

MEETING OF THE OCFEC BOARD OF DIRECTORS

32nd DISTRICT AGRICULTURAL ASSOCIATION

Held on: Thursday, September 24, 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 9:06 a.m.,  
5 Thursday, September 24, 2015, in the Administration  
6 Building, Orange County Fairgrounds, Costa Mesa,  
7 California.

8  
9 APPEARANCES OF BOARD MEMBERS:

10 Ashleigh Aitken, Board Chair  
11 Gerardo Mouet, Vice Chair  
12 Barbara Bagneris, Member  
13 Nick Berardino, Member  
14 Sandra Cervantes, Member  
15 Douglas La Belle, Member  
16 Robert Ruiz, Member  
17 Stanley Tkaczyk, Member

18 STAFF:

19 Kathy Kramer, CEO  
20 Debbye McDaniel, Interim CFO  
21 Michele Richards, Chief Business Development Officer  
22 Ruby Lau, Director of Marketing  
23 Dan Gaines, Director of Entertainment  
24 Howard Sandler, Director of Events  
25 Tamara Goddard, Director of Sales  
Robin Wachner, Director of Communications  
Jason Jacobsen, Director of Planning & Presentation  
Gary Hardesty, Sound Media Fusion  
Jerry Eldridge, Director of Maintenance & Operations  
Nick Buffa, Safety & Security Supervisor  
Jeff Willson, Entertainment Supervisor  
Jessica Zimmerman, Board Clerk

26 APPEARANCE OF COUNSEL:

27 OFFICE OF THE CALIFORNIA ATTORNEY GENERAL  
28 BY: DEBORAH FLETCHER, ESQ.  
29 600 West Broadway  
30 Suite 1800  
31 San Diego, California 92186-5266  
32 (619) 645-2070  
33 (619) 645-2271 Fax

1 PUBLIC SPEAKERS:  
2 Reggie Mundekis  
3 Beth Refakes  
4 Bobby McDonald  
5 Male Audience Member  
6 Jeanine Robbins  
7 Mike Robbins  
8 Daniel Robbins  
9 Male Audience Member  
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1 Thursday, September 24, 2015  
2 Costa Mesa, California  
3 9:06 a.m.  
4 \* \* \*  
5  
6 VICE CHAIR GERARDO MOUET: I'm going to call this  
7 meeting to order. Ashleigh's on her way. I'll pass the  
8 baton as soon as she gets here. The first thing is the  
9 Pledge of Allegiance. If I can have everyone stand and  
10 face the flag.  
11 Nick, if you could help us lead?  
12 DIRECTOR NICK BERARDINO: Oh, my pleasure.  
13 (Pledge of Allegiance conducted.)  
14 VICE CHAIR GERARDO MOUET: If I can have roll  
15 call, please.  
16 (Roll call conducted by Board Clerk Jessica  
17 Zimmerman.)  
18 VICE CHAIR GERARDO MOUET: Okay. Thank you.  
19 And next agenda item is the CEO report. You  
20 mentioned this is -- so we have a public comment on the  
21 CEO report. Do you want to do it after or --  
22 MS. REGGIE MUNDEKIS: I'll do it after.  
23 VICE CHAIR GERARDO MOUET: After the report?  
24 Very good. So I'll pass it on to our CEO.  
25 MS. KATHY KRAMER: Great. Thank you. Good

1 morning. You might see a new face sitting at our table.

2 I would like to introduce Debbye McDaniel.

3 Debbye, welcome.

4 (Applause.)

5 MS. KATHY KRAMER: Debbye -- Debbye will be  
6 joining us in the interim role of VP of Finance and  
7 Administration. She has an MBA in financial management  
8 and for the past ten years has specialized in providing  
9 C-level interim positions. We're certainly excited to  
10 have her on board as we continue our civil service  
11 recruitment for the full-time position.

12 So welcome, Debbye. Good job.

13 I'm equally excited that we are in the  
14 homestretch of filling the VP of operations position.  
15 We'll be conducting final interviews for that position  
16 on Monday, September 28th. So sooner than later, we're  
17 going to have a full seated team; right, Michele.

18 MS. MICHELE RICHARDS: Yes.

19 MS. KATHY KRAMER: A community post-fair group --  
20 a post-fair focus group meeting has been scheduled for  
21 October 15th in this room from 6:30 to 8:00. This will  
22 provide fair staff an opportunity to get feedback from  
23 the neighbors and from our community stakeholders. So  
24 excited about getting that input, as well.

25 While our One. Big. Party. 125th fair

1 celebration is only memories for most people right now,  
2 the staff has been wrapping things up, and we'd like to  
3 share some of the highlights from our One. Big. Party.  
4 So with, that I'd like to ask Michele Richards to kick  
5 off the recap for One. Big. Party.

6 MS. MICHELE RICHARDS: Thank you.

7 Well, what a great experience it was --  
8 right? -- to throw One. Big. Party. for the community in  
9 celebration of the OC Fair's 125th anniversary, and how  
10 lucky we all were to be a part of that incredible  
11 history of the OC Fair.

12 Today we're going to review some highlights  
13 and accomplishments from the 2015 OC Fair. But before I  
14 start, I would like to take just a minute to recognize  
15 the staff and our partners who put on this fair. They  
16 contribute their talent, their creativity, and soul, and  
17 certainly this year threw definitely One. Big. Party.

18 So if I could have any staff please stand and  
19 any of our partners please stand to be recognized.  
20 Thank you all.

21 (Applause.)

22 MS. MICHELE RICHARDS: This is a great moment for  
23 us to look back and see all of those accomplishments.

24 So the OC Fair will certainly be remembered  
25 for a lot of things, not the least of which was the

1 weather. Singer songwriter James Taylor once said "I've  
2 seen fire, and I've seen rain," and we saw both of those  
3 at the OC Fair. Absolutely beautiful weather and  
4 attendance in the middle of the fair was bookended by a  
5 freak two-day rainstorm on opening weekend that flooded  
6 and thoroughly soaked us and then record-breaking heat  
7 the last three or four days.

8           Now, I can't verify this, but I did read a  
9 report that the rain that we received those -- those two  
10 days opening Saturday and Sunday was more rain reported  
11 in this area than a hundred Julys prior to that. It  
12 just doesn't rain in July in Costa Mesa. But we saw  
13 plenty of it on -- on opening weekend.

14           So there's no doubt that the weather had an  
15 impact on attendance this year. And I wanted to share a  
16 chart with you to show how we were tracking attendance  
17 day by day. So if you look along the bottom, those are  
18 the 23 days of the fair. And this chart shows the  
19 cumulative attendance throughout the 23 days of both the  
20 2014 and the 2015 fair, last year's fair indicated by  
21 the blue line, this year's fair indicated by the red  
22 line.

23           And as you can see, rain on opening weekend  
24 not only affected attendance on those two days, but it  
25 really caused a lag in attendance growth for the next

1 week and a half.

2           However, you'll see by the middle of the  
3 fair, things were back on track, and we were gaining on  
4 that lost attendance at a pretty steady rate so that by  
5 day 18, we had not only gained back the lost attendance  
6 from that first Saturday and Sunday, but we felt pretty  
7 good about being able to exceed last year's attendance.

8           And then day 21 hit, and that brutal heat and  
9 humidity came in. We were recording temperatures of  
10 over 90 degrees, 92 degrees, 95 degrees, and a huge  
11 amount of humidity. So all in all, our attendance came  
12 in slightly lower than last year. And without the  
13 unusual weather occurrences, we feel pretty certain that  
14 we could have exceeded last year's numbers.

15           However, attendance is not the only thing  
16 that we look at. So we'd like to celebrate all of the  
17 accomplishments of this year.

18           We recorded 1,301,975 in attendance. Our  
19 highest day was on Saturday, August 8, with an  
20 attendance on that day of 83,490. Our First Day, First  
21 Hour Free promotion brought in over 32,000 people.

22           We had significant growth in our Friends of  
23 the Fair program. Our event this year was held on  
24 Friday, July 24th, and that's where the fair opens early  
25 and welcomes the disabled in our community who are not

1 really able to navigate the fair on -- on a normal day.  
2 But we give them the opportunity to come to the fair  
3 when it's not crowded so that they can enjoy it  
4 without -- without obstacles. There were over 7,000  
5 friends of the fair that attended that day.

6 And we welcomed over 53,000 in for free as a  
7 result of our We Care Wednesday give back drives of  
8 food, books, clothing, and school supplies. And you'll  
9 hear that talked about by staff as we go along.

10 More numbers for you. We had a huge growth  
11 in our Super Pass. That's our annual pass to the  
12 OC Fair. 16,089 Super Passes were purchased this year,  
13 and those Super Pass holders visited the fair over  
14 49,000 times, an average of three visits per Super Pass  
15 holder.

16 196,553 guests purchased seats for the  
17 Pacific Amphitheater, The Hangar, and the Action Sports  
18 Arena, averaging over 8500 in attendance per day at  
19 those events, and Dan will tell you more about that  
20 later. There were 256,459 cars that were parked at the  
21 fair during the 23 days, averaging 11,150.

22 On the employee side, we badged over 8500  
23 staff supporting the fair, including our own staff, the  
24 employees of our concessionaires, our merchants,  
25 carnival employees, et cetera. There were over 1700

1 jobs created just by the OC Fair. Over 8500 jobs  
2 created in total. That represented 100 different job  
3 functions just for the OC Fair, and we received almost  
4 5800 applications for jobs here. So we're very proud  
5 that we provide so many summer jobs for people at the  
6 fair.

7 That was represented by \$2.8 million in  
8 seasonal wages that were paid out, reflective of 265,849  
9 hard work hours by -- by fair staff. And our payroll  
10 department generated 5,783 paychecks alone during the  
11 fair.

12 More numbers for you. There was  
13 \$14.3 million in sales for carnival rides and games,  
14 25.8 million in food and beverage by over 150  
15 concessionaires and beverage stands. We welcomed over  
16 465 exhibitors and commercial merchants here at the  
17 fair. Over 450 commercial merchant and concessions  
18 contract agreements were generated by our business  
19 services department. And in addition to that, they  
20 completed 250-plus standard contract agreements and over  
21 1500 purchase actions. So quite a busy department  
22 during the fair.

23 So let's look at some numbers in comparison.  
24 I know this chart is a little difficult to read. You'll  
25 see our attendance history over the years ending with

1 the 2015 fair at our 1.3 million in attendance. We were  
2 down 35,189 compared to 2014. That is 2.6 percent loss  
3 of attendance year over years. And, again, the weather  
4 was the story.

5 Super Pass sales I mentioned again were up  
6 significantly this year with over 16,000 purchases, and  
7 Dan will tell you more about that when he comes up.

8 Admissions revenue. \$6.4 million in  
9 admissions revenue, and that was an average ticket price  
10 of \$9.45, down a little bit from last year. And so  
11 we're very happy that so many of the community are  
12 taking advantage of our discount promotions.

13 Parking revenue was down about 4 percent,  
14 again, reflective of our decrease in attendance, but  
15 2.6 million in revenue from parking. And then OC Fair  
16 concessions was flat, actually, year over year,  
17 realizing 6.9 million in revenue from concessions, and  
18 that's for the fair's take. The fair share of the  
19 carnival revenue is 3.5 million. And, again, that was  
20 flat year over year.

21 Okay. The Pacific Amphitheater was a huge  
22 success this year, and I'm not going to take any thunder  
23 from Dan because I want him to -- to give you the  
24 details. But the concert series without the canceled  
25 Willy Nelson concert brought in \$6.5 million in revenue,

1 and I'll let him tell you a little more about those  
2 details.

3           Okay. I'd like to welcome Ruby Lau, our  
4 director of marketing, who's going to review our  
5 marketing efforts for this year.

6           MS. RUBY LAU: Thank you, Michele.

7           Good morning, everyone, and welcome. I'm  
8 here to take you through the marketing snapshot. I have  
9 to begin by saying that it was a great joy to work on  
10 this year's campaign, this year's fair, and I'm going to  
11 take you through some of the programs that showcase our  
12 One. Big. Party.

13           Promotions. One of our key promotions kicked  
14 off on opening day. People lined up by the tens of  
15 thousands. Over 32,000 took advantage of the opening  
16 day promotion opening hour. It kicked off the event  
17 with a big bang opening weekend.

18           We Care Wednesday is another program that  
19 yielded over 53,000 people. In this program, we  
20 produced givers in the community. They gave food,  
21 books, clothing, school supplies, and all these  
22 materials went back to the community at the end of the  
23 fair. In turn, the fair gave back. We gave one free  
24 admission, as well as one carnival ride courtesy of the  
25 RCS team. We produced very happy customers for the We

1 Care Wednesday program.

2 Kids Day on Thursdays. Close to 30,000  
3 participated. This is a promotion where kids 12 and  
4 under were given free admission. Our Senior Day  
5 promotion on Fridays yielded close to 9,000  
6 participants. Seniors received a free Ferris wheel  
7 ride, as well as a merry-go-round on that day.

8 On Saturdays and Sundays, close to 90,000  
9 participated in Rise & Shine. This is a promotion where  
10 they were given \$3 admission on Saturday and Sunday  
11 morning.

