 La Belle.

1 DIRECTOR DOUGLAS LA BELLE: I don't know that we
2 have anything to report other than we had a very
3 successful event with the number of cities attending the
4 business development, as well as the city days at the
5 fair. So maybe Michele can answer that.

6 MS. MICHELE RICHARDS: Yes. In fact, the hosting
7 of that event rose every year. So the turnout was very
8 good. And as you know, during the weekdays at the fair,
9 Wednesday, Thursday, and Friday, we always designate a
10 number of cities, and we host them for that day.

11 We do morning flag raising. Actually, not
12 morning. It's 12:30, right after the fair opens. And
13 I'm happy to report that during the course of the fair,
14 we had 104 representatives from Orange County cities.
15 We also had significant interest from county
16 representatives and state officials to attend, as well.
17 So we were very happy to welcome them.

18 One hundred four attended those flag-raising
19 ceremonies over the course of the fair. They
20 represented 28 of the 34 OC cities. So that has grown
21 tremendously since we started this three years ago. So
22 we'll set a goal of next year to get all 34 involved.

23 CHAIR ASHLEIGH AITKEN: I know the idea started a
24 couple years ago. It's become such a nice tradition. I
25 was going to ask our Fair City Liaison Committee, I

1 noticed that, like, we've been talking just -- I'm from
2 Anaheim, and in talking with the people in Anaheim, I
3 know that they do -- they partner with --
4 (indiscernible) -- and a lot of the information is at
5 City Hall.

6 But I wanted to see if we could explore
7 working with our city partners to get things more into
8 the libraries because I feel like we don't have them for
9 the kids in school.

10 Like Anaheim Public Library has a really
11 active summer reading program, and you can get little
12 rewards and little certificates by completing your
13 reading. And I think maybe if we can do a discounted
14 fair ticket as a reward for when these kids get their
15 reading tasks done or else at least publicize when the
16 city day is through the public libraries, we can reach
17 out to a little bit more families because I don't know
18 how many families on a day to day go down to City Hall
19 where a lot of the information and the discount tickets
20 are being handed out.

21 MS. MICHELE RICHARDS: I think a lot of the
22 cities do distribute the discount coupons through their
23 libraries, but not all. It's inconsistent from city to
24 city. So I think that would be a good push for next
25 year to get those coupons connected with the reading

1 programs.

2 CHAIR ASHLEIGH AITKEN: Next, we have our
3 Legislative Monitoring Task Force, also Director Nguyen
4 and Cervantes. Do we have anything to report?

5 DIRECTOR BAO NGUYEN: We don't.

6 CHAIR ASHLEIGH AITKEN: Thank you.

7 Next, I'm going to turn it over to our CEO,
8 Ms. Kramer. We have the Board position regarding
9 SB 716.

10 MS. KATHY KRAMER: Thank you, Ashleigh.

11 There was discussion at the June Board
12 Meeting around the status of Senate Bill 716 and that
13 the OCFEC had taken a position on banning elephants from
14 the fairground.

15 A little bit of background on this bill:
16 This bill -- the current status of the Senate Bill 716:
17 This bill will ban the use of elephant guide, also known
18 as a bullhook, in the state of California beginning in
19 2018. It would not only apply to circuses, but zoos and
20 all other elephant exhibitions and facilities in
21 California.

22 After passing through the Senate, the bill
23 passed through the Assembly Public Safety Committee and
24 the Assembly Arts, Entertainment, Sports, Tourism, and
25 Internet Media Committee. This bill has been rereferred

1 to the Committee on Appropriations on July 14th.

2 As far as Board actions, the only Board
3 action taken around this issue was in March of 2012.
4 The Board voted to terminate elephant rides at the
5 Orange County Fair. This action terminated the contract
6 only with Have Trunk Will Travel. At that time, the
7 Board did not adopt a broader policy around this issue.

8 CHAIR ASHLEIGH AITKEN: Okay. I think we put
9 this on the agenda because we -- it was brought up for
10 discussion about whether we want to take a position on
11 this bill. Does anyone have any opinions or feelings on
12 if this is something as a Board that we want to get
13 involved in?

14 DIRECTOR NICK BERARDINO: I think -- I mean we
15 took a -- I think when we banned the elephant rides
16 here, while not taking a policy, I mean it was very
17 clear that the Board had great understanding in taking
18 these beautiful beasts that are the size of motor homes,
19 getting them to sit on two legs on a stool is a bit
20 unnatural, and not only unnatural, but abusive.

21 And you saw -- heard testimony and saw videos
22 that this is a very abusive, very abusive act. And
23 these -- what they're trying to ban, as I understand
24 from the legislation, are these hooks that were
25 circulated among the Board, and we got to all hold one

1 and got to decide for ourselves if we'd like somebody
2 sticking a spike in us, twisting it, getting a hook, and
3 getting us to do something. And that's what it takes to
4 move and train these beautiful beasts, you know, to sit
5 on two legs on a little stool.

6 So I think that we ought to be supportive of
7 the ban on -- the ban of the hooks. And once they ban
8 the hooks, I mean that -- I mean, clearly, why they went
9 for the hook ban is because once you stop sticking these
10 people with these spikes and twisting them and pulling
11 them with the hook, that pretty much will stop being
12 able to train.

13 So -- so I'd like us to stand with -- I mean
14 I think we would appear to be -- because, in fact, we
15 would be hypocritical saying we don't want those
16 elephant rides here because we don't want, you know,
17 living beasts being treated that way.

18 So I think -- and I'm just not sure, as
19 agendized, if we could make a motion to support. I
20 don't know, Deborah. Are we even in a position to do
21 that?

22 MS. DEBORAH FLETCHER: Yes. Yes.

23 CHAIR ASHLEIGH AITKEN: I guess my question would
24 be what would be the best form. Would it be something
25 that we could do -- have our team draft kind of a letter

1 of support and explanation, including our history and
2 the votes that we've taken prior, and that's something
3 that we include or send to the drafter of the bill?

4 Would that be the best thing or course of action?

5 MS. DEBORAH FLETCHER: I honestly don't know what
6 the best course of action would be. My -- my thought
7 would be to contact the author of the bill and ask the
8 bill's author what they would like to see, if anything.

9 But, you know, other than that, all I can say
10 is there is no -- certainly no legal impediment
11 whatsoever to this Board taking some action to support
12 the bill if it desires to do so.

13 DIRECTOR NICK BERARDINO: So I would be prepared
14 to make the motion to -- to support the ban and to
15 follow with a letter of our support to the author.

16 DIRECTOR BARBARA BAGNERIS: Second.

17 DIRECTOR STAN TKACZYK: Discussion? I just want
18 to make one other comment. If the Board's unaware and
19 the public isn't aware, I know that Ringling Brothers
20 made an announcement that they are going to be stopping
21 the use of elephants in their shows.

22 So this is certainly something that is taking
23 root in California and -- the ban. I always think of
24 elephants in the circus. Well, the circus is taking the
25 initiative not to have elephants anymore. So I'm not

1 sure when that date is, but I know it's soon.

2 DIRECTOR BARBARA BAGNERIS: Madam Chair, I'd just
3 like to commend the 2012 Board for taking this up so
4 early on. And, you know, the guide isn't going to
5 affect us if we won't be having any elephants here, so
6 I'm glad that we are going to support this effort.

7 CHAIR ASHLEIGH AITKEN: Wonderful.

8 Okay. We're going to do roll call.

9 MS. JESSICA ZIMMERMAN: Ashleigh Aitken?

10 CHAIR ASHLEIGH AITKEN: Aye.

11 MS. JESSICA ZIMMERMAN: Stan Tkaczyk?

12 DIRECTOR STAN TKACZYK: Yes.

13 MS. JESSICA ZIMMERMAN: Barbara Bagneris?

14 DIRECTOR BARBARA BAGNERIS: Yes.

15 MS. JESSICA ZIMMERMAN: Doug La Belle?

16 DIRECTOR DOUGLAS LA BELLE: Aye.

17 MS. JESSICA ZIMMERMAN: Sandra Cervantes?

18 DIRECTOR SANDRA CERVANTES: Yes.

19 MS. JESSICA ZIMMERMAN: Nick Berardino?

20 DIRECTOR NICK BERARDINO: Yes.

21 MS. JESSICA ZIMMERMAN: Bao Nguyen?

22 DIRECTOR BAO NGUYEN: Aye.

23 CHAIR ASHLEIGH AITKEN: Okay. Thank you.

24 Our next item on the agenda is the discussion
25 of hiring a legislative monitoring firm.

1 MS. KATHY KRAMER: Okay. I'll take that one.

2 This item was asked to be agendized for
3 discussion in the August meeting at the request of
4 Director Berardino. This will provide a resource to the
5 OCFEC Board of Directors and CEO to monitor any
6 legislation that would be relevant to the operations of
7 the fairground.