12 A new promotion that was introduced this year  
13 was One Big Discount on Thursdays. This was a special  
14 promotion midfair where \$3 admission was granted in  
15 addition to a Taste of Fair and carnival discounts.

16 The program that was very popular this year  
17 was a partnership with OCTA, Orange County Transit  
18 Authority. It was called the OC Fair Express Program  
19 where from nine locations throughout the county people  
20 traveled to the fair on express buses.

21 The newest location this year was from ARTIC,  
22 the Anaheim Regional Transit Center, across the street  
23 from Honda Center. Over 78,000 rides were provided. We  
24 saw an increase in 2.5 percent in ridership. And the  
25 offer was you paid \$2 each way for your ride and

1 \$3 admission. This program was active on Fridays  
2 through Sundays, and this map showcases where the riders  
3 came from.

4 I look at this slide, and I think of a party  
5 bus. People were very excited not only coming to the  
6 fair, but they -- it was a very highly incentivized  
7 program to enter the fair for free admission. The  
8 drop-off was at Yellow Gate. It was a very convenient  
9 way to enjoy a day of the fair. People of all ages  
10 participated in the program.

11 Another special occasion this summer one day  
12 we offered a glimpse of the fair to Special Olympics  
13 delegates who visited Orange County. We welcomed 1200  
14 delegates from 22 countries and 11 host towns. Let's  
15 take a look at our guests.

16 The marketing department conducted a ten-day  
17 guest survey during the run of the fair. These  
18 kiosks were scattered throughout the property, and  
19 guests shared their opinion. About 50 percent of our  
20 guests are from the Orange County region, 32 percent  
21 from Los Angeles, 11 percent from Inland Empire. A  
22 snapshot of our guests look like this: 57 percent  
23 women, 43 percent men, and our average age is 30.

24 They shared their comments, and it looks like  
25 this. They really enjoyed our \$2 taste program. They

1 felt that it was a great place to spend with family and  
2 friends. They felt that the venue was very clean, and  
3 staff was friendly. They loved livestock. Animals were  
4 very popular.

5           They made this event a tradition. And every  
6 year they attend, they have a better experience. It's  
7 been a tradition that starts since when they were a  
8 child.

9           Some more comments. \$2 taste again showcases  
10 the love of food here at the fair. The tradition, the  
11 cleanliness of the venue. Guests were interested in  
12 more healthy options, and that's pretty in line with  
13 what our society's experiencing, as well.

14           They're interested in more shading and seated  
15 areas, improvement in parking flow, improvement of the  
16 fair map and guide, and this is due to some of the  
17 layout changes that we have provided this year on the  
18 property. They loved the animals, and they want the  
19 Peking Acrobats back.

20           Here's a sample of our ad campaign. It was,  
21 like I said earlier, a joy to showcase One. Big. Party.  
22 It started off with the awareness of our dates and that  
23 the fair was coming this summer. Celebration Weekend,  
24 Rise & Shine, Fahrenheit 32 Degrees. This is the new  
25 area that was introduced this year. These are some of

1 the showcase items that we were advertising.

2 A big promotion that was pushed was Rise &  
3 Shine Wake Up Early for One Big Celebration incentivized  
4 promotions. We Care Wednesday program was actively  
5 advertised in the Spanish-speaking market.

6 This was a new promotion called One Big  
7 Discount -- (indiscernible) -- Thursdays, and this  
8 was -- (indiscernible). And I wanted to showcase a TV  
9 commercial that went out. Here's the highlight of the  
10 TV commercial.

11 (Video played.)

12 MS. RUBY LAU: So now I'd like to introduce  
13 someone who made our party super fun, and that is Dan  
14 Gaines from our entertainment department.

15 MR. DAN GAINES: Good morning, everybody. Thank  
16 you for the opportunity to come here and celebrate the  
17 2015 OC Fair. I'm going to lift up -- how do I get away  
18 from this? I'm not going to touch it.

19 MS. JESSICA ZIMMERMAN: Just go previous.

20 MR. DAN GAINES: I can't see that far.

21 All right. I'm going to lift up the ticketed  
22 events within the fair that are other than admission.  
23 And like I've done in years past, several of these will  
24 be average numbers so we can compare between this year  
25 and previous years because in The Hangar, for example,

1 we may have 23 shows one year, 26 the next, 31 the next.  
2 So in order to get a real apples-to-apples comparison,  
3 we take an average. So that gives us a true  
4 representation of how we've done year over year.

5 Do I just play, Michele?

6 MS. MICHELE RICHARDS: Yeah.

7 MR. DAN GAINES: This was the second year of the  
8 OC Brew Hee Haw. And with some very focused marketing  
9 and out in the marketplace and really trying to mitigate  
10 some expenses, we showed some very good growth from year  
11 one to year two. I beg your pardon.

12 There is one small mistake on this. The  
13 number of shows which you see in parentheses there for  
14 this year, number of sessions, was actually three, not  
15 two. But you can see the growth between the two years  
16 was very significant with tickets increasing on average  
17 about 51 percent.

18 Meanwhile, the gross ticket sales from the  
19 events year one to year two increased about 96 percent.  
20 And again, this is, we believe, a result of very focused  
21 marketing, getting the name out in the marketplace, and  
22 being more creative about selling the full price tickets  
23 as opposed to the discounted tickets.

24 As Michele alluded to earlier, the OC Super  
25 Pass showed significant growth again this year, with an

1 increase of about 16 percent over last year in units  
2 sold and about 11 percent in growth in terms of revenue.

3           The difference between the percentage --  
4 revenue percentage growth, we really made a much  
5 stronger push towards the presale, tried to get people  
6 to commit earlier. Consequently, they purchased tickets  
7 having a lower rate. And we also had a higher sales of  
8 youth and senior Super Passes, which are less expensive  
9 than the other pass.

10           In The Hangar -- excuse me -- in the Action  
11 Sports Arena -- and this is a new event we had this year  
12 called Museo. We were essentially flat from last year,  
13 but keeping in mind that this is -- this was the average  
14 gross sales. We're essentially flat, but last year was  
15 the best year that we've ever had, so we maintained  
16 good, steady numbers from one year to the next. And in  
17 terms of the number of tickets sold, again, this is an  
18 average, we showed an increase of about 3 percent over  
19 last year.

20           In The Hangar, we showed slight decrease. I  
21 think less -- less than about 1 percent. And I take  
22 responsibility for this myself. We always wanted to try  
23 to introduce new programming so that we don't get stale,  
24 and there were a few -- several, actually, performances  
25 in The Hangar this year that were new to us. Some of

1    them were tremendously successful.  Some of them less  
2    so.  But, again, even with the slight drop of 1 percent,  
3    we're coming off the best year we've ever had.  So we're  
4    maintaining very good numbers.  And, actually, that  
5    1 percent increased in terms of gross in The Hangar.

6                   This is the chart that just came out and was  
7    provided by Robin, it was the day before yesterday from  
8    Venues Today, which is an important periodical in our  
9    industry, and you can see for venues that are a capacity  
10   of 2,000 or less, which both the Action Sports Arena and  
11   Hangar are, for the time period between July 15th --  
12   excuse me -- the June 15th and August 15th, we had the  
13   greatest return in terms of gross revenue of any venue  
14   that reports.  And this is primarily the Pacific Rim,  
15   North America, Canada, Mexico, Australia, and  
16   New Zealand.  So -- so that was a great achievement.

17                   In the Pacific Amphitheater -- this graph is  
18   a little bit misleading because it shows -- it shows a  
19   tremendous drop.  We had about 8 percent growth in  
20   tickets from last year.  Last year was a down year even  
21   though it was very successful and we made very good  
22   money.  I think it was the third best year we ever had.  
23   It was tough getting shows.

24                   This year it was a little bit easier.  And  
25   the number you see here, the average number of tickets

1 over 23 shows, is without Willy Nelson because of the  
2 cancellation. Had that -- had that show played off as  
3 we had hoped, the average number that you see here from  
4 this year would have been the best that we've ever done.

5 So second best year that we've ever had,  
6 great success in terms of attendance and also great  
7 success in terms of ticket revenue. The ticket revenue  
8 that you see here, again an average, is the best that  
9 we've ever had in the Pacific Amphitheater since its  
10 reopening.

11 And also, from Robin -- help, help. This was  
12 the Venues Today report for the same time period for  
13 capacities between 5,000 and 10,000, and you can see the  
14 Pacific Amphitheater was the number one performance  
15 venue in all of Pacific Rim.

16 So -- and with that, I think that's it for  
17 me. And if there's any -- if there's not any other  
18 questions, I'd like to introduce the lovely and  
19 brilliant Tamara --

20 CHAIR ASHLEIGH AITKEN: Dan, what is our seating  
21 capacity here versus L.A.?

22 MR. DAN GAINES: Which venue in L.A.?

23 CHAIR ASHLEIGH AITKEN: Weren't they doing their  
24 concerts in the race track or the --

25 MR. DAN GAINES: Oh, L.A. County Fair?

1 CHAIR ASHLEIGH AITKEN: Yeah.

2 MR. DAN GAINES: Their capacity is much greater,  
3 but they have a free-with-fair component. It's sort of  
4 an apples and oranges kind of thing. I can get specific  
5 numbers for you in terms of their paid seats. I don't  
6 have that off the top of my head.

7 CHAIR ASHLEIGH AITKEN: How many can they?  
8 What's their -- if they sold out, what's their capacity?

9 MR. DAN GAINES: They're in excess of 15,000, I  
10 mean the whole entire grandstand.

11 DIRECTOR BARBARA BAGNERIS: Twice us.

12 MR. DAN GAINES: Twice -- twice that?

13 DIRECTOR BARBARA BAGNERIS: No. I'm just saying  
14 it's twice our size.

15 MR. DAN GAINES: Oh, yeah.

16 CHAIR ASHLEIGH AITKEN: Thank you.

17 MR. DAN GAINES: You're welcome.

18 MS. MICHELE RICHARDS: You can introduce the  
19 lovely and talented Howard Sandler.

20 MR. DAN GAINES: He's not nearly as lovely, maybe  
21 as talented. I'm sorry. I thought -- we talked about  
22 this earlier. I'm introducing Tamara.  
23 Howard. My apologies.

24 MR. HOWARD SANDLER: Dan really scared me.  
25 Good morning, everyone. I'm going to talk a

1 little bit about concessions and commercial program. We  
2 had a -- we had a number of enhancements this year.  
3 Matching up with our Plaza Pacifica introduction, we  
4 worked closely with our partner Ovations, now known as  
5 Spectra, and worked with them in the development of the  
6 Sliders Sports Bar, which was really the signature  
7 location for food and beverage on the new Plaza Pacifica  
8 area. Also in that area was the Loud and Clear Video  
9 Lounge, which is a theme destination spot.

10 In terms of concession partner improvements  
11 this year, we had six upgraded stands, and that's --  
12 what I mean by that is rerep stands, some concept  
13 modifications, and that represented a 17.4 percent sales  
14 increase. That is significant in that the -- the fair  
15 was bookended by fire and rain. So that first weekend  
16 and that last weekend really diminished the activity  
17 that we experienced. So the fact that we were up almost  
18 17.5 percent was really some very good stuff.

19 Property utilization. Four of our concession  
20 stands were relocated. That provided us a fresh look  
21 and a sales gain from those same concession stands year  
22 over year. And three concession stands, which were  
23 tired concepts, were a little bit old, they were  
24 retired. That enhanced our property image.

25 Space modification. Two of our official

1 OC Fair merchandise shops were expanded, representing a  
2 53 percent sales increase. When I talk expanded, it was  
3 not significant, but it was a 20-by-20 stand going to a  
4 20 by 25 and other 20 by 20 going to 20 by 30. It  
5 allowed our merchandiser to go ahead and expand his --  
6 his lines and just modify the setup of his merchandise  
7 in his shop, which made it that much more attractive.  
8 And when you can do those type of things you can drive  
9 your revenues.

10 This year between the OC Fair and our  
11 partners, we collaborated quite a bit. We were together  
12 all the way back to December when we were meeting. We  
13 were in numerous phone conversations. We did a number  
14 of focus group meetings and just a lot of follow-up,  
15 which was a -- was quite beneficial from what we had  
16 ever done in the past.

17 Some of the promotions and initiatives that  
18 we introduced this year were the 125 Ways to Graze,  
19 which was recognizing our 125th anniversary, Shop Till  
20 You Drop Thursdays, the \$2 Taste Fridays, which Ruby  
21 spoke a little bit about before, anniversary combos,  
22 value menu selections. And on an operational  
23 perspective, it was the barbecue smoke abatement efforts  
24 that were a success, which really greatly mitigated the  
25 smoke on property, which we had talked about on a number

1 of occasions in board meetings in the past.

2           And if I were to just take a look at it and  
3 say how much we reduced the smoke, our goal was probably  
4 to get it to be about 40 percent less based upon our  
5 conversations with our concessionaires. I wouldn't be  
6 surprised if I could say that it was -- it was 70 to  
7 80 percent and maybe in some spots even a little bit  
8 more. We just had a light haze of smoke out there  
9 compared to the plumes that we've had in the past, which  
10 was quite a bit of conversation.

11           And, frankly, when you talk about the smoke,  
12 I thought we got a little bit more smoke just from  
13 grilling hamburgers because of the grease droppings that  
14 went into the grill that we get from any typical  
15 barbecue or other types of food selections that you  
16 might have expected that smoke to be coming out from.

17           In terms of quality assurance and  
18 recognition, as I said before, we've had our advisory  
19 group meetings and focus group meetings. We did that  
20 collectively with our merchants, as well as our  
21 concessionaires. We -- I know a number of the Board  
22 Members attended these partner appreciation dinners,  
23 which were well received by our partners and something  
24 that they look forward to each year, and, frankly, we  
25 do, as well.

1           Concessionaire and merchant awards of  
2 excellence. That was something that we had co-winners  
3 in both of our segments between concessionaires and  
4 merchants and some very pleased people. And the  
5 nominees who weren't awarded the prize for the year,  
6 they were very excited, as well.

7           Just to give you a little idea of the  
8 inspiration and imaginations that -- imagination that  
9 our concession partners bring to us, we had over 30  
10 creative new menu selections introduced this year.  
11 That's quite a bit. In past years, I would say maybe we  
12 had 15, 18. Thirty-plus is really good.

13           Top of the list was the deep fried pizza.  
14 That was the -- she's laughing. I'm not going to say  
15 it, Michele. That was the number one selling new item,  
16 and that represented over a 31 percent gain at the  
17 concession stand that introduced that item.

18           Wasabi bacon bombs, nachos on a stick,  
19 deep-fried coffee, which was actually Starbucks, but we  
20 couldn't put Starbucks on the label. Cuban fusion pork  
21 burger, fireball whiskey donut, bacon-covered pork  
22 belly, caviar-topped deep-fried Twinkie, which is  
23 Chicken Charlie. And he actually went ahead and passed  
24 those proceeds on to the Children's Hospital of Orange  
25 County.

1                   Again, Chicken Charlie with Krispy Creme  
2 cheeseburger and a Koolickle, which you would say what  
3 on earth is a Koolickle, so I had to put it in  
4 parentheses as a Kool-aid-infused pickle. I did not try  
5 that.

6                   Now I will introduce the lovely Tamara.

7                   MS. TAMARA GODDARD: Good morning. I'm going to  
8 give some updates on the corporate sponsorship, mobile  
9 marketing tour, experiential marketing, our platinum  
10 partner program, and group ticket sales.

11                  Okay. So in our sponsorship program, we saw  
12 several new regional partners this year. Those included  
13 Haggen, which is our grocer partner, Uber, Subway, and  
14 Click Heat. Our platinum partner program continues to  
15 see attrition year over year, and we do continue to  
16 operate at a hundred percent capacity. We strive for a  
17 mix of 33 percent, 33 percent, 33 percent, and that's  
18 made up of corporation, franchise, and either small  
19 businesses or sole proprietorship.

20                  The group ticket sales program is in its  
21 third year. We continue to see year over year growth,  
22 but it's probably one of our larger areas for  
23 opportunity as we move forward.

24                  For Haggen, they joined us and sponsored the  
25 show ring, which is the picture you see in the top

1 right-hand corner, the Centennial Farm, the We Care  
2 Wednesdays that you heard Ruby speak about earlier,  
3 OC Promenade, which Joan will cover later, and they  
4 sampled Haggen juices, a variety of juices in the farm  
5 area.

6           The "Los Angeles Times" and the "Daily Pilot"  
7 returned for their tenth year as a sponsor. They  
8 continue to be a partner at the Action Sports Arena, The  
9 Hangar building, and Pacific Amphitheater, and they also  
10 work with Ruby and our advertising agency to put  
11 together a trade deal that allows us to add some  
12 advertising enhancements to the Toyota Summer Concert  
13 Series.

14           Uber, as I mentioned earlier, is new in 2015.  
15 They offered an alternative mode of transportation to  
16 and from the fair. We worked with Howard and Jack's  
17 department to have a designated drop-off location near  
18 Blue Gate and then with Dan and his group to promote a  
19 responsible method to get home after the Brew Hee Haw.

20           Toyota is in their third year as a sponsor of  
21 the fair. They are the presenting sponsor of the Toyota  
22 Summer Concert Series at the Pacific Amphitheater. And  
23 also for the third year in a row, we gave away in  
24 conjunction with Toyota a new 2016 Prius V at the  
25 Demolition Derby on the final night of the fair to a

1 very excited and emotional woman. She was very happy.

2           The Experian partnership continues. That is  
3 a partnership that we operate on Fridays, Saturdays, and  
4 Sundays to alleviate some of the parking stresses that  
5 we have here. Guests are able to park free of charge at  
6 the Experian parking facility, and then we offer them  
7 complimentary shuttle service to and from their  
8 vehicles.

9           Mobile marketing tours or what's known in the  
10 sponsorship industry as experiential marketing or XM,  
11 this was a very strong year for us. It tends to go in  
12 cycles, and it's also very weather driven. It is  
13 usually short-term placements here at the fair for one,  
14 two, or sometimes three days for products and  
15 advertising agencies that are looking for sampling  
16 opportunities or a way to launch their new product.

17           This year we had Starbucks, Geico, the Paw  
18 Patrol, Olive Garden, and a few others. Our platinum  
19 program allows merchants to showcase their products in  
20 what we consider to be premium space locations  
21 throughout the fair, typically high-traffic areas or  
22 end-of-aisle display spaces in our commercial buildings.  
23 We did have more platinum partner participants in the  
24 Thursday Shop Till You Drop promotion than we have in  
25 the previous year.

1           As I mentioned, group ticket sales was in its  
2 third year, this is an effort that we made within the  
3 area to target corporate events. Employee outings,  
4 employee engagement, employee recognition, summer camps,  
5 and even as much as large birthday parties or  
6 anniversaries.

7           It typically includes lunch. We work with  
8 Spectra on that, often over in the business development  
9 area. We work with RCS providing carnival ride cards  
10 and sometimes Super Passes. This year we saw revenue  
11 continue to tick upward just south of 2.5 million this  
12 year. And there's all of them.

13           And I'll introduce Michele.

14           MS. MICHELE RICHARDS: Thank you, Tamara.

15           And I apologize -- or Joan apologizes that  
16 she wasn't able to be here today due to a family  
17 emergency, so I'm going to do my best to showcase her  
18 area.

19           Community relations are our -- program at the  
20 OC Fair is really made up of three areas: Competitive  
21 exhibits where we invite the community to showcase  
22 their -- their hand crafts, their artistry here at the  
23 fair. There's the junior livestock auction, and then  
24 there are feature exhibits at the fair.

25           So let's start with our competitive exhibits

1 category. We welcome entries from the community in the  
2 area of collections, culinary, jewelry, fine arts, home  
3 arts, garden and floral, homemade beer, livestock,  
4 photography, student film festival, and then in our  
5 woodworking and youth projects categories.

6           This year we had over 16,000 entries from the  
7 community. Those are 16,000 separate projects that were  
8 entered by 4,327 unique exhibitors. And I know many of  
9 you went into those exhibit buildings, and I'm always in  
10 awe of the talent that exists within our community and  
11 always so humbled that those folks that enter their --  
12 their creations in the fair trust us with those  
13 treasures. And we're very honored to have them. The  
14 fair paid out \$75,530 in premiums. Those are cash  
15 prizes that many of those entries earn.

16           These are just some photos of some of the  
17 beautiful exhibits. On the left is the preserved foods  
18 category. On the right, some wine, which I'll talk  
19 about a little bit later. We had many, many beautiful  
20 art exhibits. I don't know if you can see clearly on  
21 the left. This was a result of a plein air painting  
22 competition that we had during the fair, and this is an  
23 individual who's painting the green tractor. And that  
24 was a wonderful experience. And beautiful, beautiful  
25 woodworking entries by the community.

1 I see Rich Skoczylas from the Orange County  
2 Wine Society is here. We're very fortunate to be able  
3 to partner with the wine society in our wine  
4 competition. It is the largest in California. And the  
5 wines that are entered into the competition are all made  
6 from grapes grown in California.

7 Entries were up this year from -- from last  
8 year, and let me talk a little bit about it. There were  
9 2,427 total entries. Awards were given to 1,689 of  
10 those wines: 19 in the four-star gold category, 406 in  
11 the gold category, 695 silver, 569 bronze. And the  
12 competition was judged by 72 judges who are individual  
13 wine makers and owners throughout California. They  
14 graciously volunteered their time for this project, and  
15 we thank the Orange County Wine Society for managing  
16 that competition for us.

17 The junior livestock auction was also up from  
18 last year, netting \$235,042 for those 4-H and FFA kids  
19 who sold their animals at the auction. There was an  
20 additional \$43,358 in add-ons, meaning that if they --  
21 an auction attendee wanted to provide additional dollars  
22 for that student in addition to what their animal earned  
23 at the auction, they could add on to that. So there was  
24 an additional 43,000 taken in for that for total sales  
25 of 278,400.

1           So while the sales were up, the number of  
2 animals was down slightly. And it always varies.  
3 There's never a consistent number of animals that come  
4 to the junior livestock auction. We had 281 this year.  
5 12 beef, six calves, 33 goats, 85 sheep, 94 swine, 14  
6 broilers, 18 rabbit pens, 19 turkeys, and a partridge in  
7 a pear tree.

8           I also want to mention too that our junior  
9 livestock auction is well supported by fair staff. I  
10 know Board Members -- Director Aitken I know purchased  
11 an animal at the livestock auction as have many Board  
12 Members in the past, as well. Our carnival partner RCS  
13 has been exceedingly generous at the junior livestock  
14 auction, along with many, many of our concessionaires  
15 and merchants, as well. So we thank them for their  
16 contributions to that program. And it's all in support  
17 of the students.

18           On the left you see a group of FFA students,  
19 and on the right a 4-H student who had the grand  
20 champion calf who sold to Haggen, one of our sponsors.  
21 So we were very happy for their participation, as well.

22           One of our best attended feature exhibits --  
23 and I'm sorry that photo is a little blocked -- but was  
24 Fahrenheit 32 this year. This was a winter wonderland  
25 that was created right in the middle of the fairgrounds.

1 For those of you that were able to go through the ice  
2 museum, you joined an additional 144 visitors that saw  
3 it. Beautiful creations in ice -- in the ice museum,  
4 and then right next door was the -- the outdoor ice  
5 rink, real ice.

6 I wanted to mention because I think it's  
7 important in the middle of this historic drought in  
8 California to mention that the 90,000 pounds of ice that  
9 it took to create those beautiful sculptures in the ice  
10 museum were trucked in from out of state. So they did  
11 not use California water.

12 And the water that was used for the ice rink  
13 was about 5 percent of the water needed for a typical  
14 backyard swimming pool, all of that water was melted and  
15 then repurposed after the fair to irrigate landscape  
16 here on the fairgrounds.

17 So we also learned that there was a marriage  
18 proposal in the -- in the ice museum this year, and she  
19 said yes. So we were happy about that.

20 You probably saw the beautiful sand sculpture  
21 right inside Blue Gate at Fair Square. This was created  
22 out of 300 tons of sand. It was called Party Animals,  
23 and it was one of the most photographed spots at the  
24 fair this year.

25 So that's just a quick recap of our exhibits

1 program and our community relations outreach. And now  
2 I'd like to turn things over to our director of  
3 communications Robin Wachner, who will review with you  
4 our P.R. and media relations.

5 MS. ROBIN WACHNER: Good morning. I'm last, so  
6 I'm going to keep this short and sweet. Oh, now I did  
7 this wrong.

8 Today I'm going to talk a little bit about  
9 our mobile app and how that did this year, our social  
10 media efforts, and our media relations results.

11 So this is, I think, year five of our mobile  
12 app. With our mobile app, it is free, and you can do  
13 everything from plan your day, food finder, car finder,  
14 and schedules for everything that's happening at the  
15 fair during the day.

16 This year we saw a total of 33,446 downloads,  
17 which is up a little bit over last year. Every year we  
18 inch up a bit. 22,000 iOS users, 11,000 Android users,  
19 and we have the total time spent, which is 264 days if  
20 you were to add that up. And the average time per  
21 session was one minute, 35 seconds.

22 Social media. We saw some really great  
23 numbers this year. The three main accounts that we use  
24 to promote the fair are Facebook, Twitter, and  
25 Instagram. We saw a 17 percent jump on Facebook this

1 year. On Twitter we saw a 37 percent jump. And the  
2 biggest jump, obviously, was here on Instagram,  
3 400 percent.

4 We grow our social media numbers organically,  
5 so just through promotion, letting people know about it.  
6 We also do contests to get people interested in social  
7 media, do different ticket giveaways. We work with our  
8 partners like RCS and some of the food vendors to  
9 promote different contests to do giveaways, promote  
10 everything that's happening at the fair. And this year  
11 on Facebook we did some sponsor posts to help drive  
12 users to that page, as well.

13 And Instagram is just growing in leaps and  
14 bounds, and we've seen gains there, as well. And the  
15 fair, obviously, does really great on Instagram because  
16 it's all photos, and so, obviously, we are very  
17 photogenic, and the efforts really show.