8 DIRECTOR BARBARA BAGNERIS: The question I would
9 have is what is the cost of hiring the monitoring firm?

10 DIRECTOR NICK BERARDINO: You have to RFP it, put
11 out to bid.

12 DIRECTOR DOUGLAS LA BELLE: I have a question, if
13 I could, Madam Chair.

14 CHAIR ASHLEIGH AITKEN: Okay. One moment. I
15 have, I think, Director Berardino and then Director
16 La Belle.

17 DIRECTOR DOUGLAS LA BELLE: Sure.

18 DIRECTOR NICK BERARDINO: Yeah. I just think
19 that -- a couple of thoughts why I wanted to see it
20 agendized.

21 Number one, we, obviously -- this -- this
22 Board, as any -- you know, all boards like to pat
23 themselves on the back and, "Hey, look at all this good
24 stuff we're doing, and look how it's been noticed." But
25 it is -- what we're doing is really being noticed.

1 And as I had the CEO pass on to you, I had
2 a -- I was talking to the Governor about legislation,
3 actually, another bill that I was working, and talking
4 to him on his phone. And, you know, we were talking
5 back and forth.

6 And I was telling him why he needs to sign
7 this bill when it gets to his desk, and he was telling
8 me "Oh, Nick. I don't know. I mean I'm 50/50 on it."
9 And he was looking for a way to change the subject, I
10 thought.

11 But when he changed the subject, was "Hey, I
12 want to tell you just what a great job all of you down
13 there are doing." And it was unsolicited, completely
14 unsolicited. And he was talking about, you know, Heroes
15 Hall. You know, he just -- he loves that idea, of
16 course. And he was talking about that. Then he talked
17 about the Workers Memorial and how we've taken the lead
18 on that and how much we're growing.

19 And then we talked more about the educational
20 and how we're trying to -- because we're right across
21 from the college and the use of public space, which is,
22 you know, a big national issue, huge national issue.
23 And he just was so complimentary of this Board.

24 And along with that, though, was the fact
25 that we are really growing, and we're growing in a

1 direction that is not just growing just the fair, but
2 we're growing in terms of our view and utilization of
3 public space, exactly what I know all of us are charged
4 with. And I don't know what kind of discussions --
5 appointment discussions you had, but the idea of public
6 space is, as we know, very important.

7 And so we have Heroes Hall. We have now the
8 Pacific Amphitheater, which, you know, we now know
9 how -- we had an event there last night. This is going
10 to be a very, very popular venue when the word gets out.
11 No question about it.

12 We have the Workers Memorial. We have the
13 idea of building these things. So we are really growing
14 to a point the legislation that is passed or that's
15 introduced, while maybe not just totally fair
16 significant, because of our growth and education in
17 other places could impact us as the Orange County
18 Fairgrounds. We're taking a very different approach
19 than most fairs. You know, we're not going to put in,
20 you know, more Ferris wheels or that kind of thing off
21 season. We're looking at ways to use the property.

22 So I think that is critical that we have
23 someone that looks out for our interests. We have city
24 representatives here that can tell you every city is
25 represented by -- every city except the Orange County

1 cities, who decided they would pull out of the League of
2 Cities and --

3 UNIDENTIFIED FEMALE SPEAKER: We're back in.

4 DIRECTOR NICK BERARDINO: Oh, you --

5 UNIDENTIFIED FEMALE SPEAKER: We're back in.

6 DIRECTOR NICK BERARDINO: Costa Mesa's back in?
7 Wow. You're the first one back in. So the League of
8 Cities is huge, as we all know. And we can talk to Bao.

9 DIRECTOR BAO NGUYEN: We've been in.

10 DIRECTOR NICK BERARDINO: So a big fight among
11 the cities and mayors about whether or not they should
12 be in the league. Every other city of California is --
13 (indiscernible) -- Orange County has their own special
14 reasons.

15 So -- but the League of Cities has lots of
16 lobbyists. You know, they have a lobbying team. But
17 every city -- most cities, they'll have their own person
18 too in addition to the league. And why do they have
19 their own person when they have this great League of
20 Cities, this powerful League of Cities, which is
21 powerful, why do they have their own lobbyists? Because
22 you have to have somebody watching out for your
23 interests because the organizations you belong to that
24 may have lobbyists, sometimes you have special
25 interests.

1 And so every city, every county, every -- I
2 don't know if all the special districts of the county
3 through the county have CSAC. (Indiscernible) -- big
4 lobbyists -- (indiscernible). They have -- every county
5 has their own lobbyists. And unions, you know, we have
6 a huge lobbying group in Sacramento, but each one of us
7 have our own lobbyists because you need it.

8 So we've really grown to that point, and
9 that's why I think it's, you know, very important -- I
10 mean we have this one piece of legislation. I think
11 that the Western Fairs Association is opposing this
12 bill. You know, they -- we belong to Western Fairs. We
13 pay them dues. And that's why people have their own
14 lobbyists because your leadership -- like we,
15 leadership, always question "Hey, we're paying people
16 dues to keep them alive in order for them to lobby
17 against our interests."

18 Well, that's why people pull out of these
19 coalitions. And I'm not suggesting that because I think
20 the smarter way and the most rational way is you have
21 your own person. So you say "Hey, look, that's not our
22 interest. We're going to pursue it."

23 So I think we've reached that point. In
24 terms of what the cost will be, you know, it's -- this
25 is not one where you necessarily look for the cheapest.

1 You know, you look for people that have the biggest
2 footprint because you want to ride off of their other
3 clients; right?

4 And, you know, Ashleigh, you know this and
5 your father, and you guys are great with this. So I'm
6 not trying to -- (indiscernible) -- the story. But the
7 bigger the footprint that they have in terms of clients,
8 that's why lobbyists are rated by billings. That's how
9 they rate. Why? Because nobody's giving them money if
10 they're not very effective, as we all -- we all know.

11 So I would suggest that we do whatever
12 process goes. And the ranges are probably, you know,
13 just somebody monitoring -- you can get people to
14 monitor your bills, then you pay them if they got to go.
15 You know, and say, hey, you know, charge them X amount
16 of years. Go, hey, I want you to push this bill, and,
17 you know, we'll pay you in addition to do it, or you can
18 take the whole package. Those are kind of the options
19 that are available.

20 And so I think we ought to ask that the CEO
21 and staff begin the process of procuring legislative
22 applicants on behalf of this Board.

23 CHAIR ASHLEIGH AITKEN: Okay. And then Director
24 La Belle, you had a comment and then Director Bagneris.

25 DIRECTOR DOUGLAS LA BELLE: Yes. Just to

1 elaborate on what Nick has said, I think he's absolutely
2 right. In my past life as a city manager, all of the
3 cities that I was in had a lobbyist in Sacramento. The
4 firm that we used in my last two cities represented over
5 50 cities and a number of private clients, as well.

6 They were on a retainer. And it wasn't only
7 legislation that we were concerned with. Things would
8 come up relating to the prison in Chino that would have
9 impacts on Chino Hills. We had issues with the Public
10 Utilities Commission. The retainer was great. I might
11 go a month without talking to anybody, and then I'd talk
12 to the firm five times a day for a week.

13 They were very responsive. Their offices are
14 right across from the Capitol. Most of the lobbying
15 firms are right in that general area there. They help
16 you get to people who can give you the answers to the
17 questions you have. They arrange meetings, and they
18 coordinate everything.

19 And one point that Nick made I think was very
20 good. All his points are very good, but one point was
21 specifically good. We were also members of the League
22 of California Cities. But there are, you know,
23 literally hundreds of cities in California. Our
24 interests were not necessarily the same as Los Angeles
25 or Sacramento or San Diego, but they were similar to

1 other cities.

2 So we would have -- from time to time, we
3 would take positions that were contrary to what the
4 League of Cities was doing because it was not in our
5 best interest, and we would use our lobbying firm to do
6 that.

7 So I'm prepared to make a motion. Or if Nick
8 wants to make the motion --

9 DIRECTOR NICK BERARDINO: You can.

10 DIRECTOR DOUGLAS LA BELLE: -- to proceed ahead
11 with at least looking into the options of retaining a
12 lobbyist, I would be in support of that.

13 CHAIR ASHLEIGH AITKEN: Okay. Well, I think we
14 made a motion. I know we have a matter of public
15 comment. So why don't we -- and Director Bagneris had a
16 comment, and then we'll have our public comment.

17 DIRECTOR BARBARA BAGNERIS: Yeah. I just want to
18 make sure the Financial Monitoring Committee gets
19 involved in this decision-making because there would be
20 a cost involved, and we want to make sure that we --
21 (indiscernible).

22 CHAIR ASHLEIGH AITKEN: Right. Theresa Sears had
23 a Matter of Public Comment on this issue.

24 MS. THERESA SEARS: Good morning, Board. And I
25 want to commend Nick for bringing this forward. And

1 everything he is saying, Doug is saying is really right
2 on target. Having spent three years in Sacramento
3 working on trying to save the fairgrounds, I know it
4 well, know every -- every -- all six floors, every
5 office, what happens, how it goes.