18 DIRECTOR BARBARA BAGNERIS: I have a question.  
19 Is that -- Facebook, is that likes? Is that --

20 MS. ROBIN WACHNER: Those are likes.

21 DIRECTOR BARBARA BAGNERIS: Those are likes? So  
22 that was an increase in likes.

23 MS. ROBIN WACHNER: Exactly.

24 DIRECTOR BARBARA BAGNERIS: Are Facebook and  
25 Twitter attached?

1 MS. ROBIN WACHNER: They're not attached. The  
2 reason we don't attach them is because when you attach  
3 it and all your posts from Facebook go over to Twitter,  
4 you have to click on a link that takes you back to  
5 Facebook. And through research we found that that's not  
6 very popular. People don't want to have to click a  
7 Facebook link from Twitter and go back.

8 So what we do is we create unique content.  
9 So every time you post on Facebook, we'll also post it  
10 on Twitter but in the 140 characters that you can. So  
11 that it's a little more friendly, we use photos to  
12 engage our users because on social media, people like  
13 photos.

14 We also choose what time we post. Because  
15 across the different channels, there's different times  
16 that are better for posting. So we study that and make  
17 sure that we're posting to maximize our viewership on  
18 social media.

19 CHAIR ASHLEIGH AITKEN: Is there a way to track  
20 when people are checking in through their Facebook  
21 accounts, maybe not necessarily --

22 MS. ROBIN WACHNER: Well, we -- oh, I'm sorry.  
23 So --

24 CHAIR ASHLEIGH AITKEN: Like if I was here and I  
25 was checking in with my family on my Facebook account at

1 the OC Fair, is there a way to track how many people are  
2 checking it at the fair?

3 MS. ROBIN WACHNER: Yes. Yes. We know that.  
4 And I think we had something like 600,000 check-ins  
5 in -- throughout the year, which mostly they were during  
6 the fair. But we have a lot of different stats on  
7 Facebook because there's a -- when you go into Facebook,  
8 all that is provided. You can even see demographics of  
9 who's visiting, where they're coming from. So, you  
10 know, we can definitely provide very in-depth stats on  
11 who's visiting Facebook.

12 VICE CHAIR GERARDO MOUET: Any thinking or  
13 planning with that other tool that some of the younger  
14 groups --

15 MS. ROBIN WACHNER: Snapchat?

16 VICE CHAIR GERARDO MOUET: Yes.

17 MS. ROBIN WACHNER: Yes. We're working on  
18 Snapchat. We have the account. We just haven't put it  
19 into motion. But we are definitely working on growing  
20 Snapchat. So by next fair, we'll be up and running.

21 VICE CHAIR GERARDO MOUET: Because our fair is  
22 probably ideal for that kind of thing. It will show a  
23 little video.

24 MS. ROBIN WACHNER: It's definitely ideal. And  
25 it comes down to resources and having people to do it.

1 But we have the account set up, and we're moving towards  
2 Snapchat. Because that's what all the young folks are  
3 doing these days.

4 DIRECTOR BARBARA BAGNERIS: And next year it will  
5 be something else. Because every time we follow them,  
6 they're -- (overlapping speakers).

7 MS. ROBIN WACHNER: Yeah. Oh, I know.  
8 Definitely. The nice thing is Facebook's not going  
9 away. It's still very popular. All of our different  
10 accounts cater to different ages, so we try to do posts  
11 across them that cater to the different age demographics  
12 who use it.

13 Media coverage. So broadcasts, that's all  
14 our TV. We had some really great broadcasts this year,  
15 live broadcasts in the morning. We had some national  
16 hits thanks to Chicken Charlie's caviar Twinkie. That  
17 went completely viral and was picked up on the Today  
18 Show and Late Night with Seth Meyers and Jay Leno. So  
19 we had a lot of great national mentions due to the  
20 caviar Twinkie. We also had some due to Gilbert Arenas  
21 and his basketball coup here in the carnival. So  
22 there's some nice national coverage and local.

23 So we had 455 incidents of being mentioned on  
24 television, which led to more than, you can see,  
25 53 million viewer impressions, seven hours on-air time.

1 And if you were to convert that over to an advertising  
2 value equivalency, so if you were to buy that in  
3 advertising, that would have been more than \$6 million.  
4 And that was with zero spend except for, you know,  
5 salaries of staff.

6 Print also, really great year. We had lots  
7 of national coverage. And, again, I attribute it to  
8 caviar Twinkies and basketballs and other things too.  
9 So we had about 420 hits, 35 million viewer impressions,  
10 and an advertising value equivalency of more than  
11 \$8 million. Again, our budget doesn't support that, so  
12 it's nice to have the free P.R. backup on that.

13 So it's a total of 875 hits, more than  
14 89 million viewer impressions. And if you were to buy  
15 it, more than \$15 million. And this is up over last  
16 year. We had about 12 million in advertising value  
17 equivalency.

18 So now we're going to show you the fair media  
19 recap video. This is kind of just a sample of  
20 everything that we saw. We couldn't play it all because  
21 that would be more than seven hours, but here we go.

22 (Video played.)

23 (Applause.)

24 MS. ROBIN WACHNER: I'm sorry. I wasn't last.  
25 It's Jason. So Jason Jacobsen.

1 MR. JASON JACOBSEN: Good morning, everyone.  
2 Good morning, Debbye. Welcome.

3 I'm going to be going over my area of  
4 responsibility, and that is in the area of technology  
5 and production and also includes planning and  
6 presentation.

7 So I love to see all these numbers because I  
8 know my team is really the backbone in so many ways. We  
9 aren't on the front line. We're not really seen by the  
10 public. But all the networking and all the systems that  
11 are put in place really are what is the end result for  
12 all the programming. So I think that that's such a  
13 great thing.

14 For the technology team, this year they  
15 deployed about a hundred computers. We added ten  
16 additional cameras to our network, building that up to  
17 90.

18 We had about 14 time clocks that were used by  
19 over 1800 employees. We had 20 LCD TVs that were out at  
20 the gates, out at some of the stages. We sold over 50  
21 high-speed Internet lines, which is a program that we're  
22 slowly developing to kind of support the vendors and  
23 concessionaires and stuff. So that's coming along nice.

24 We had 17 ticket booths at the gates that  
25 were all networked. We added additional scanners this

1 year for the Plaza Pacifica, so it took us up to a total  
2 of 68 scanners. Five information booths that were all  
3 networked with tablets for guest services to use to help  
4 our guests, and we rented over 650 digital radios this  
5 year to improve our communication. All this is done  
6 with a team of four.

7 So I'm very proud of my supervisor, Rob  
8 Castagnoli, and the team. I think they really did an  
9 amazing job.

10 Planning and presentation. We had a really  
11 successful year with setup and teardown of fair with the  
12 logistics team. I want to thank Jerry and the  
13 maintenance department. They're a huge part of that.  
14 And without them, we couldn't do it at all.

15 We worked with a new tent contractor this  
16 year. I think everybody was concerned, but they were  
17 really great. We had early fair meetings. They knew  
18 the expectations, they knew what we needed, and they  
19 came out and delivered.

20 They installed over 280 tents, which is over  
21 112,000 square feet of covered tenting space. They  
22 installed over 36,000 square foot of pipe and drape in  
23 some of the buildings and miscellaneous areas. They  
24 also did a terrific job, as you all are aware, of our  
25 move of the Plaza shopping vendors.

1           Eighteen vendors moved in about seven hours  
2 overnight. They brought out a team of 16, along with  
3 Jerry and 16 of our maintenance crew were able to move  
4 them since they were struggling in that area overnight  
5 so they could be ready to open Saturday morning, which  
6 was amazing. And then we also had about -- we had just  
7 over 600 banners installed. That took about three and a  
8 half weeks to get all those up and running. A lot of  
9 banners.

10           On the production side, we have a lot of  
11 great contractors that we work with. We had over 400  
12 rental light fixtures on the property. We had over  
13 3500 feet of rental truss for the stages, for Fair  
14 Square, some of the shaded structures, the ice rink,  
15 including that.

16           We tracked and measured sound for 23 concerts  
17 with two teams in two neighborhoods. The picture on the  
18 left there in the middle is actually the audio team that  
19 was out in the neighborhood. They did a great job.  
20 Very well received by the neighbors, and they made some  
21 good relationships. And got a lot of cookie offers out  
22 there too, so it was nice.

23           Also, the Main Mall show went very well this  
24 year. Forever Fair it was called. We had, similar to  
25 past years, the two 12-by-20 LED video walls. We had

1 our two Christie HD projectors inside The Hangar. We  
2 had our 40-foot screen, 4600 shots of pyro, 120 images  
3 and video clips of happy birthday wishes, which is  
4 really fun, and we also had about a hundred lights for  
5 the light show out there, along with six bubble machines  
6 as kind of an added feature, which was really nice.

7 So that's pretty much it for my report. And,  
8 now, Michele.

9 MS. MICHELE RICHARDS: All right. Thank you.  
10 Okay. Coming down the home stretch here.

11 I wanted to talk very briefly about our  
12 Neighborhood Ambassador Program that Jason mentioned.  
13 In our continuing effort to minimize the impact of the  
14 fair on our neighbors, this year we launched our new  
15 Neighborhood Ambassador Program.

16 Working in collaboration with Costa Mesa  
17 Police Department, teams of OC Fair ambassadors like the  
18 ones you see here in this photo patrolled the Mesa Del  
19 Mar and College Park neighborhoods, interacting with  
20 residents, picking up trash, and alerting police of any  
21 parking issues or other concerns and apparently eating  
22 cookies too.

23 Our ambassadors were a huge hit with the  
24 neighbors, and we received a lot of positive feedback  
25 about the program, including the two e-mails from

1 residents that you see here.

2 "Thank you for all the effort you and your  
3 team put into making it a more positive experience for  
4 your neighbors than it has been in years past. It  
5 really worked."

6 Another neighbor wrote "The purpose of this  
7 e-mail is to voice our appreciation for the amazing work  
8 you and your teams have done over the past few weeks.  
9 Not only did we have very minimal disturbances from the  
10 fair, but we thoroughly enjoyed attending it with our  
11 nieces and nephews." So that was really great to hear  
12 from them.

13 We had other teams in the neighborhood, as  
14 well, measuring sound and collecting sound research data  
15 so we could continue to make improvements in that area.  
16 I'm going to ask Gary Hardesty to come up and tell you  
17 about that part of the program.

18 MR. GARY HARDESTY: Good morning, everybody.  
19 Just -- this will be my shortest speech ever, I think.  
20 We successfully completed the berm project and a lot of  
21 other projects on the property. And one thing I wanted  
22 to talk about specifically was our -- was our berm work  
23 and our lobby work.

24 As you know, we spoke for the last three  
25 years about this wonderful project, which, really, was

1 to reclaim three acres of land. And this year after  
2 three years of talk and three years of me promising this  
3 and that, we were successful. We completed that project  
4 very successfully.

5 We found out some very, very interesting  
6 things. One, that the berm did, as we promised, allow  
7 further mitigation of noise in the neighborhood, and  
8 number two, we could put a plaza stage on Plaza  
9 Pacifica, and have it not interrupt Pac Amp and, more  
10 importantly, have the Plaza stage not impact noise in  
11 the neighborhood. Very, very positive results.

12 We are continuing our research of audio and  
13 things like that. And one of the things we're going to  
14 be doing this year -- sorry -- next year is rolling out  
15 even more measurement efforts in the neighborhood. It's  
16 really important to -- to study noise, which is one  
17 thing I've been doing for years here. And more -- more  
18 important or at least equally important, it's important  
19 to publish the results of these noise measurements,  
20 which we did this year for the first time.

21 So this year we had two teams, one team in  
22 the Del Mar neighborhood, one team in the College Park  
23 neighborhood. Next year we're going to expand that, and  
24 we're going to be measuring next year in five locations  
25 compared to the two we did this year. And, again, this

1 is all part of increasing the research to better  
2 understand how we can properly mitigate noise. The good  
3 news is the music venues were in compliance this year,  
4 and, again, that's further proof of our successful work.

5           One of the things we are continuing with is  
6 our acoustic study of noise mitigation and how it  
7 impacts neighborhoods and things like that. So this  
8 would include things like music noise. This would  
9 include things like acoustically generated sources, such  
10 as monster trucks. We want to further improve  
11 mitigation in the neighborhoods, and we're doing that.  
12 And I think you'll see even further improvement in 2016.

13           And, finally, that was the result of all of  
14 our efforts. Thank you.

15           MS. MICHELE RICHARDS: Okay. Before I wrap it  
16 up, Jerry, did you send me a note that you wanted to  
17 speak?

18           MR. JERRY ELDRIDGE: Yes.

19           MS. MICHELE RICHARDS: Okay.

20           MR. JERRY ELDRIDGE: Thank you, Board. My name  
21 is Jerry Eldridge. I wanted to address some of the  
22 accomplishments that the maintenance and event  
23 operations team achieved this fair.

24           So through fair, the team of 80 employees  
25 accomplished 2,806 total tasks that are called in.

1 Tasks come from plumbing to electrical to cleaning a  
2 rest room to picking up trash to assisting a vendor  
3 partner and anything that gets called in.

4 The facilities office is the hub for anybody  
5 who needs any kind of work, the vendors or customers or  
6 security. They call in, and they get a hold of Fran.  
7 They give her a task, and then from there she dispatches  
8 that out.

9 So we had -- our department -- or the event  
10 operations and maintenance department is 24 hour. We  
11 run three shifts. We're never closed. So we're always  
12 here working. We have five electricians that accomplish  
13 632 tasks, five plumbers that accomplish 680 tasks, and  
14 we had 640 just general maintenance pickup and repair  
15 type of activities.

16 We had 200 forklifting tasks, and this is  
17 from, you know, moving a crate to bringing in our food  
18 vendors or vendors with trailers into the facility and  
19 at that time, then, we hook them up and hook up the  
20 plumbing.

21 We did not only repurpose the water from the  
22 ice museum, but thanks to Arizona, we were able to run  
23 some water -- ice into our planters and onto our grass.  
24 So we did repurpose that ice, as well.

25 I wanted to address our recycling. This

1 year, we, through our diversion program for our waste,  
2 we were able to divert 2,355,140 pounds of trash to a  
3 diversion for us, which was great. It was nice to  
4 partner up with the new waste management that we're  
5 using.

6 Our recycling for grease barrels, 43,898  
7 total gallons of recycled cooking grease.

8 DIRECTOR NICK BERARDINO: Where's that slide?

9 MR. JERRY ELDRIDGE: We're not the technical  
10 side. We'll leave that to the back.

11 So 783 -- I'm sorry -- 784 pounds of plastic  
12 recycled. We had a hundred -- or 1239 wooden pallets  
13 recycled. We had 73 total bales of cardboard, which  
14 accumulated to 33,817 pounds of cardboard.

15 Our glass, of course, is down because we  
16 really don't sell glass, but we do generate that. So we  
17 had 186 pounds of glass and 61 pounds of aluminum that  
18 were recycled through just these 25 days.

19 And that was it. I just wanted to give you  
20 guys a heads-up of what we do and who we are. Thank  
21 you.

22 MS. MICHELE RICHARDS: All right. So One. Big.  
23 Party. started long before the fair opened. Our  
24 marketing team launched the 125th anniversary pop-up  
25 parties -- there's a photo of it in the lower left-hand

1 corner -- all over the community beginning in the spring  
2 to start building anticipation of the fair's opening.

3 In addition, local author Chris Epting  
4 completed his new book about the 125-year history of the  
5 OC Fair. He wrote about the fair in his column for the  
6 "Huntington Beach Independent," and he hosted book  
7 signings throughout the summer to help build that  
8 anticipation.

9 The celebration continued during the fair  
10 each night with the Forever Fair presentation at Main  
11 Mall to salute the fair's history. Thousands of runners  
12 participated in the annual OC Fair Fun Run on Sunday,  
13 August 9th, despite the heat. This race is coordinated  
14 in partnership with the OC Marathon, who has sent in a  
15 check for \$19,440, which is the fair's split on that  
16 event. So we're very happy to partner with them.

17 And, of course, who could forget the party  
18 till the cows come home Cattle Drive on Saturday,  
19 August 8, through the streets of Costa Mesa. Thousands  
20 and thousands of residents lined the streets in  
21 Costa Mesa to be a part of the celebration and to help  
22 drive those cattle home.

23 And there were two very special events that  
24 took place that deserve mention because they speak to  
25 the heart and soul of what we do here at the OC Fair.

1 Charlie of Chicken Charlie was the winning bidder in a  
2 contest to support our junior livestock auction. His  
3 prize was the privilege of having many of our Board  
4 Members work for him in his Totally Fried stand with  
5 100 percent of Charlie's bid going to the fair's junior  
6 livestock auction in support of 4-H and FFA students.  
7 And you can see how happy those workers are at Charlie's  
8 stand that day.

9 MS. KATHY KRAMER: We got fed well too.

10 MS. MICHELE RICHARDS: They did, yes. And last,  
11 but certainly not least, was the private celebration  
12 that staff held for little Chloe Rott from Huntington  
13 Beach. After reading an article about Chloe and her  
14 family, Kathy Kramer, our CEO, mobilized staff to put on  
15 their own big party for Chloe.

16 Her family has been coming to the fair every  
17 year since before her parents were even married, and  
18 they have a tradition of taking a family photo together  
19 in one of our photo booths. But, unfortunately, Chloe  
20 was diagnosed with leukemia last year. And due to her  
21 cancer treatments, she wasn't able to be in large  
22 crowds.

23 And so we planned and threw One. Big. Party.  
24 just for Chloe. She and her family and close friends  
25 came to the fair early due to the incredible generosity

1 of RCS, and I know, Ben and Joy, I see you here today.  
2 They opened the Kid Carnival early. Their workers were  
3 going in advance of the family, you know, wiping down  
4 all of the rides so that they were, you know, clean for  
5 Chloe. And she had a fabulous time, absolute fabulous  
6 time. And then we brought the whole family and friends  
7 back here in this room and threw a party for them.

8           So her family got to take their traditional  
9 photo in the photo booth, so they didn't miss that this  
10 year. And we received a thank-you note from Chloe and  
11 her family up at the top. She did a little drawing on  
12 the right-hand side. That's her and her friends going  
13 down the giant slide together. So I know it was a great  
14 moment for all of us too.

15           So -- so here's to the next 125 years. There  
16 you have it, the 125th celebration of the OC Fair.  
17 We're happy to take any questions that the Board might  
18 have.

19           DIRECTOR NICK BERARDINO: May I just direct the  
20 CEO to give us a more detailed report next year?

21           MS. KATHY KRAMER: Okay.

22           DIRECTOR NICK BERARDINO: Including pictures of  
23 the grease.

24           MS. MICHELE RICHARDS: The grease.

25           DIRECTOR NICK BERARDINO: That was excellent.

1 That was great. Great job.

2 MS. MICHELE RICHARDS: I do -- on behalf of the  
3 staff, I do want to thank the Board. I know this is a  
4 long presentation. But it's important to us, and we do  
5 appreciate your time in allowing us to go through it.

6 (Applause.)

7 DIRECTOR BARBARA BAGNERIS: This is the highlight  
8 of the -- the highlights after the fair are a highlight  
9 for me. I enjoyed it last year, and I enjoyed it this  
10 year. This is what we're here for. This fair is our  
11 big deal. And to have a recap and how thorough it is is  
12 much appreciated. Thanks to everybody.

13 MS. MICHELE RICHARDS: You're very welcome.

14 DIRECTOR DOUGLAS LA BELLE: It's a great  
15 presentation. Just one quick question. I know with the  
16 rain and the heat, we had revenues down slightly. Gross  
17 revenues were down roughly how much?

18 MS. MICHELE RICHARDS: About 1.5 percent.

19 DIRECTOR DOUGLAS LA BELLE: Okay. And staff is  
20 still quantifying or totaling the actual expenses?

21 MS. MICHELE RICHARDS: That's correct. Not all  
22 the numbers are in yet, but we will have that.

23 I should mention too that I know this  
24 presentation was focused on the fair. But we are in the  
25 middle of a very heavy event season right now. Many

1 people ask us "What do you do the other -- you know, the  
2 other ten months out of the year?"

3 Well, we are an event center and a very  
4 successful event center. And so immediately after the  
5 fair, we went to work executing, and our events  
6 coordination staff has done a tremendous job of the  
7 events held so far. We had a very successful Sand  
8 Sports Super Show last weekend. We have Cruisin' For a  
9 Cure coming up this weekend. The Japan Fair has already  
10 been held.

11 So there's certainly no -- no rest for staff  
12 as we come into a very busy event season. And I'll  
13 continue to report out on that business unit, as well,  
14 because it's a huge contributor to the overall revenue  
15 of the organization.

16 DIRECTOR NICK BERARDINO: Did you say Japan Fair?

17 MS. MICHELE RICHARDS: Japan Fair.

18 DIRECTOR NICK BERARDINO: Here?

19 DIRECTOR DOUGLAS LA BELLE: Michele, you  
20 mentioned to me in a conversation that the events are  
21 significantly up. Can you give us --

22 MS. MICHELE RICHARDS: They are. They are. A  
23 couple of years ago, we did approximately 90 events  
24 outside of fair time. We -- in 2014 and then coming  
25 into this season, we did 150. So we're up significantly

1 and continuing to grow. There's a lot of interest in  
2 this property, and we want to capitalize on that for  
3 sure.

4 CHAIR ASHLEIGH AITKEN: I think it would be  
5 really helpful because I know a lot of these events  
6 we'll see them on signs or advertising, but maybe if we  
7 can add something to our agenda since we have our next  
8 board meeting on the agenda. But I'd actually like to  
9 also have a list of upcoming events just to kind of keep  
10 track ahead of it so when people ask us what's going on,  
11 we have a complete list of events.

12 MS. MICHELE RICHARDS: Absolutely.

13 CHAIR ASHLEIGH AITKEN: Some of those -- some of  
14 those I've heard of, and then other ones I thought I  
15 would have loved to have gone to the Japan --

16 DIRECTOR NICK BERARDINO: Is that a fair --  
17 sorry. I'm out of order here. So is that -- when you  
18 say Japan Fair, is that, like, here?

19 MS. MICHELE RICHARDS: It's here. It's a  
20 cultural festival held by, you know, a promoter who  
21 rents this property to do their event.

22 DIRECTOR NICK BERARDINO: How long have you been  
23 doing that?

24 MS. MICHELE RICHARDS: Howard, do you know?

25 MR. HOWARD SANDLER: We've done it three out of

1 the last four years.

2 MS. MICHELE RICHARDS: Three out of the last  
3 four. Yes. And I think it would be really beneficial  
4 to the board to understand that piece of the business,  
5 as well, the -- the size, the nature of the events that  
6 are held here.

7 You know, the fair is, obviously, what  
8 garners most of the attention from the media, certainly,  
9 from the community, but our events program is a huge  
10 part of the success of this property, as well. So we  
11 absolutely can bring that information to the Board on a  
12 monthly basis.

13 And staff -- you know, the fair is just one  
14 of many, many, many events that we have here. And so  
15 we're working all year long to put those on.

16 DIRECTOR SANDRA CERVANTES: I was just going to  
17 say that the Latino community is really excited because  
18 next month we have the L Festival with great performers  
19 like Enrique Iglesias and -- (indiscernible) -- and  
20 Gloria Trevi, tons of people. They're expecting about  
21 maybe, like, 30 different artists and four different  
22 stages and a lot of culture from Mexico and food and a  
23 lot of excitement. So that's going to be pretty  
24 exciting.

25 MS. MICHELE RICHARDS: Huge festival coming up.

1 And we'll have more information about that next month,  
2 as well as the opening of Kurios, the Cirque Du Soleil  
3 show that opens on October 15.

4 And as Director Cervantes said, L Festival,  
5 it's the first time that it will be here at the OC Fair  
6 and Event Center, and it's a massive event. We're  
7 really looking forward to hosting that.

8 DIRECTOR SANDRA CERVANTES: Right. And that's by  
9 Universal.

10 MS. MICHELE RICHARDS: Correct.

11 VICE CHAIR GERARDO MOUET: Yeah. It's a great  
12 presentation. I just wanted to really thank staff. I  
13 know what it takes to put on events. I do that on my  
14 day job. And this is the quality teamwork that is just  
15 amazing, the work that you guys do. Not only are you  
16 really good working as a team from the behind the scenes  
17 to technology to promotion, the creativity and the  
18 passion and the customer service, I mean it really is an  
19 amazing job that staff puts together.

20 I know during show time, during those days of  
21 the event, you know, people are really tired. It's a  
22 long, long day. I really want to appreciate everyone's  
23 dedication because that's an amazing type of energy  
24 level. I can understand why people sleep a lot of hours  
25 after the event is over.

1 But, you know, really good job. It only gets  
2 better and better. And thank you for your passion and  
3 your commitment because you don't see that in every --  
4 in every venue when you produce events. So thanks.

5 DIRECTOR NICK BERARDINO: Bravo. Bravo.

6 (Applause.)

7 MS. MICHELE RICHARDS: Thank you.

8 MS. KATHY KRAMER: Thank you, Michele. I want to  
9 thank, as everyone said, the entire staff and all of our  
10 partners. It truly was One. Big. Party. And it  
11 wouldn't -- I'd be remiss in not sharing some trivia.  
12 We are 266 days away from fair 2016, but who's counting?  
13 That concludes my report.

14 CHAIR ASHLEIGH AITKEN: Thank you.

15 I know we had some comments, so I'd like to  
16 call up Reggie.

17 MS. REGGIE MUNDEKIS: Good morning, and thanks  
18 for the great fair. I'm here to review the 2015  
19 compliance with the 2012 Pac Amp settlement agreement.  
20 What the 2012 settlement agreement requires, one, talent  
21 to be contractually obligated to follow the Pac Amp  
22 sound limits, and, two, the sound limits to be complied  
23 with and the measurement intervals are specified --

24 (Sound equipment interruption at 10:32 a.m.)

25 MS. REGGIE MUNDEKIS: It also specifies the sound

1 limits to be complied with and the measurement intervals  
2 to be used. The sound limits include a one-minute  
3 measurement which is an attempt to deal with deep noise.  
4 To measure a one-limit interval, the measurements need  
5 to be taken at a 30-second or smaller interval, which is  
6 called the Nyquist frequency, which is a term used in  
7 digital signal processing. Continuous measurement would  
8 be best.