6 I would suggest a letter to the -- on the
7 elephant bill, you send it to the Governor, as well, not
8 just to the author. So -- you know, people don't talk
9 up there. And I think Bao is actually correct. I mean
10 we're not using the needed technology, et cetera.

11 So Orange County is actually defining,
12 redefining what the town square is, this whole thing
13 about public space. We are the leaders. Western Fairs
14 is not leading. They are -- they are holding everyone
15 back, and they're putting a lid on everything. And
16 what's happened is they've even worked against every
17 effort we've tried to do. They're doing the contrary.

18 So I -- I mean I'm a big believer in just
19 paying the minimum dues, and -- and I would not spend a
20 lot of time relying on them. They are not lobbying on
21 behalf of Orange County, our fairgrounds, and what's
22 happening as we move forward.

23 We're going to have a new Governor.
24 Depending on that Governor, I can tell you this.
25 There's some candidates that are very innovative, and

1 they're looking to the future as to what we do, and
2 that's what we're trying to do here at this fairgrounds.

3 And -- and the leadership this Board has
4 provided has been so important. It's been very
5 proactive, very visionary, and I -- and I do commend all
6 of you for taking that leadership role. Whether you
7 knew you were actually doing those things, the result is
8 you are -- we are becoming that model.

9 So I would suggest that in the RFP, when
10 you're dealing with a lobby firm, you don't just let
11 them take charge and give them free rein. I would
12 suggest there be a component in there to work with
13 citizen activists because people like me can save this
14 Board a lot of time because I know how to go do all
15 those things.

16 And, granted, other people get paid for some
17 of the work that I do as a volunteer. I mean it's
18 really -- you know, if you don't have to go through 13
19 offices in Orange County -- I don't even know what the
20 number is anymore in our legislative -- you know, our
21 legislators, but if you don't have to go to every office
22 and you're not paying a lobbyist and you have citizen
23 activists that are actually carrying that ball and going
24 to Sacramento, we know how to do it. I've worked on all
25 kinds of different bills over the years and all kinds of

1 efforts.

2 So I would definitely make sure in the RFP
3 there's a component to work with citizen activists. And
4 that's getting -- that's connecting people back to their
5 government, and that's what we've sort of demonstrated
6 here over these last six years and that transparency and
7 then technology.

8 We are like missing the whole boat on the
9 technology issue. And I think elected officials and
10 politicians, they can't get there. It's going to take
11 people like us that help -- help drive that and that
12 whole town square thing.

13 So, as usual, I'm available, happy to help
14 solving problems, and I -- I totally support this
15 effort. And I appreciate all the smart people and the
16 leaders that are working in government. I mean Doug
17 knows what it takes. Bao is doing his thing, which is
18 really, really great. And we have just a lot of talent
19 on this Board. So carry on.

20 DIRECTOR NICK BERARDINO: Thank you.

21 CHAIR ASHLEIGH AITKEN: Thank you, Theresa.

22 DIRECTOR STAN TKACZYK: Ashleigh?

23 CHAIR ASHLEIGH AITKEN: Yes.

24 DIRECTOR STAN TKACZYK: I have a discussion.

25 Theresa, thank you. I really appreciate the

1 comments you had. You know, when I became a Board
2 Member, I was really surprised that we didn't have an
3 advocate in Sacramento. In fact, I was shocked. And I
4 really appreciated all the people like yourself and the
5 members here and the public that would report back to
6 us, and it is time for us to get involved.

7 The one thing I would say with Theresa that I
8 don't disagree with you too many times, but I'll throw a
9 point out. Western Fairs -- I grew up in associations,
10 and I was the president of associations. And I think
11 what's so important is that we have -- that we have a
12 seat on that association. Because if we're not -- we
13 can change them more than they can change us.

14 And if we sit at that table, the other people
15 that are in the industry will hear our views. And if we
16 are the leader, they will come around because our views
17 will be right views.

18 So I would really hope that we continue to be
19 involved and at least that's my point of view with
20 associations is be there, have your voice heard. If
21 you're not, then they can run and do whatever they want
22 without opposition internally. That's my thoughts.

23 CHAIR ASHLEIGH AITKEN: And I think this is --
24 I'm glad that we're moving forward with this. I think
25 this is a great idea. I think, moving forward, I would

1 like to have our CEO work with our Legislative
2 Monitoring Task Force because I know our mayor worked
3 with a lot of lobbyists and will have some good insight.
4 So I think the drafting of the RFP is going to be really
5 important about how -- what exactly we're looking for.

6 And then when we get to judging the bids that
7 come in, I think it would be important to make sure that
8 we have -- having gone through the RFP process several
9 times, we have all the -- everything that we want we
10 have laid out so that we get the greater -- the greatest
11 field of candidates.

12 So if we could work with our Legislative
13 Monitoring Task Force, and then, obviously, I would
14 really like Director Berardino's input on this because
15 he knows a lot more about working with lobbyists and
16 what we should -- than I do.

17 So I don't believe we have a motion yet on
18 the table officially.

19 DIRECTOR NICK BERARDINO: I move that -- I would
20 move that I shouldn't have drunk so much last night,
21 but -- my brain doesn't work under normal circumstances
22 given this -- but I would move that we direct the CEO to
23 begin the RFP process for securing legislative advocacy.

24 DIRECTOR SANDRA CERVANTES: I second.

25 CHAIR ASHLEIGH AITKEN: Okay. We can take a

1 vote.

2 MS. JESSICA ZIMMERMAN: Ashleigh Aitken?

3 CHAIR ASHLEIGH AITKEN: Aye.

4 MS. JESSICA ZIMMERMAN: Stanley Tkaczyk?

5 DIRECTOR STAN TKACZYK: Yes.

6 MS. JESSICA ZIMMERMAN: Barbara Bagneris?

7 DIRECTOR BARBARA BAGNERIS: Yes.

8 MS. JESSICA ZIMMERMAN: Douglas La Belle?

9 DIRECTOR DOUGLAS LA BELLE: Yes.

10 MS. JESSICA ZIMMERMAN: Sandra Cervantes?

11 DIRECTOR SANDRA CERVANTES: Yes.

12 MS. JESSICA ZIMMERMAN: Nick Berardino?

13 DIRECTOR NICK BERARDINO: Yes.

14 MS. JESSICA ZIMMERMAN: Bao Nguyen?

15 DIRECTOR BAO NGUYEN: Aye.

16 CHAIR ASHLEIGH AITKEN: Okay. Thank you.

17 Our next issue is the appointees to the

18 Heroes Hall Veterans Foundation Board of Directors.

19 MS. KATHY KRAMER: I will start by giving a

20 little bit of background.

21 When I joined the organization --

22 MS. MICHELE RICHARDS: Excuse me. We skipped

23 a -- we should be on --

24 MS. KATHY KRAMER: Oh, I'm sorry.

25 CHAIR ASHLEIGH AITKEN: Oh, I'm so sorry. I

1 crossed it off and went right over. Thank you.

2 I'm just going to circle back to that.

3 Our next item on the agenda is the Approval
4 of the Architectural Designs Service for Heroes Hall
5 Project.

6 MS. KATHY KRAMER: That one I have a little
7 background on. Thank you. Rolling through the agenda.

8 When I joined the organization, the Board had
9 just allocated \$1 million in funding for the Heroes Hall
10 project. It's important for us to remember at that
11 time, it was not defined the scope of work or any way to
12 anticipate the cost of the project.

13 Over the past several months, ATI has worked
14 with staff and members of the Veterans Advisory
15 Committee to develop the concept drawings. Pending your
16 approval of the request before you today, ATI will begin
17 design development and design review.

18 Staff will be working closely with the
19 Veterans Advisory Committee and the architect over the
20 next several weeks to be prepared to present at the
21 September meeting what the architect believes will be
22 the cost of the project and the final designs.

23 This project is -- has an aggressive time
24 line to ensure that we are finished in November of 2016.
25 Specific to the requests, I would ask Michele to provide

1 some more detail.

2 Michele?

3 MS. MICHELE RICHARDS: Jessica, if you could
4 advance the slides.

5 I would remind the Board about the renderings
6 that were presented prior to the fair that ATI created
7 with significant input from the Heroes Hall committee of
8 this Board and the advisory group, and these are just a
9 few of the renderings of the restored building. These
10 were created by ATI.

11 And the -- the recommendation that is before
12 the Board today is to continue to use ATI to further the
13 plans to create detailed architectural plans and
14 construction plans in order to finalize the bid package
15 that would then go out on the street for bidding.

16 And as Kathy said, we would come back in
17 September with a more detailed time line, but the goal
18 is to dedicate the building for -- and have the public
19 opening on Veterans Day of 2016.

20 CHAIR ASHLEIGH AITKEN: Director Tkaczyk?

21 DIRECTOR STAN TKACZYK: Is this the same firm
22 that did The Hangar?

23 MS. MICHELE RICHARDS: It is the same firm that
24 did The Hangar, yes.

25 DIRECTOR STAN TKACZYK: Okay. And we had a good

1 relationship, and everything worked?