9           The 2012 settlement agreement does not say no  
10 violations or no neighbors complained, and that's all  
11 folks, which is a common interpretation of compliance.  
12 The compliance measures are specified.

13           Under contracts, we're moving in the right  
14 direction, but we're not quite there yet. During the  
15 2015 Pac Amp season, all contracts have executed Pac Amp  
16 sound compliance riders, which is an improvement over  
17 2013 and '14 where the rider was changed or lined out in  
18 many contracts, which rendered it unenforceable.

19           Forty-four contracts were reviewed for  
20 compliance. Six contracts had changes made to the  
21 Pac Amp sound compliance rider. All the contracts which  
22 had the Pac Amp sound compliance rider changed were not  
23 signed by the OC Fairgrounds until weeks after the show  
24 or were undated, at which time the person signing lined  
25 out the changes made to the contract.

1           Twenty-three contracts were signed after the  
2 show was held. The signing dates for after the fact  
3 range from the day after the show to as late as  
4 August 31st. When the contract is not signed by the  
5 OC Fairgrounds before the show starts, there is no  
6 contract.

7           If talent has made changes to the contract  
8 and has not been told changes were not accepted, the  
9 talent believes the changes were accepted and that they  
10 can act accordingly.

11           If there is a violation when the contract is  
12 not signed by both parties and changes were made to the  
13 Pac Amp sound compliance rider, the talent cannot be  
14 held liable for their actions. Only the OC Fairgrounds  
15 can. This problem will fall back into the lap of the  
16 board.

17           This -- the show should not happen without a  
18 properly executed contract. This is an easily fixed  
19 problem. Just get the contracts signed before the show  
20 starts. I mean we're talking about a paperwork problem  
21 here. Okay?

22           There was a new RFP put out, and we're really  
23 moving in the right direction. I was really happy when  
24 I read the RFP and then the questions that came  
25 afterwards.

1           The RFP for sound compliance services has  
2 been out for bid, and the bids are being evaluated. The  
3 RFP is highly detailed and includes information about  
4 the 2012 settlement agreement.

5           In the questions addendum, there's a  
6 statement that five sound monitoring stations are  
7 planned for 2016 and going forward. This is moving in  
8 the right direction.

9           Due to the short time the Pac Amp is  
10 operational, it may take several years to collect enough  
11 data to get the measurement methodology down. The  
12 long-term goal should be to have continuous monitoring  
13 during concerts and to ensure compliance and work on  
14 ways to process out the background noise from the  
15 Pac Amp sounds.

16           This is a long-term solution because you're  
17 only measuring for maybe about 40 days a year. If you  
18 find a way to measure maybe for a few weeks before and a  
19 few weeks after, that gives you a little bit more data  
20 as far as what's going on when you don't have the fair  
21 around, so that gives you more engineering data that you  
22 can work with to get to a solution faster. But that's  
23 your choice depending on budget and other  
24 considerations.

25           The 2015 season was a move in the right

1 direction towards full and better compliance with the  
2 2012 Pac Amp settlement agreement. I see this as a  
3 process, especially on the technical side, because  
4 things change and there may be people doing things in  
5 the neighborhood and in the business community and the  
6 surrounding area that you have absolutely no control  
7 over and will never have any control over. It's just  
8 something you have to deal with.

9 So we're moving in the right direction. Very  
10 pleased with what I saw this summer. Very pleased with  
11 what I saw in the RFP. So thank you, guys.

12 CHAIR ASHLEIGH AITKEN: You're welcome.

13 Our next person for public comment is Beth  
14 Refakes.

15 MS. BETH REFAKES: Beth Refakes, Costa Mesa  
16 resident.

17 Congratulations on a great fair and also on a  
18 successful ambassador program. I'm happy to hear that  
19 the residents were, you know, satisfied, for the most  
20 part, with the noise levels in the neighborhoods. And  
21 what I'm here to speak on today is I would like to know  
22 what action the Fair Board has taken to rescind the  
23 provision in the law that allows the fairgrounds to be  
24 sold upon 30 days' notice.

25 Residents are still concerned that no action

1 has been taken on the privatization issue. And I know  
2 I've raised this issue several times at the Fair Board  
3 meetings, but it appears no legislative action has been  
4 taken. The last time I asked about it, I was informed  
5 that it would be attached to a trailer bill. I don't --  
6 as far as I know, this hasn't happened.

7           However, the Governor also called a special  
8 session at the legislature, and it appears that no  
9 action on this issue was taken then. So I think that if  
10 the Fair Board is truly opposed to privatization of the  
11 fairgrounds, it needs to move forward on resolving this  
12 issue. And until the privatization issue is resolved,  
13 the attempt to sell the fairgrounds cannot really be put  
14 to rest for once and for all, and the rest of us will be  
15 unable to move forward.

16           And we know you have a great event center  
17 here, very successful, so I am very concerned with a lot  
18 of other residents that because this exists in the law  
19 that the fairgrounds could be sold upon 30 days' notice,  
20 that it really needs to be settled once and for all  
21 because otherwise this great event can go away. So I  
22 would appreciate some activity or update on it. Thank  
23 you.

24           DIRECTOR NICK BERARDINO: I can't give you an  
25 update, but I can tell you that that is a legitimate

1 criticism on this Board. We have not done our job in  
2 that area, clearly. But so you know, we recognize that,  
3 and we are in the throes of fixing that.

4           We have a committee that has been formed to  
5 look at, you know, getting our own legislative advocacy  
6 group together. I'm not sure how that's going. But we  
7 do have a committee that is coming back to this Board  
8 because the Board understands -- I mean at least the  
9 last time that we discussed this among ourselves, the  
10 Board is in complete agreement with you. And we should  
11 have pulled the trigger much faster than we have, and  
12 we're going to do it legitimately.

13           DIRECTOR ROBERT RUIZ: I have a question on that.  
14 Madam Chair, do we need to take action on that or  
15 ask the committee to --

16           CHAIR ASHLEIGH AITKEN: Well, I was going to ask  
17 for next month maybe we can have the staff put together  
18 a report on both prongs that we're working on, one  
19 having the legislative monitoring, and then, two, maybe  
20 have our legislative monitoring committee bring back a  
21 report as to where we stand on having somebody sponsor  
22 that.

23           Because I know we had a couple people  
24 interested and some of the people interested in  
25 sponsoring it for us, but we never could get it moved

1 back -- moved past that.

2 DIRECTOR NICK BERARDINO: Well, what happened was  
3 we had -- at least I remember we had two authors, as you  
4 recall. And then the CEO talked to the Governor's  
5 office, and the Governor's office told the CEO it was  
6 going to go in on a trailer. I don't know.

7 But one of the things that we've -- you bring  
8 up such a great point, and I want you to know that the  
9 CEO is very, very committed to this issue. And very  
10 strong feelings that, you know, we need to have our own  
11 legislative advocate.

12 You know, you can't -- people think they can  
13 play that game without their own legislative advocate,  
14 they're deluding themselves or they've never been in the  
15 game. That's a -- that's a field reserved for a certain  
16 group, period. And so we're going to -- I know you've  
17 been up here three times about that. And --

18 MS. BETH REFAKES: You get tired of hearing from  
19 me?

20 DIRECTOR NICK BERARDINO: No, no, no. I'm saying  
21 thank God we have people who are activists in the  
22 community that, you know, understand what's, you know,  
23 very critical here because that legislation needs to get  
24 taught -- I mean needs to be --

25 CHAIR ASHLEIGH AITKEN: Signed.

1           DIRECTOR NICK BERARDINO: That legislation needs  
2 to be taken out, and we have to have a new one. So I  
3 appreciate you coming.

4           MS. BETH REFAKES: I hope we can get it resolved  
5 once and for all because there is concern about it. And  
6 all the advances and everything that have been made, it  
7 could all go away because it's still there.

8           DIRECTOR NICK BERARDINO: Hopefully we can get --  
9 hopefully -- so for you -- because I just feel terrible  
10 that we have a member of the public coming up three  
11 times pointing out something we should have done. And  
12 we as -- me personally I feel like, you know, when we  
13 mess up, we ought to be honest about it.

14                   And January is going to be -- that's the last  
15 day you can introduce. And it's gonna be a flurry.  
16 Between now and January, everybody is going to be up  
17 there introducing things, so I hope we can get on that.

18           MS. BETH REFAKES: Thank you very much.

19           DIRECTOR BARBARA BAGNERIS: Madam Chair?

20           CHAIR ASHLEIGH AITKEN: Okay. Well, maybe we can  
21 add to next -- I'm sorry?

22           DIRECTOR BARBARA BAGNERIS: Madam Chair, we did  
23 take some action at the last Board Meeting to have staff  
24 go out and start the RFP process for a legislative  
25 monitoring committee, so we definitely are moving in the

1 right direction on that particular issue you just  
2 brought up.

3 CHAIR ASHLEIGH AITKEN: Correct. And I think we  
4 should agendize it. We'll have something, put it on for  
5 the next Board Meeting and just make it a continuous  
6 item until we -- until at least -- until January when we  
7 know where --

8 DIRECTOR NICK BERARDINO: So we can talk about  
9 it.

10 CHAIR ASHLEIGH AITKEN: -- where we are, either  
11 under the committee task force or as a separate item.  
12 Maybe we can have a subcategory just on this issue.

13 Okay. I know that I saw Mr. McDonald in the  
14 audience. I'd like to call him up. He is the director  
15 of the Black Chamber of Commerce and was kind enough to  
16 recognize our Board at their event and as a community  
17 partner for our work on Heroes Hall.

18 One of the benefits of being a chairwoman is  
19 I get to take credit for all of the wonderful work that  
20 an entire board does, so I'd like to at least thank you  
21 for coming, and I'd like to give you a couple moments to  
22 discuss the event with the Board Members that weren't  
23 able to be there.

24 MR. BOBBY MCDONALD: Well, I'm glad I got a  
25 chance to come this morning because, again, thank you

1 for having a great fair and a great presentation. And I  
2 want you to know that I get a chance to add to the  
3 accolades.

4               So on the last Board Meeting, which I  
5 couldn't make because we had a banquet that night, I'll  
6 show the group out here, what we did was our theme for  
7 the Black Chamber banquet this year -- and we always  
8 theme them -- was at the Grand Californian at  
9 Disneyland, Sequoia Ballroom, which we held at capacity  
10 and sold out.

11              Our theme this year was the power of  
12 community connections. And the wonderful work that the  
13 Board has done and the help and support to add to the  
14 venue that the Orange County Fair Board and Events  
15 Center be Heroes Hall, I thought it would be very, very  
16 apropos to recognize the Board of Directors and, of  
17 course, our chair Ashleigh Aitken for this.

18              So one more time -- and she was very --  
19 (indiscernible) -- she took the picture and she was  
20 supposed to take this. But she left it, so she knew I  
21 had to come to the meeting to present it to her. Okay.  
22 And then I got a couple of -- okay. Thank you. Thank  
23 you so much.

24              CHAIR ASHLEIGH AITKEN: We will display this  
25 proudly. Thank you.

1 DIRECTOR NICK BERARDINO: Can I get a picture?

2 MR. BOBBY MCDONALD: Okay. You can get a  
3 picture. We should probably do this afterwards.

4 (Overlapping speakers.)

5 DIRECTOR NICK BERARDINO: No. We want -- I don't  
6 know how to do this.

7 MS. JESSICA ZIMMERMAN: Do you want me to help  
8 you?

9 DIRECTOR NICK BERARDINO: Yeah. Would you mind  
10 doing it.

11 MS. JESSICA ZIMMERMAN: Ready? One, two, three.

12 CHAIR ASHLEIGH AITKEN: Thank you. Thank you  
13 very much.

14 MR. BOBBY MCDONALD: I wanted to make sure,  
15 seeing that usually I go to functions, and people will  
16 get these -- the group gets an award, and everybody says  
17 "Well, we did a good job. Thank you. Thank you."

18 So what I did was I took an opportunity to  
19 have a replica of the award made, 5 by 7, so you guys  
20 don't -- it doesn't mess with the gift award and all  
21 that. I've been there. I've been on both the  
22 Bagley-Keene and Brown Act side, so I understand.

23 But I wanted to make sure that you had a copy  
24 of it so you could put it on your desk or put it on your  
25 wall. And also, if you get an opportunity, go inside

1 the program book. And you can see that not only did we  
2 have a nice little piece in there about Heroes Hall, we  
3 actually put the ad -- a full-page color ad of Heroes  
4 Hall that's right next to it. So you have a double  
5 truck. Okay. I've been hanging around Michele, so I've  
6 been learning how to do these different things.

7 But I want to thank all of you very kindly  
8 for the stuff that you've done and the help you've done  
9 for veterans here in the county. I just want to make  
10 sure that we're trying to do our part in the community  
11 to let people know that this is here. And what a great  
12 venue, what a great opportunity it's going to be for the  
13 133,000 veterans here.

14 And it's fun to go to Los Angeles or  
15 San Diego and talk about it, and people say "Wow. How'd  
16 you do that? How'd you pull that off?"

17 And I say, well there are some people up here  
18 that get it. And I think Michele in her comments and  
19 her closing comments meant -- said that -- mentioned  
20 that there was kind of almost doubled the number of  
21 events. I've already talked to her about bringing the  
22 Black Chamber banquet here next year to do it here so we  
23 can almost -- well, we won't worry about El Nino. But  
24 we'll get that thing done by 2016. And -- because next  
25 year's the 150th anniversary of Buffalo Soldiers. We

1 want to celebrate that.

2 And, by the way, we also -- coming this year  
3 for the Veterans Day event, we're being honored by the  
4 Vietnam veterans, and we have -- the Department of  
5 Defense has come up and said we're one of their pet  
6 projects for this year. So we have the Department of  
7 Defense involved with our program this year.

8 So, anyway, thank you very kindly and  
9 congratulations.

10 (Applause.)

11 CHAIR ASHLEIGH AITKEN: I'd like to thank you,  
12 Mr. McDonald, for coming up. I have to say that for an  
13 extremely, extremely, very brief moment I felt guilty  
14 that I was the one that was receiving the award. So  
15 thank you very much for coming and acknowledging  
16 everybody's hard work. Because everything we do here  
17 is, obviously, a team effort. And I'd also like to  
18 thank you that my plaque is bigger than everybody  
19 else's. That means a lot.

20 DIRECTOR NICK BERARDINO: Madam Chair, we have as  
21 follow-up some certificates.

22 CHAIR ASHLEIGH AITKEN: Oh, wonderful.

23 DIRECTOR NICK BERARDINO: So Doug?

24 We have some certificates for appreciation  
25 here, and this goes to -- and, Doug, you can join me.

1 This is for the advisory committee for Heroes Hall. And  
2 we had an advisory committee that helped us in terms of  
3 developing a concept and developing what it would look  
4 like and how it would, you know -- how it would  
5 function.

6 This was the heart and soul, and so we're  
7 very honored. I mean we're -- that committee is -- you  
8 know, it's kind of like, you know, that committee gets  
9 retired because we're going to be using them on other  
10 things now. So it's kind of like, well, thank you for  
11 that one, but now you've got more work ahead of you in a  
12 different way.

13 And so I will have Director La Belle call  
14 their names. And with a great deal of sincere  
15 appreciation -- I just want you to know that I had the  
16 opportunity to go and serve lunches to the rejects at  
17 the -- I mean at the V.A. Hospital.

18 There's a section in the V.A. Hospital that  
19 are the rejects. And when I say "the rejects," they're  
20 the guys -- and I say "guys" because there wasn't --  
21 there aren't any women in this place. They're the guys  
22 that can't get along with anybody else in the hospital.  
23 They're not very manageable. They are -- have all kinds  
24 of other issues that go beyond -- I mean like they don't  
25 follow any rules. They smoke in their beds. They get

1 kicked out.

2 I mean these -- I like to say this is the  
3 group that Jesus would be with. I mean, you know,  
4 it's -- and when -- and they're hard. They're just hard  
5 guys. They're hard, hard people.

6 But when I talk to them about this, you can  
7 just see their eyes well up. And you think, my gosh,  
8 you know, no one can reach these guys. I mean but  
9 somehow when they think that people care enough to  
10 acknowledge them and build something in their honor, it  
11 touches them.

12 And so I want you to just -- I wanted to  
13 share that because it's people like you that bring back  
14 joy and that feeling of appreciation that can touch the  
15 hardest of the hard veterans. So --

16 DIRECTOR DOUGLAS LA BELLE: Well said, Nick.  
17 Bob Palazzola.  
18 (Applause.)

19 DIRECTOR DOUGLAS LA BELLE: Doug Bennett.  
20 (Applause.)

21 DIRECTOR DOUGLAS LA BELLE: Bobby McDonald.  
22 (Applause.)

23 MS. MICHELE RICHARDS: Nick? Thank you.

24 DIRECTOR BARBARA BAGNERIS: Madam Chair?

25 CHAIR ASHLEIGH AITKEN: Yes.

1           DIRECTOR BARBARA BAGNERIS: I would like to say I  
2 was able to attend that event, and I've never had that  
3 kind of food at a banquet. There was no chicken, I  
4 don't think. No yard bird. And really, really great  
5 event.

6           And I want to thank you because you gave some  
7 very moving remarks representing this Board, and I want  
8 to thank you for what you did that night because those  
9 remarks were right on point, and you could tell it moved  
10 the crowd. So I appreciate what you did that night, as  
11 well, with your remarks.

12           CHAIR ASHLEIGH AITKEN: Thank you.

13           DIRECTOR STAN TKACZYK: I would just share with  
14 the crowd that Ashleigh -- some of the remarks that she  
15 shared with the group got a standing ovation from our  
16 table.

17           DIRECTOR BARBARA BAGNERIS: And everyone else.

18           DIRECTOR NICK BERARDINO: Powerful. Very -- I  
19 want to ditto that. Those were powerful, powerful  
20 remarks, really.

21           CHAIR ASHLEIGH AITKEN: You're going to make me  
22 blush.

23           DIRECTOR NICK BERARDINO: Not really.

24           CHAIR ASHLEIGH AITKEN: Thank you very much.  
25 That's very kind.

1           I don't believe we have any more Matters of  
2 Public Comments, so we're going to move on to our  
3 minutes. Has everyone had a chance to review the  
4 minutes, and, if so, can I get a motion to --  
5           DIRECTOR SANDRA CERVANTES: I so move.  
6           DIRECTOR NICK BERARDINO: Second.  
7           CHAIR ASHLEIGH AITKEN: Okay. Roll call vote.  
8           MS. JESSICA ZIMMERMAN: Chair Aitken?  
9           CHAIR ASHLEIGH AITKEN: Aye.  
10          MS. JESSICA ZIMMERMAN: Vice Chair Mouet?  
11          VICE CHAIR GERARDO MOUET: Yes.  
12          MS. JESSICA ZIMMERMAN: Director Tkaczyk?  
13          DIRECTOR STAN TKACZYK: Yes.  
14          MS. JESSICA ZIMMERMAN: Director La Belle?  
15          DIRECTOR DOUGLAS LA BELLE: Yes.  
16          MS. JESSICA ZIMMERMAN: Director Berardino?  
17          DIRECTOR NICK BERARDINO: Yes.  
18          MS. JESSICA ZIMMERMAN: Director Bagneris?  
19          DIRECTOR BARBARA BAGNERIS: Yes.  
20          MS. JESSICA ZIMMERMAN: Director Cervantes?  
21          DIRECTOR SANDRA CERVANTES: Yes.  
22          MS. JESSICA ZIMMERMAN: Director Ruiz?  
23          DIRECTOR ROBERT RUIZ: Abstain. I wasn't here.  
24          CHAIR ASHLEIGH AITKEN: Okay. And we're not  
25 pulling anything from the Consent Calendar. So unless

1 anyone -- director would like to pull anything, we can  
2 have a motion to move the Consent Calendar.

3 DIRECTOR SANDRA CERVANTES: I so move the Consent  
4 Calendar.

5 DIRECTOR DOUGLAS LA BELLE: Second.

6 CHAIR ASHLEIGH AITKEN: Roll call vote.

7 MS. JESSICA ZIMMERMAN: Chair Aitken.

8 CHAIR ASHLEIGH AITKEN: Yes.

9 MS. JESSICA ZIMMERMAN: Vice Chair Mouet?

10 VICE CHAIR GERARDO MOUET: Yes.

11 MS. JESSICA ZIMMERMAN: Director Tkaczyk?

12 DIRECTOR STAN TKACZYK: Yes.

13 MS. JESSICA ZIMMERMAN: Director La Belle?

14 DIRECTOR DOUGLAS LA BELLE: Yes.

15 MS. JESSICA ZIMMERMAN: Director Berardino?

16 DIRECTOR NICK BERARDINO: Hai. I'm getting ready  
17 for the Japanese.

18 MS. JESSICA ZIMMERMAN: Director Bagneris?

19 DIRECTOR BARBARA BAGNERIS: Yes.

20 MS. JESSICA ZIMMERMAN: Director Cervantes?

21 DIRECTOR SANDRA CERVANTES: Yes.

22 MS. JESSICA ZIMMERMAN: Director Ruiz?

23 DIRECTOR ROBERT RUIZ: Yes.

24 CHAIR ASHLEIGH AITKEN: Okay. So we're going to  
25 move on to our Governance and go through our Task Force

1 and Committee Reports.

2           The first one, I will turn to our Vice Chair  
3 for the Centennial Farm Foundation Board.

4           VICE CHAIR GERARDO MOUET: Yeah. Centennial Farm  
5 Foundation Board Meeting typically meets the same day  
6 that the Board meets in the afternoon, but they weren't  
7 able to meet. And they met a week earlier, and I joined  
8 that meeting. That was last week on the 17th. And they  
9 were doing some wrap-up discussion.

10           The poker tournament that I think was  
11 reported on last time that this Board met and the early  
12 planning stages for the next poker tournament. The --  
13 then they talked about -- and I'll forward an e-mail  
14 about whoever does -- and I think a lot of people shop  
15 through Amazon.

16           There's a way that you can shop through  
17 Amazon and a way that a certain percentage is provided  
18 to the nonprofit, the foundation. And they've been  
19 doing that for a while. But the more people know about  
20 it and use it, if you're going to buy something, it  
21 doesn't cost you anything else, and it just ends up  
22 helping them. It's called Amazon Smile. You probably  
23 have heard about it.

24           So I'll forward to staff that e-mail that was  
25 sent to me from the foundation that then can be

1 forwarded to -- to the Board Members and others. That's  
2 it for me.

3 CHAIR ASHLEIGH AITKEN: Thank you. Do we have  
4 anything for the Heroes Hall Veteran's Foundation Board.

5 DIRECTOR NICK BERARDINO: I don't think anything  
6 at this time.

7 Doug, do you have some stuff?

8 DIRECTOR DOUGLAS LA BELLE: Well, we did have our  
9 second meeting of the foundation, and we'll be meeting  
10 again in October. We are in the process now of getting  
11 all the accounts set up and establishing our own  
12 website, our own domain. So we're moving forward in  
13 that direction.

14 And I think as Director Berardino reported  
15 last time, Manatt Phelps have very graciously agreed to  
16 provide legal services to the foundation pro bono. So  
17 we'll see how far we can stretch the definition of legal  
18 services for the benefit of the foundation.

19 CHAIR ASHLEIGH AITKEN: Wonderful.

20 And then do we have -- Michele, do we have an  
21 update for the Workers Memorial Task Force.

22 MS. MICHELE RICHARDS: I don't have an update at  
23 this point.

24 DIRECTOR NICK BERARDINO: I do, though.

25 CHAIR ASHLEIGH AITKEN: Okay.

1           DIRECTOR NICK BERARDINO: The Workers Memorial  
2 had its -- we had -- on Labor Day had the preview of --  
3 and it was a very well-attended event, great media  
4 response. Wonderful media response. And the community  
5 came out, and there were some pictures. I think we had  
6 some pictures. Maybe at the next meeting we can show  
7 you the pictures of the event. But it was a very well  
8 attended great event.

9           CHAIR ASHLEIGH AITKEN: Okay. Maybe for next  
10 month we can have a wrap-up. That would be wonderful.  
11 Thank you. That's a new event which I think is a great  
12 idea, so hopefully we can make it an annual thing.

13           Okay. So our next item on the agenda is the  
14 Marketplace Rental Agreement. I'll turn that over to  
15 Kathy.

16           MS. KATHY KRAMER: Thank you, Chair Aitken.

17           Our tenant, OC Marketplace, is asking to have  
18 their lease agreement amended allowing them to  
19 discontinue use of Orange County Sheriff's deputies and  
20 replace security with our OCFEC security and safety  
21 staff. I'd like to ask Nick Buffa, our Safety and  
22 Security Supervisor, to provide some background related  
23 to this.

24           Nick, do you want to come on up?

25           MR. NICK BUFFA: Hello, everybody. Hopefully the

1 microphone doesn't blow up on me here.

2 Well, we were approached by the Marketplace  
3 in the middle of this summer. They were looking at  
4 trimming some of their overhead. And they approached  
5 us, my organization, the Orange County Fair and Events  
6 Center Safety and Security Department, and the Orange  
7 County Sheriff's Department about possibly discontinuing  
8 the use of the Orange County Sheriffs in the Orange  
9 County Marketplace.

10 The facts in front of us show it's a very  
11 low-risk event. There's been very little criminal  
12 activity over there in the last five-plus years.  
13 Typically, an event of that nature, very low risk like  
14 that, very low occurrence of incident, we don't require  
15 they have sheriffs. However, sheriffs were their only  
16 security personnel at that event.

17 So what we talked about in exchange was  
18 replacing the Orange County Sheriff's deputy staff out  
19 there with some of our in-house OC Fair and Event Center  
20 safety and security personnel.

21 What we're looking at initially is instead of  
22 having two deputies out there, we would have five  
23 security guards. So, essentially, we would have more  
24 coverage, more visibility, more presence out there.  
25 There are some benefits to it as far as operational

1 continuities, simultaneous events, gate operations,  
2 traffic load-in, incident documentation. Having our  
3 staff out there will prove beneficial for our  
4 organization, as well as cutting the cost and trying to  
5 help the Marketplace keep balance as far as their  
6 finances.