2 MS. MICHELE RICHARDS: Yes, we did.

3 DIRECTOR STAN TKACZYK: So it's not the same firm
4 that did the --

5 MS. MICHELE RICHARDS: It is not.

6 DIRECTOR STAN TKACZYK: Okay. Thank you.

7 DIRECTOR BARBARA BAGNERIS: I'd like to move that
8 we approve the architectural design services for Heroes
9 Hall for ATI.

10 DIRECTOR SANDRA CERVANTES: Second.

11 CHAIR ASHLEIGH AITKEN: Okay.

12 DIRECTOR DOUGLAS LA BELLE: I have a comment, if
13 I could.

14 CHAIR ASHLEIGH AITKEN: Absolutely.

15 DIRECTOR DOUGLAS LA BELLE: I'm, obviously, in
16 support of this firm. One of the issues that I would
17 like us to consider, perhaps, at the next Board Meeting,
18 I'm just going to raise it under comments, I think it's
19 time that we take a look at construction management
20 firms to assist us.

21 We've been using a state agency, and we've
22 had some lengthy discussions earlier on with the Board.
23 And I'd like to see us look at the possibility of
24 bringing in private firms to do that.

25 We constructed our library, City Hall, and

1 police facility, fire facility in Chino Hills. In
2 addition to the architect, we had a construction
3 management firm that basically managed the contract from
4 kind of beginning to end.

5 Some of my best friends are architects, but
6 architects will spend all the money that you put on the
7 table and then some. So I think you need to have a
8 secondary firm looking at those costs and keeping it
9 within the budget.

10 We previously appropriated a million dollars
11 for the work. This will cut significantly into that,
12 which we need to do, obviously, to get it built. So I
13 would like to, as a part of our discussion in September,
14 look at options for other construction management firms
15 to assist the Board.

16 CHAIR ASHLEIGH AITKEN: We have a motion. We
17 have second. Okay. Roll call vote?

18 MS. JESSICA ZIMMERMAN: Ashleigh Aitken?

19 CHAIR ASHLEIGH AITKEN: Aye.

20 MS. JESSICA ZIMMERMAN: Stanley Tkaczyk?

21 DIRECTOR STAN TKACZYK: Yes.

22 MS. JESSICA ZIMMERMAN: Barbara Bagneris?

23 DIRECTOR BARBARA BAGNERIS: Yes.

24 MS. JESSICA ZIMMERMAN: Douglas La Belle?

25 DIRECTOR DOUGLAS LA BELLE: Yes.

1 MS. JESSICA ZIMMERMAN: Sandra Cervantes?
2 DIRECTOR SANDRA CERVANTES: Yes.
3 MS. JESSICA ZIMMERMAN: Nick Berardino?
4 DIRECTOR NICK BERARDINO: Yes.
5 MS. JESSICA ZIMMERMAN: Bao Nguyen?
6 DIRECTOR BAO NGUYEN: Aye.
7 CHAIR ASHLEIGH AITKEN: Okay. Thank you.
8 So I apologize if I'm going out of order.
9 Now we are going to circle back to our appointees to the
10 Heroes Hall Veterans Foundation Board of Directors.
11 Who wants to -- I guess Director La Belle
12 or --
13 DIRECTOR NICK BERARDINO: Yeah. I -- Director
14 La Belle and I are -- with great honor, we are -- we all
15 know who -- how much can we say about Bobby McDonald? I
16 mean he is a tireless, just tireless volunteer for
17 veterans issues, and he has helped us beginning when we
18 started our first Veterans Day.
19 And Bobby, as you can see, has been, you
20 know, a great, great leader. He's done a fantastic job
21 in terms of he is the chairman of the Orange County
22 Advisory Board, Veterans Advisory Board, he's chairman
23 of Buffalo Soldiers Advisory Board, president of the
24 Black Chamber of Commerce. He's a Vietnam veteran.
25 He, you know, leads numerous national

1 organizations, and he has brought such vision and vigor
2 and just eminently, eminently qualified for the
3 position.

4 What Bobby will do and one of the things
5 that, you know, is so important, diversity in the
6 veteran community is a long time coming. Our military
7 forces were segregated throughout the Second World War
8 and even through Korea. And, you know, our Vietnam War
9 was the first time we really had a fully integrated
10 fighting force.

11 And one of the things that veterans are
12 struggling with and veterans organizations are
13 struggling with is that diversity because that has not
14 been something that was embraced for a long time.

15 So, you know, Bobby's been at the head of the
16 diversity program on the national level for veterans,
17 and that's a very, very important component for this
18 museum and this hall is that we are all committed and
19 certainly the foundation is committed to begin riding
20 that terrible part of -- that's a bad -- I hate to say
21 it, but it's not -- well, let's just say it.

22 It's a terrible part of our history how we
23 dealt with African-American soldiers who fought bravely
24 in every one of these wars from -- (indiscernible) --
25 and you know the story.

1 So Bobby is eminently qualified,
2 extraordinarily interested, and committed. And so it's
3 my honor to put Bobby's name before you. And if the
4 Board approves Bobby to come on to the Foundation,
5 tonight I know the Black Chamber of Commerce is honoring
6 this Board and giving this Board an award.

7 Perhaps, if the motion passes, then we would
8 be quiet about it, you know, because, you know, Bobby's
9 the kind of guy that -- (indiscernible) -- it actually
10 gets passed. But tonight at the -- at the Black
11 Chamber, on behalf of this Board, make the announcement
12 to the Board. So I nominate Bobby McDonald.

13 DIRECTOR DOUGLAS LA BELLE: I'll second the
14 motion.

15 CHAIR ASHLEIGH AITKEN: Any discussion?

16 Okay. Roll call vote.

17 MS. JESSICA ZIMMERMAN: Ashleigh Aitken?

18 CHAIR ASHLEIGH AITKEN: Aye.

19 MS. JESSICA ZIMMERMAN: Stan Tkaczyk?

20 DIRECTOR STAN TKACZYK: Yes.

21 MS. JESSICA ZIMMERMAN: Barbara Bagneris?

22 DIRECTOR BARBARA BAGNERIS: Abstain.

23 MS. JESSICA ZIMMERMAN: Douglas La Belle?

24 DIRECTOR DOUGLAS LA BELLE: Yes.

25 MS. JESSICA ZIMMERMAN: Sandra Cervantes?

1 DIRECTOR SANDRA CERVANTES: Yes.
2 MS. JESSICA ZIMMERMAN: Nick Berardino?
3 DIRECTOR NICK BERARDINO: Yes.
4 MS. JESSICA ZIMMERMAN: And Bao Nguyen?
5 DIRECTOR BAO NGUYEN: Aye.
6 CHAIR ASHLEIGH AITKEN: Okay. It passes. And
7 I'd be happy to make that announcement tonight.
8 DIRECTOR NICK BERARDINO: Thank you.
9 CHAIR ASHLEIGH AITKEN: That's a great idea.
10 That's wonderful.
11 Our next item is the approval of issuance of
12 a fair lifetime credential to Robert Grable.
13 DIRECTOR NICK BERARDINO: Move it.
14 DIRECTOR DOUGLAS LA BELLE: Second.
15 CHAIR ASHLEIGH AITKEN: Okay.
16 All right. Vote.
17 MR. JEFF WILLSON: Who was second?
18 DIRECTOR DOUGLAS LA BELLE: I did.
19 MS. JESSICA ZIMMERMAN: Ashleigh Aitken?
20 CHAIR ASHLEIGH AITKEN: Aye.
21 MS. JESSICA ZIMMERMAN: Stan Tkaczyk?
22 DIRECTOR STAN TKACZYK: Yes.
23 MS. JESSICA ZIMMERMAN: Barbara Bagneris?
24 DIRECTOR BARBARA BAGNERIS: Yes.
25 MS. JESSICA ZIMMERMAN: Douglas La Belle?

1 DIRECTOR DOUGLAS LA BELLE: Yes.
2 MS. JESSICA ZIMMERMAN: Sandra Cervantes?
3 DIRECTOR SANDRA CERVANTES: Yes.
4 MS. JESSICA ZIMMERMAN: Nick Berardino?
5 DIRECTOR NICK BERARDINO: Yes.
6 MS. JESSICA ZIMMERMAN: Bao Nguyen?
7 DIRECTOR BAO NGUYEN: Aye.
8 CHAIR ASHLEIGH AITKEN: Okay. Next is the
9 appointment of members to our Nominating Task Force to
10 decide who's going to be the next Vice Chair and Chair.
11 I have asked -- I'm asking the Board to approve putting
12 former Chairs Stan Tkaczyk and Doug La Belle on the
13 nominating Task Force if they would accept and if the
14 Board would approve.
15 DIRECTOR NICK BERARDINO: Move it.
16 DIRECTOR DOUGLAS LA BELLE: Second.
17 CHAIR ASHLEIGH AITKEN: You didn't get a chance
18 to say no.
19 Okay. Do a roll call vote. Or do we have to
20 vote on that?
21 MR. JEFF WILLSON: No. You can appoint people to
22 committees.
23 CHAIR ASHLEIGH AITKEN: Okay. Never mind.
24 DIRECTOR NICK BERARDINO: Still move it.
25 CHAIR ASHLEIGH AITKEN: Before they -- before

1 they have a chance to run out.

2 Next we have an informational item. We have
3 an operational report from our CEO and from Michele --
4 oh, sorry -- from Michele on our Designated Smoking
5 Policy.

6 MS. MICHELE RICHARDS: Yes. So the Board will
7 remember that in January, it voted to adopt a new
8 smoking policy, which would limit smoking during the
9 annual OC Fair to designated smoking areas only and
10 directed staff, then, to find space for those designated
11 smoking areas.

12 And, Jessica, if you will advance the slide,
13 I'll remind everyone where those locations were.

14 I know this is a difficult map to -- to see.
15 But location 1 was up here inside of Green Gate.
16 Location 2 was here on the new plaza next to Paradise
17 Cigars. Location 3 was on the lawn at Baja Blues.

18 Location 4 was the third base side of the
19 concourse at Pacific Amphitheater. Location 5 was at
20 the first base side of the Pacific Amphitheater.
21 Location 6 was down here next to Hussong's. And then,
22 finally, location 7 here inside of Yellow Gate at the
23 fair.

24 And, Jessica, if you'll go one more slide.

25 This was the configuration that was presented

1 and approved, which included the hedge walls, bench
2 seating, ashtrays, and, you know, each one was
3 configured just a little bit differently, depending on
4 the size and the location.

5 But I would ask Nick Buffa, our Safety and
6 Security Supervisor, to come up and brief the Board on
7 how things went during the fair.

8 MR. NICK BUFFA: Good morning, everybody. Just a
9 quick update. The main information I want to provide
10 you guys today is purely the feedback we got from our
11 customers, vendors, everyone on site.

12 I was out there myself with my staff,
13 contacting many of the smokers and informing them of the
14 new designated smoking area policy, and what we found,
15 just a few bullet points here, is that most were
16 courteous when informed of the new policy and the
17 designated area. Most of them seemed to accept the
18 information well, no belligerence or hostility towards
19 staff when they were contacted about this.

20 Unfortunately, when contacted about this, we
21 discovered a new problem. When people were told that
22 there was a designated smoking area down at the other
23 end of the property or this way or that way, you can't
24 smoke out here, for two reasons, either in somewhat of a
25 protest, people dropped cigarettes on the ground and

1 stomped them out right there, or out of courtesy they
2 thought "Oh, my gosh. I'm violating a policy. I'm
3 going to put my cigarette out. But either way, it
4 generated a lot of trash on the ground, so kind of an
5 indirect result of the new policy.

6 We received additional comments regarding no
7 designated smoking locations in the middle of the
8 property in proximity to the center of the property. If
9 you were in the carnival, the Main Mall, basically,
10 everyone had to point out where -- to the outer edges of
11 the property and, again, received comments regarding the
12 distance to designated smoking areas because there was
13 no smoking area in the middle of the property.

14 The designated area on the pond lawn or the
15 grass area next to Baja Blues was a challenge, and the
16 reason being is that the amount of people that would
17 accumulate there to eat, especially children. What we
18 found at the smoking areas, that we found a lot of
19 people standing out in the Gate 5 roadway smoking.

20 Myself, I went to make contact with a handful
21 of them, told them about the smoking area. It's right
22 over there on the grass. I look back fives minutes
23 later, and they're still smoking in that area.

24 So we went to contact them again and
25 reeducate them on the new policy and the smoking area,

1 and they had very good points. This young girl looks at
2 me and says "I'm sorry. I understand you said you
3 wanted me to smoke over there. However, there's a whole
4 bunch of kids sitting over there eating at that table."

5 So I looked over, and I said "You're right.
6 I'm not going to argue with you. So you can stand out
7 here in this kind of no man's land on the Gate 5
8 roadway. Those were some of the exceptions we made when
9 we saw those situations, kind of an on-the-fly decision
10 as opposed to having a big congregation of people
11 smoking adjacent to people eating their food and a lot
12 of children in the area. We did make some exceptions.

13 There were guests observed, again, smoking on
14 Gate 5 roadway, were often permitted to do so based on
15 who was present at the time on the pond lawn.

16 Some of the more congested areas, Pacific
17 Amphitheater, the carnival, the Main Mall area, they
18 were very challenging to police. When you have that
19 many people in one area, you have that many people
20 smoking, a decision has to be made as a security
21 attendant to go off task from what they're assigned to
22 do to continually make contact with people and abandon
23 their original assignment, or do they focus purely on
24 the smoking.

25 It's a hard decision. It was a game-time

1 decision made a lot of times based on crowd, capacity,
2 how many people were smoking out there, and it was a
3 challenge to police it.

4 We did notice OCFEC staff, Coulter &
5 Associates staff, RCS staff, Orange County Sheriff's
6 Department staff, personally I noticed all of them
7 enforcing the new policy, informing everyone of the new
8 designated smoking areas. Information collected from
9 all those people, as well, the same feedback we had,
10 that no one was belligerent or hostile, pretty well
11 received, other than the logistical concerns we've had.

12 Customers seemed to like the setup. They
13 were very fond of the hedges and the benches and the way
14 it was set up. However, there was a lot of comments
15 about the size of the spaces, that they need to be twice
16 the size bigger, whatever it might be to accommodate
17 more smokers.

18 A lot of feedback we got was people said they
19 had to stand out of the designated area and were
20 contacted again and again because they were out of the
21 designated area smoking, but they couldn't be in there
22 because there were too many people and not enough space.

23 A little bit more of the feedback we got was
24 people said they couldn't find the areas due to the
25 signage being low. I didn't know what they were talking

1 about. I went out there, and the signage was in the
2 lower stand. So in a bigger crowd, can't see over
3 people's heads, it was tough to see the signage. So I
4 understood quickly what they were talking about.

5 Guests in the Action Sports Arena are really
6 the only unthrilled venue. They didn't have a
7 designated smoking area in their venue. Obviously, The
8 Hangar's not going to have it. It's indoors. Pacific
9 Amphitheater, we had two of them on the concourse.

10 But in the Action Sports Arena, people had to
11 leave the arena to go to the pond lawn, the grass area
12 next to Baja Blues, to have a cigarette or whatever they
13 wanted to smoke over there. Those were a little more of
14 the unthrilled patrons about their designated area, even
15 though only in there for an hour, maybe an hour and a
16 half at a time, people asked for a designated smoking
17 area.

18 Again, for the most part, the reaction to the
19 new policy was pleasant. Most people were
20 understanding, no belligerence, no bad words, at least
21 that I experienced. Most people who were disgruntled
22 about it just kind of dropped their cigarette and walked
23 away. Again, the trash issue.

24 But the biggest challenge for our department
25 this year for the safety and security team and all the

1 team that was out there regulating or trying to regulate
2 the new policy was, again, choosing between staying on
3 task, what you're assigned to do, or reaching out and
4 contacting smokers.

5 So just a few of the feedback, some of the
6 comments we received from our staff and from other
7 patrons out there that we thought we'd relay to you
8 today and how it kind of went on for this year.

9 Any questions anybody has?

10 DIRECTOR BARBARA BAGNERIS: My only comment
11 somebody made to me, because I actually approached
12 several people and said we have smoking areas now. And
13 I was in my head trying to think where is that? Where
14 am I going to point them to?

15 So, you know, knowing better where all the
16 smoking areas are, maybe there need to be a few more.
17 The only other comment someone made was maybe some
18 shading over the top. If they're going to sit out there
19 for a while, maybe they could be protected from the sun.
20 Or in the case of the rainy day, they could have some
21 protection. So that was the only comment that was made.

22 MR. NICK BUFFA: I agree. With as fair-skinned
23 as I am, I'm always looking for shade, as well. So I
24 understand.

25 Any other questions? Thank you.

1 CHAIR ASHLEIGH AITKEN: Thank you very much. And
2 anytime you can do something new, it's going to just be
3 a little bit of a cultural shift, and so we're going to
4 have to train ourselves and train our customers as -- as
5 we move on.

6 Director Berardino?

7 DIRECTOR NICK BERARDINO: Yeah. Well, I think my
8 experience from it was -- and I -- and maybe it's maybe
9 premature given Nick's report, but I don't think it
10 worked. I'll just be straight up. You know, I don't
11 want to -- and I don't think it's fair to anybody to not
12 just address this thing early on so everybody knows.

13 But my personal opinion, it was a great
14 effort. This is -- it wasn't that it didn't work
15 because there wasn't -- this is just my -- my view, that
16 there wasn't enough places or they weren't big enough.

17 The fact is we're going to have to get our
18 arms around this issue one way or another because -- and
19 I'm looking directly at Mike because I know this
20 impacts, you know, his -- his area. But the smoking
21 policy didn't work.

22 I happened to pay kind of close attention to
23 it because I've been -- obviously, the issue about
24 whether or not we're going to allow smoking on the
25 grounds has been an issue for four years that I've been

1 here.

2 And I have -- because -- because of
3 understanding the impact of making this a nonsmoking
4 fair on folks and on our guests and other things, I
5 have, you know, been very vigorous about not making it a
6 nonsmoking fair because I wanted to be sure to try every
7 single possible aspect to see if it -- you know, could
8 we still remain.

9 And when I say it didn't work, I hope no one
10 takes this as a criticism of anybody, of staff or what
11 you did, because I think what you did was -- was great.
12 I used a smoking area because I like to go to a fair,
13 and I like to drink beer once in a while. I'm not a big
14 drinker. But I like to have a beer, have a cigar, watch
15 people go by, and, you know, that's what I like to do at
16 the fair. I mean I'm not getting on any of those rides.
17 They scare the crap out of me. So -- because I'm scared
18 of heights. I don't even jump out of my bed in the
19 morning.

20 But the fact is -- and so I enjoy that. And
21 I thought to myself when I saw how this didn't work
22 because I also said to people "Can I show you where the
23 smoking area is?"

24 And I mean most people looked at me like "Who
25 are you?" You know, "Can I show you where the door is?"

1 you know. So people weren't paying attention to it.

2 And so I came out there -- I came out when
3 the fair was not in session and -- on an off day. Man,
4 the place was -- and this was after the cleaning was
5 done, and so I'm not trying to point fingers at that.
6 But it was so littered with cigarette butts all over the
7 place. I actually took pictures because I'm thinking no
8 one's going to believe this; right? So I took pictures
9 of it and have the pictures.

10 And I mean I could have spent just in a
11 one -- by the eating area, by the Workers Memorial, I
12 could have spent an hour there picking up cigarette
13 butts. I mean I piled them up and said that's enough.
14 That's just enough. And so I saw that.

15 And then I thought of you, Ashleigh, who, you
16 know, has always been such an advocate for children
17 and -- very much an advocate for children in terms of
18 our fair and looking out for them in the Kiddie Land. I
19 don't know if that's the right word. But, you know,
20 that's what I use to bribe my grandchildren. "Be nice,
21 and I'll take you to Kiddie Land at the fair." So, you
22 know, I was leaving Kiddie Land. Is that -- what's the
23 proper name so I can use it?

24 MS. KATHY KRAMER: Kid Land.

25 DIRECTOR NICK BERARDINO: Oh, that's right.

1 So I said I'm leaving Kid Land. And this
2 guy's smoking a cigarette, and he's walking, he's
3 walking. And this little blond-haired kid -- and then
4 he was walking down the lane where all the, you know,
5 food things is, juice and that stuff, he's holding his
6 cigarette down. And he wasn't being obnoxious or rude
7 or intentional or anything.

8 This kid, honest to God, missed running into
9 this cigarette with his little, you know, blond, fair,
10 smooth-skinned face right into that cigarette, and
11 that's when it just struck me is that we've really --
12 we've got to deal with this issue.

13 I mean either we're going to have a smoking
14 fair, or we're going to have a nonsmoking fair. The
15 halfway measure ain't -- the halfway measure, in my
16 view -- and the other Board Members I know were out and
17 about probably much more than I am. I don't know what
18 their views are. But from my perspective, I just want
19 to deal with it. I want to put it up front.

20 If it's going to have impact on our vendors,
21 let's do it sooner than later. It's not anything -- you
22 know, we need to make sure they're aware of and get
23 their input before, you know, we take action so we can
24 hear from them. But I think it's time to make a call
25 one way or the other. So that's my opinion.

1 CHAIR ASHLEIGH AITKEN: Okay. Director Tkaczyk
2 had a comment.

3 DIRECTOR STAN TKACZYK: Yeah. Nick, I also want
4 to comment. I was in favor of the smoking situation
5 that we developed here to have both at the fair. And I
6 too this year looked around and saw everything you saw,
7 and it just doesn't work.

8 I thought the blending of smoking and
9 nonsmoking, having the areas, would work. I know that I
10 had a lengthy discussion with people in San Diego, and
11 San Diego Fair went nonsmoking I think it was two years
12 ago. And I think it causes a problem for our staff,
13 Nick, your folks there.

14 There is going to be an education. There's
15 no question. If we go to a no-smoking venue, the first,
16 I think, year or two could be a little challenging. No
17 doubt. But to have mixed messages -- I saw people in
18 corners I never saw them before smoking, and it was
19 repeated over and over again. And I just kind of gave
20 up wanting to talk to people about where to go. It was
21 just so dominant out there.

22 So I think we need to look at it. I think we
23 need to take a hard look at San Diego because they have
24 something that's been in effect for a couple years and
25 bring it back and see what we decide.

1 CHAIR ASHLEIGH AITKEN: Director La Belle?

2 DIRECTOR DOUGLAS LA BELLE: Stan, what kind of
3 comments did you get from the San Diego folks? What was
4 their general reaction in terms of -- (indiscernible)?

5 DIRECTOR STAN TKACZYK: The first thing that came
6 out of their mouth that I remember was "What, you're
7 still smoking?" That was it. And they actually had
8 buttons.

9 It's kind of what I shared with you, Doug, is
10 that at the beginning -- and one of the things they did,
11 and I think we may have lacked a little bit because this
12 was our first attempt at this, they had a lot of signage
13 at the front gate as you enter. There was no doubt that
14 when you entered into the fair that it was a nonsmoking
15 fair.

16 They also passed out buttons to people as you
17 came in. So I think when people walk in that door and
18 people enter into the fair, they have to really know
19 it's a nonsmoking fair.

20 Our situation -- I don't know if we did
21 enough of that to let people know that there were
22 smoking areas. And it's hard to display a split a
23 message. It's very difficult to split a message where
24 you've got smoking and nonsmoking.

25 So when they went to nonsmoking, the main

1 thing I walked away with is that they -- when you walked
2 in, there was no misunderstanding that this was a
3 nonsmoking fair. That was the thing. And it's working
4 for them. Not without challenge. I'm not saying it
5 isn't. It's an education process, and it could take a
6 year or two. But that's what I came back with.

7 DIRECTOR DOUGLAS LA BELLE: Okay. Thank you.

8 Well, I concur. I think we definitely need
9 to bring this back and have a very full-on discussion
10 sooner rather than later.

11 DIRECTOR NICK BERARDINO: That's what I've been
12 saying.

13 DIRECTOR SANDRA CERVANTES: My quick comment is
14 the same as everybody else. I think that I found this
15 year that -- (indiscernible) -- really excited and happy
16 and greeting people and smiling at people, feeling like
17 you had to be an enforcement agency and a little bit of
18 a police because it wasn't fair for the people that were
19 stuck in the corners smoking where they needed to be,
20 and then you had, you know, a few other people that
21 weren't complying because they either didn't know or
22 they didn't want to.

23 So it was very, very unusual. And I agree
24 with Nick that, you know, it has to be one or the other.

25 CHAIR ASHLEIGH AITKEN: Okay. I know we have one

1 matter of public comment from Michael -- Mike Robbins on
2 this issue. And as you're coming up, I guess we'll hear
3 your comments and then put this as an action item on
4 next month's agenda to look at what is going to be a
5 more permanent smoking policy. So Mike Robbins or
6 Jeanine.

7 MS. JEANINE ROBBINS: Jeanine. Together.

8 My perception of this is that we have to
9 retrain the people. There's never been any kind of
10 smoking restrictions. So whenever a new restriction is
11 added, it's going to take time for them to know.

12 There weren't enough signs posted out front.
13 They didn't know. And when they were going to the
14 information booth, they were getting false information.
15 Or the security couldn't direct them to the closest
16 booth is what we heard also.

17 So one -- we spent a lot of time directing
18 people next door to us because on the app., it stated
19 that Paradise Cigars was a smoking area, specifically.
20 It didn't say adjacent to Paradise Cigars. It didn't
21 say next to Paradise Cigars. It said at Paradise Cigars
22 on the app.

23 The information booth was sending people to
24 us to smoke. As soon as they walked in our booth, they
25 lit up. And we're like "No, no. I'm sorry. You have

1 to go next door."

2 So I think it's just a matter of time, like
3 anything. They've been smoking and walking around here
4 for years. And I know while Stan likes to talk about
5 Del Mar, keep in mind Del Mar is a very restrictive
6 fair. It's restrictive on drinking. You cannot walk
7 around that property and drink. You have to stay in a
8 designated drinking area.

9 So I think heading off in that direction is
10 an error, and I think it's just a matter of time. You
11 know, this was the opening. A lot of people know now.
12 They'll know for next year. I mean give it a couple
13 years. Then you can make a decision if it's not
14 working.

15 But I will tell you too, having been to
16 Del Mar twice, people are smoking there everywhere. So
17 you might think they aren't smoking. All the -- where
18 do you think all the carnies smoke? They all smoke
19 behind the booths. People are walking around smoking.
20 I saw them smoking cigarettes everywhere, and I saw them
21 vaping everywhere too. And nobody was saying anything
22 to them.

23 So they might have the signs posted, but the
24 policy is not enforced. So I don't think they want to
25 kick anybody out of the fair for doing that, so --

1 MR. MIKE ROBBINS: I've been training the
2 customers to smoke the cigars at the fair for 20 years.
3 And, certainly, we cut it in half this year. My cigar
4 sales were down by about 50 percent because they don't
5 want to smoke there and sit in a little booth. They
6 want to sit in a bar and relax and kick back.

7 So, certainly, there were a lot less cigar
8 smokers. But I do believe that we do need the training.
9 I think it's going to take a lot of time to change
10 people after they've been doing this for 20 years or for
11 a lot longer. I mean 124 years people have been coming
12 to the fair. I was smoking there 40 years while walking
13 around with the kids, smoking a cigar while they were on
14 the rides.

15 I think it will take a little time, as usual.
16 And what happens is when you force them, for instance,
17 you put up rules for them not to smoke like at Del Mar,
18 they just hide behind the building and smoke or walk
19 around with it. And when they're told to put it out,
20 they put it out.

21 I was going to bring up something about, you
22 know, smoking from the czar of Russia back in the 1800s
23 pointed out that -- he passed a law that they cut off
24 people's heads for smoking. And the same things have
25 always passed through history with alcohol, and people

1 still smoked and people still drank no matter what the
2 rules were. They just hide to do it, or it creates an
3 underground community as it did with alcohol.

4 I think that with time, the people will learn
5 and maybe, perhaps, we'll make some of the areas a
6 little larger, group them away from the children. And I
7 think that it's a functional -- I have to change my
8 conception of how I'm working the cigars where I had a
9 deal where I bought a bunch of cigars. We get a really
10 good deal. So hopefully, they're going to buy in
11 package and not smoke them there and just take them
12 home. So I have to work it in that regard, and that's
13 my goal as a cigar guy.

14 But I do think this is a functional thing.
15 And to drive the people underground I think is not the
16 way to do it, and I think it doesn't work. I hate to
17 say, but I went to Del Mar last year and take -- and
18 next year and take pictures. But I know from history if
19 you drive it underground, they still do it no matter
20 what you threaten them with.

21 And I think it's best to deal with it on
22 our -- in the way we're doing it and teach the people
23 over the years. The people have been doing it there for
24 decades. And hopefully it's going to come around, and
25 we'll all going to be fine there. You'll see a lot less

1 trash and everything too.

2 MS. JEANINE ROBBINS: Thank you.

3 CHAIR ASHLEIGH AITKEN: Thank you.

4 Okay. Well, I'm going to ask that,
5 obviously, I will be a fan of putting this on the agenda
6 for next month and have you just do a report on where we
7 should go from here.

8 Our next -- we have an action item for
9 approval of submission of our bad debt write-off.

10 MS. KATHY KRAMER: Yes. We are requesting
11 approval to submit to the State Controller's Office for
12 the discharge of outstanding debts for Mr. Mike Cruz in
13 the amount of \$745.92 and for Local Life in the amount
14 of \$5,000.

15 This debt has been on the books for a very
16 long time, and staff has spent considerable time and
17 effort in attempting to collect, including a third-party
18 collection agency, without success. With your approval,
19 we would submit to the State Controller's Office so we
20 can remove these items from our books.

21 DIRECTOR BARBARA BAGNERIS: Madam Chair, just to
22 add to that, the Financial Monitoring Committee, both
23 Director Mouet and myself, we did go over all of this.
24 We had all of the staff on the phone. So we did approve
25 this and think this is what we should do. It's in our

1 best interest. So I would like to move that we go ahead
2 and take care of this debt.

3 DIRECTOR NICK BERARDINO: Second.

4 DIRECTOR DOUGLAS LA BELLE: I have a question.
5 What is Local Life? What do they do exactly?

6 MS. KATHY KRAMER: I'll defer that to Michele.
7 (Indiscernible) -- sponsorship.

8 MS. MICHELE RICHARDS: It was a very short-term
9 mobile marketing tour during the fair that year.

10 DIRECTOR DOUGLAS LA BELLE: And what kind of --
11 what was the --

12 MS. MICHELE RICHARDS: It was before my time in
13 this position, and I don't know exactly what the setup
14 was.

15 DIRECTOR DOUGLAS LA BELLE: It was just a
16 sponsorship?

17 MS. MICHELE RICHARDS: Yes. We categorized it
18 under mobile marketing tour because it's a company that
19 would just come in for maybe a weekend or a few days at
20 a time.

21 DIRECTOR DOUGLAS LA BELLE: Okay. Thank you.

22 CHAIR ASHLEIGH AITKEN: We have a motion and a
23 second. So can we do a roll call vote?

24 MS. JESSICA ZIMMERMAN: Ashleigh Aitken?

25 CHAIR ASHLEIGH AITKEN: Aye.

1 MS. JESSICA ZIMMERMAN: Stan Tkaczyk?
2 DIRECTOR STAN TKACZYK: Yes.
3 MS. JESSICA ZIMMERMAN: Barbara Bagneris?
4 DIRECTOR BARBARA BAGNERIS: Yes.
5 MS. JESSICA ZIMMERMAN: Douglas La Belle?
6 DIRECTOR DOUGLAS LA BELLE: Yes.
7 MS. JESSICA ZIMMERMAN: Sandra Cervantes?
8 DIRECTOR SANDRA CERVANTES: Yes.
9 MS. JESSICA ZIMMERMAN: Nick Berardino?
10 DIRECTOR NICK BERARDINO: Yes.
11 MS. JESSICA ZIMMERMAN: And Bao Nguyen?
12 DIRECTOR BAO NGUYEN: Aye.
13 CHAIR ASHLEIGH AITKEN: Okay. Our last action
14 item on the agenda is for the Orange County Marketplace
15 rental agreement amendment to relocate some buildings.
16 MS. MICHELE RICHARDS: I'll take that one.
17 We received a proposal from the Orange County
18 Marketplace to relocate two rather large structures
19 within their footprint that at the time we believed
20 would require an amendment to the current rental
21 agreement, which would need to be brought before the
22 Board.
23 Since the publication of -- or the posting of
24 the agenda, the Marketplace has withdrawn that proposal.
25 So there's no need to move forward on this item.

1 CHAIR ASHLEIGH AITKEN: Okay. Okay. With that,
2 we will go into closed --

3 DIRECTOR NICK BERARDINO: I move to receive and
4 file.

5 CHAIR ASHLEIGH AITKEN: Pardon?

6 DIRECTOR NICK BERARDINO: Receive and file.

7 CHAIR ASHLEIGH AITKEN: Receive and file.

8 DIRECTOR DOUGLAS LA BELLE: Second.

9 CHAIR ASHLEIGH AITKEN: Okay. Vote for that.

10 MS. JESSICA ZIMMERMAN: Ashleigh Aitken?

11 CHAIR ASHLEIGH AITKEN: Aye.

12 MS. JESSICA ZIMMERMAN: Stanley Tkaczyk?

13 DIRECTOR STAN TKACZYK: Yes.

14 MS. JESSICA ZIMMERMAN: Barbara Bagneris?

15 DIRECTOR BARBARA BAGNERIS: Yes.

16 MS. JESSICA ZIMMERMAN: Douglas La Belle?

17 DIRECTOR DOUGLAS LA BELLE: Yes.

18 MS. JESSICA ZIMMERMAN: Sandra Cervantes?

19 DIRECTOR SANDRA CERVANTES: Yes.

20 MS. JESSICA ZIMMERMAN: Nick Berardino?

21 DIRECTOR NICK BERARDINO: Yes.

22 MS. JESSICA ZIMMERMAN: And Bao Nguyen?

23 DIRECTOR BAO NGUYEN: Aye.

24 CHAIR ASHLEIGH AITKEN: With that, we're going to
25 go into closed session. We'll be back shortly.

1 (Whereupon, closed session was held from
2 10:27 a.m. until 11:44 a.m.)

3 CHAIR ASHLEIGH AITKEN: Okay. We are back in
4 from closed session. There's no action to report.

5 So we are going to move to our Board of
6 Directors Matters of Information. I'll start on this
7 side with Director Berardino.

8 DIRECTOR NICK BERARDINO: The only -- I don't
9 have any matters of information. Just I mean our -- I
10 just want to encourage the CEO to get with Mike and his
11 group if they have any comments, you know, so we're
12 ready to, as we said earlier, to take action so --
13 whatever it may be so people know early on.

14 And I also want to thank everybody. It was
15 an incredible fair. I just think that this executive
16 team and the staff needs to -- there are a couple of
17 things that show their extraordinary effort and their
18 extraordinary success in this fair.

19 One, of course, is that -- was the weather.
20 I mean just not that there's anything about global
21 warming or anything. That's not a pause for the cause.
22 It's just we all know it exists. Strike that.

23 The fact is the weather's just so
24 unpredictable now, and they recovered incredibly for
25 that. That's number one. Number two -- and last night,

1 you know, I was able to give Eric Spitz a -- a call --
2 well, he was there last night, so I had a long talk with
3 him. And I called Rob Curley, the editor-in-chief
4 of the "Register" and said, "Hey, man, what about -- we
5 got to get more -- we got to get more in the newshole,
6 you know. I mean we got to do more." And, you know,
7 that's contracted.

8 So our -- our initiatives were just
9 substantially less than what we were in previous years
10 because of a whole variety of everybody you can't get
11 into. It's just very competitive now. So we lost a lot
12 of the newsholes. Everybody has.

13 But even with all of that, to do what they
14 did, I mean you put those two forces together, and to
15 come out of that is just an incredible execution,
16 incredible execution in very, very adversarial
17 circumstances. So I want to be sure that's on note.

18 And then, lastly, I want to thank everybody
19 for -- you know, I was able to have a party here last
20 night with our new venue, and I see, you know, there's
21 Nick Nicora and Bobby Chichi (phonetic) over here,
22 who -- he was serving Italian food. I mean I was
23 thinking, God, I was expecting my mother to come down
24 from heaven and say "Hey" -- (indiscernible). My mother
25 never said anything good about anybody. When I was

1 driving home from every dinner, she was always pointing
2 out how hers was much better.

3 But it was great. It was -- yeah.
4 Particularly when she went to her mother-in-law's house
5 and then there was, like, fights, you know. But great
6 job. Thank you all and thank the staff and everybody.
7 Just a beautiful -- and it is, folks. This is the venue
8 for the future here in Orange County.

9 I mean this is going to be -- the way it
10 works, the beautiful lobby, lighting, air conditioning
11 worked, the great -- you know, using that facility is
12 wonderful. So thank you all very much, and I really
13 appreciate it from the bottom of my heart. Thank you.

14 DIRECTOR SANDRA CERVANTES: I just want to say
15 great job to the staff and a most important and amazing
16 job to Kathy. Whenever there's change, there's always
17 some amount of resistance. And then we had Mother
18 Nature playing a couple games with us.

19 And it was amazing the amount of work and
20 effort that was put into everything where after the rain
21 was over, nobody knew that anything happened or that we
22 had any rain. So thank you, again, Kathy, for your
23 amazing dedication and hard work.

24 And I was very excited to have a wonderful
25 Latino artist as Juanes and look forward to seeing more

1 next year.

2 Oh, and also the Mexican consul that was here
3 during that concert, as well, and reaching out to some
4 of the Latino people in the community. That was very
5 fun and very enjoyable.

6 CHAIR ASHLEIGH AITKEN: Yeah. I agree. I think
7 it was very nice, and I got a lot of compliments.
8 And -- (indiscernible) -- share that with Dan. But I
9 got a lot of people that came up that were excited to
10 have diversity in our acts at the Pac Amp. And it sold
11 out, so, obviously, it works and there's a market there.
12 So that was really fun.

13 And I would just like to echo, obviously,
14 this fair was just amazing. And thank you to your team.
15 I did want to credit Kathy with two things that I
16 thought were really just a sign of your leadership and
17 your responsiveness, one of them being working with our
18 Marketplace vendors.

19 When that wasn't working out for them, as
20 opposed to just letting them kind of dwindle on the
21 vine, to be able to in the middle of the fair pick up an
22 entire section and move it and find places for them, I
23 just thought that was -- it was the right thing to do
24 and shows that, you know, we're trying to be a partner
25 both with our vendors and our larger fair family. So I

1 just really respected the work. I know you had a lot to
2 do with that, as well, Stan.

3 And second would be the -- bringing that
4 family that had the article. There was an article in
5 the "Register" about a girl, and their family came to
6 the fair every year. Because their daughter is
7 suffering from leukemia, they couldn't be in this type
8 of environment. And I had forwarded the article to
9 Kathy, and I said we have to do something for this
10 family.

11 And unbeknownst to me, she was on it. She
12 had already talked to the reporter. She had already
13 reached out. And I just love that because I feel like,
14 you know, not only is that -- we're doing great stuff
15 with our fair family, but in the community. We are a
16 part of this larger Orange County community. And so to
17 be able to just have that type of foresight in the
18 middle of your putting on, as CEO, the fair hat, I just
19 thought great job to you and your team. I thought that
20 was a really just a commendable thing to do.

21 DIRECTOR STAN TKACZYK: Thank you.

22 I choose to share everything that was just
23 shared. But I want to thank senior management and
24 Michele, Kathy. May we take the title "new CEO" away
25 now?

1 MS. KATHY KRAMER: You can now retire the "new."

2 DIRECTOR STAN TKACZYK: Okay. We'll take that
3 away.

4 MS. KATHY KRAMER: Yes.

5 DIRECTOR STAN TKACZYK: I also want to say to
6 Jessica thank you. You certainly stepped in some big
7 shoes because this guy has just been doing a great job,
8 and he was really missed. I miss Jeff's smiling face,
9 but I did see him backstage. And I'm glad the two of
10 you were here because there's some big shoes to jump
11 into here.

12 And then, Gary, I want to thank you too
13 because I know in our meeting today, we mentioned about
14 the sound, and, yet, this has certainly been your
15 project back there to make sure that we are good
16 neighbors. And from the report that Kathy gave, we are
17 good neighbors and will continue to be good neighbors
18 because we've heard the report.

19 And all the people that are here that went to
20 the fair and, Nick, your team over there, the food that
21 you did was great. And everybody sitting back there, I
22 won't go down the names, but thank all of you for a
23 great fair. That's it.

24 DIRECTOR BARBARA BAGNERIS: Ditto echo. This is
25 an incredible staff. I walked around the fair, and I --

1 I was walking with Kathy one day, and I got to see the
2 fair in a whole new light from a whole new set of eyes.
3 And the things that she noticed that could immediately
4 be changed or made better, and I really, really
5 appreciate that because I know this is your first fair
6 with us.

7 And the rain, to overcome that, I just
8 really, really admire our executive staff and -- and the
9 overall staff of the fair and how we handled an event
10 like that. To bring in 1.3 million people and make the
11 changes to the Marketplace and move receptacles around
12 as necessary, all those things. And it's just an
13 incredible -- it's an honor for me to be able to work
14 with the talent that we have sitting around this table.
15 And so I want to thank you, as well.

16 And I look forward to what's to come, going
17 from good to great and from great -- great to greater so
18 that we can just keep making this fair better. And we
19 still have some challenges ahead of us, but I believe
20 this is the right Board to tackle them and to see us
21 through it.

22 So I really, again, just want to thank the
23 staff and thank the Board Members for all you bring and
24 offer to this -- this property. Thank you.

25 And, Jessica, awesome. Awesome. I felt well

1 taken care of.

2 MS. JESSICA ZIMMERMAN: Thank you.

3 DIRECTOR BAO NGUYEN: I'll echo all of the
4 gratitude expressed today by my colleagues and look
5 forward to the next year, our 126th party.

6 And I also want to congratulate my brother
7 and colleague Nick Berardino on your retirement. It was
8 a beautiful and very meaningful celebration last night.
9 I was happy to be in the audience and see such diversity
10 there to recognize your legacy of leadership here in the
11 county.

12 I want to congratulate you and wish you and
13 your wife and family a great retirement, which also
14 means you'll have more time to dedicate here with the
15 Fair Board.

16 DIRECTOR NICK BERARDINO: Thank you very much,
17 Bao. I appreciate that.

18 DIRECTOR DOUGLAS LA BELLE: Well, when you're
19 last, it's all been said.

20 Again, congratulations to Nick on his
21 retirement. And the executive staff, the entire staff,
22 did just a fantastic job. My grandkids love the fair.
23 We were here a number of times. And Evan is now Kathy's
24 best friend, the four-year-old.

25 MS. KATHY KRAMER: Yeah. That's nice.

1 DIRECTOR DOUGLAS LA BELLE: So I really
2 appreciate everything that you all do. So thank you so
3 much, and look forward to next year.

4 CHAIR ASHLEIGH AITKEN: Okay. With that, we are
5 adjourned.

6 * * *

7 (Whereupon, the OCFEC Board of Directors
8 Meeting was hereby adjourned at 11:54 a.m.)

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Certificate
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The undersigned certified shorthand reporter
of the State of California does hereby certify:

That the foregoing proceedings was taken
before me at the time and place therein set forth and
was recorded stenographically by me and thereafter
transcribed, said transcript being a true copy of my
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I further certify that I am neither
financially interested in the action nor a relative or
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In witness whereof, I have subscribed my name
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Janet M. Taylor
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