7               We spoke with the Orange County Sheriff's  
8 Department, their command staff from the North Operation  
9 Division, and they believe, as well, that removing the  
10 deputies would not be problematic based on the low  
11 number of incidents that have transpired out there, like  
12 I said, in the last five-plus years.

13              We have a pretty decent plan worked out.  
14 Assuming you guys go forward with the approval, we can  
15 start fairly quickly, in the next week or two, supplying  
16 the Marketplace with safety and security staff. And  
17 what that should do for them is essentially cut their  
18 security services bill in half for each weekend that  
19 they operate.

20              So the recommendation we have at this point  
21 is to go forward with discontinuing use of the deputies  
22 at the Marketplace and start servicing their security  
23 needs with our personnel in house.

24              DIRECTOR DOUGLAS LA BELLE: Nick, cutting in half  
25 equates to what number?

1           MR. NICK BUFFA: Typically, right now they're  
2 running about \$4,600 a weekend to secure two deputies  
3 for each operating hour of the event. We would have  
4 five personnel out there, and they're looking at about  
5 2200 for the entire weekend. So, again, it's a little  
6 less than half on some weekends when they operate an  
7 hour or two longer than they normally do.

8           DIRECTOR ROBERT RUIZ: Are thee armed security  
9 or just --

10          MR. NICK BUFFA: No, not armed, sir.

11          DIRECTOR ROBERT RUIZ: Okay.

12          DIRECTOR STAN TKACZYK: One other question. In  
13 our staff report, we have the Orange County Sheriff  
14 personnel agree that due to the low-risk nature of this  
15 event, law enforcement present -- presence is not needed  
16 at all times. The "all times" part of that, what's your  
17 thinking?

18          MR. NICK BUFFA: Well, the way that it was  
19 explained --

20          DIRECTOR STAN TKACZYK: How do you do it?  
21 They're either there or not there.

22          MR. NICK BUFFA: Correct. We have what's called  
23 the area 18 service car that services our property. So  
24 we still have sheriffs services to us. And even if that  
25 car is delayed, a very fortunate thing for us is that

1 Costa Mesa P.D. is right across the street.

2 DIRECTOR STAN TKACZYK: Okay. So it's really on  
3 an on-call basis.

4 MR. NICK BUFFA: Exactly. So if there is a need,  
5 we still have their services. The disadvantage would be  
6 the response time as opposed to having a someone -- a  
7 cop in your pocket as everyone likes to say. Everyone  
8 loves to have police officers there. But then, again,  
9 we have to balance the facts in front of us and the low  
10 rate of occurrence over the last however many years.

11 DIRECTOR STAN TKACZYK: No problem with that. I  
12 was just really curious on that last comment --

13 MR. NICK BUFFA: Sure. Sure.

14 DIRECTOR STAN TKACZYK: -- on what their  
15 interpretation and our interpretation would be. Thank  
16 you.

17 MR. NICK BUFFA: Any other questions?

18 DIRECTOR NICK BERARDINO: Move it.

19 CHAIR ASHLEIGH AITKEN: So I guess in terms of a  
20 motion, do we need to make a motion to amend the terms  
21 of the contract, or are we adopting a new policy?

22 MS. DEBORAH FLETCHER: Amend the terms of the  
23 contract.

24 CHAIR ASHLEIGH AITKEN: Okay. To be specific.

25 VICE CHAIR GERARDO MOUET: I'll second with a

1 comment.

2 DIRECTOR DOUGLAS LA BELLE: I have a comment too,  
3 but go ahead.

4 VICE CHAIR GERARDO MOUET: So I think this is  
5 fine. This will help the Marketplace, and our security  
6 staff is great.

7 The thing is you never know with what can  
8 happen in the future. So the -- just being aware --  
9 it's not something that I need to tell you. But because  
10 I -- during my day job, I have also some security  
11 people, and it's really good to have conversations with  
12 staff. I'm not saying you don't, but it's important,  
13 especially since this is a new assignment, about  
14 observing and anticipating potential problems with a lot  
15 of people.

16 I oversee the library and the zoo and a  
17 variety of different things, and it's really good to  
18 have staff kind of rehearse what can go wrong,  
19 especially when you start seeing behavior that might  
20 accelerate into a problem.

21 And that's -- that always just -- just a few  
22 seconds, a minute or two, helps sometimes in  
23 communicating, and it's really good to know that  
24 Costa Mesa P.D. is across the street and the sheriffs a  
25 call away.

1           But those are the kind of things that just in  
2 my day-to-day experience with the -- with the parks and  
3 the library and the zoo I've learned through experience.  
4 And it's really good to have chats with staff about you  
5 never know. Every day's a new day, and you don't know  
6 what kind of challenge you're going to -- I think some  
7 of you remember last -- a couple of months ago how we  
8 had someone play Tarzan in the zoo.

9           And -- and zoo staff -- unarmed zoo staff did  
10 an amazing job. But we had to have backup after that  
11 because if someone's going into the monkeys, playing  
12 Tarzan, then you really do need someone to restrain them  
13 at a certain point, you know?

14           So, anyway, that's all I wanted to say.

15           MR. NICK BUFFA: Absolutely. Makes perfect  
16 sense.

17           CHAIR ASHLEIGH AITKEN: Director La Belle?

18           DIRECTOR DOUGLAS LA BELLE: I wanted to pretty  
19 much ditto what Gerardo said. From my previous  
20 experiences in renting out facilities, you need to look  
21 at the particular user that's going to be in there. And  
22 sometimes you have the need for very little security,  
23 and sometimes you have the need for a whole lot of  
24 security.

25           And I would think as Orange County

1 Marketplace continues to evolve, I think it's going to  
2 be important that they are communicating with Nick and  
3 his staff. If they've got some big event coming up,  
4 something that's going to bring in large numbers of  
5 people, maybe there is an occasion where, you know, you  
6 want to augment what you're doing with the sheriff or  
7 P.D. So that would be my thought.

8 DIRECTOR STAN TKACZYK: Yeah. I'm kind of  
9 following up on what was just previously spoken. I have  
10 no problem with Gary requesting. I want to make that  
11 clear. But what I'd like to have a motion is that  
12 something along the lines that we don't close the door  
13 to open the door to have the sheriffs back in the door.

14 So if we're saying they can do this, I have  
15 no problem with that. But if something changes and we  
16 want to put it back in there, can we do it on our own,  
17 or do we -- because we negotiated that in a contract,  
18 and we both agreed to it. And now we're both agreeing  
19 to a change, which I agree on. But if we see something  
20 there that needs to go back to it, how can we approach  
21 it?

22 MS. DEBORAH FLETCHER: Well, the amendment should  
23 be drafted so that the parties agree to the change, and  
24 you simply provide that on reasonable notice that the  
25 32nd DAA can terminate the amendment on 30 days', 60

1 days' notice. Because that way if something changes,  
2 you can just simply go ahead and go back to the original  
3 provisions in the contract as they exist today.

4 DIRECTOR STAN TKACZYK: Okay. I would --

5 DIRECTOR DOUGLAS LA BELLE: My thought on that is  
6 I don't know that we would necessarily want to terminate  
7 it. I think we would just want somewhere in the  
8 language the provision that based upon staff's judgment,  
9 additional services may be needed for event X on  
10 such-and-such a day.

11 DIRECTOR STAN TKACZYK: That -- I think that's  
12 more appropriate, not terminating it but adding this  
13 additional language. It's still there, but it's at the  
14 option in the future if there are issues or  
15 consideration from staff that then we go back to the way  
16 it used to be.

17 DIRECTOR DOUGLAS LA BELLE: For a specific event.  
18 And it should be at the sole discretion of the 32nd  
19 District --

20 MS. DEBORAH FLETCHER: Sure.

21 CHAIR ASHLEIGH AITKEN: Well, can we make it even  
22 more broad and just say that instead of, I guess,  
23 rescinding anything, that it's the District -- 32nd  
24 DAA's discretion to allow them to substitute OC Fair and  
25 Event Center staff for the sheriffs. So that way we

1 retain all the power and negotiating power. If we  
2 decide it's no longer working, we don't have to then  
3 come back, wait for a Board Meeting, you know, something  
4 like that.

5 DIRECTOR STAN TKACZYK: That's exactly what I'm  
6 trying to avoid. Yes. Now, I don't know if Tel-Phil --

7 MALE AUDIENCE MEMBER: We're good with that.

8 DIRECTOR STAN TKACZYK: Okay.

9 MALE AUDIENCE MEMBER: Yeah. I've worked with  
10 Nick and the sheriff's department, and we worked out  
11 this plan together. And going forward, I think it's  
12 going to work well. But like you said, on big events or  
13 special events you need extra help or whatever, we'll  
14 work with Nick and his team to make sure it's covered.

15 DIRECTOR BARBARA BAGNERIS: So, Madam Chair, do  
16 we need to restate this the way it's written for the  
17 motion or --

18 DIRECTOR NICK BERARDINO: All we have to do is --  
19 I can amend and a second can agree to the amendment and  
20 then vote. And I'll amend it pursuant to that  
21 discussion. Second would --

22 VICE CHAIR GERARDO MOUET: Yeah. I'll second.

23 CHAIR ASHLEIGH AITKEN: Okay. Do we have a roll  
24 call vote? And this language will be approved by our  
25 attorney before it's out the door.

1 MS. KATHY KRAMER: Yeah. Correct.  
2 DIRECTOR NICK BERARDINO: Right.  
3 MS. JESSICA ZIMMERMAN: Madam Chair Aitken?  
4 CHAIR ASHLEIGH AITKEN: Aye.  
5 MS. JESSICA ZIMMERMAN: Vice Chair Mouet?  
6 VICE CHAIR GERARDO MOUET: Yes.  
7 MS. JESSICA ZIMMERMAN: Director Tkaczyk?  
8 DIRECTOR STAN TKACZYK: Yes.  
9 MS. JESSICA ZIMMERMAN: Director La Belle?  
10 DIRECTOR DOUGLAS LA BELLE: Yes.  
11 MS. JESSICA ZIMMERMAN: Director Berardino?  
12 DIRECTOR NICK BERARDINO: Yes.  
13 MS. JESSICA ZIMMERMAN: Director Bagneris?  
14 DIRECTOR BARBARA BAGNERIS: Yes.  
15 MS. JESSICA ZIMMERMAN: Director Cervantes?  
16 DIRECTOR SANDRA CERVANTES: Yes.  
17 MS. JESSICA ZIMMERMAN: Director Ruiz?  
18 DIRECTOR ROBERT RUIZ: Aye.  
19 CHAIR ASHLEIGH AITKEN: Thank you.  
20 I'm going to turn this over to our CEO for  
21 our next item, which is the discussion of the Orange  
22 County Fair and Event Center smoking policy, which is a  
23 holdover from last month.  
24 MS. KATHY KRAMER: Thank you.  
25 At the August 27th Board Meeting, staff was

1 requested to provide a report on how the San Diego  
2 County Fair has managed the implementation of their  
3 nonsmoking policy. I'd like to ask Nick Buffa, our  
4 Security and Safety Supervisor, to provide related  
5 background. You shouldn't have left the podium, Nick.

6 MR. NICK BUFFA: Long time, no see.

7 Well, I was tasked with reaching out to other  
8 facilities, kind of get their temperature reading on  
9 similar issues that we're dealing with, whether it be a  
10 partial or full ban on smoking.

11 And the most fortunate thing we had happen  
12 was a very similar facility to ours, the San Diego  
13 County Fair, similar fair, similar attendance, very  
14 similar to our operation, they recently went through  
15 this whole process. So I spent some time talking with  
16 their staff down there to find out some details. And  
17 this is the feedback of the key notes that I received  
18 from them.

19 Per the staff down there, when they changed  
20 from designated smoking areas to a complete no smoking  
21 policy, the transition was much less problematic than  
22 they anticipated. They said it actually went fairly  
23 smooth. To be honest, we felt the same thing this year.  
24 We thought it was going to be more problematic than it  
25 was, but it was a little easier than we thought to

1 control.

2 All of their staff are thoroughly trained in  
3 the policy, and they encourage all of their staff, be it  
4 gate ops, concessionaires, you name it, to contact  
5 patrons who are seen smoking in their venue and let them  
6 know it's a "No Smoking" policy there at that venue.

7 It took them about two years for the public  
8 to really come into compliance and be familiar with the  
9 new policy on the property. Didn't happen right away.  
10 It took a little bit of time for everybody to get used  
11 to it.

12 They still say the concerts and other highly  
13 congested areas similar to a ball game or any other  
14 concert, you go to a facility, people will try to hide  
15 amongst the crowd and smoke and try to be unseen. But  
16 that's pretty similar with any high-congestion venue.  
17 Ball games, concerts, mainly they say when they have  
18 musical performance or any massive crowd, people will  
19 hide among them and try to smoke. But, again, it's not  
20 a real reflection on their "No Smoking" policy.

21 One thing they did mention which I thought  
22 was a very good idea and they said was very effective  
23 was that they outfitted all of their staff members with  
24 buttons, big, round buttons like our fair buttons this  
25 year that said "No smoking. Thank you," simply put. So

1 if there was any lack of signage or people couldn't see  
2 it due to the crowd, at least every staff member had the  
3 same thing pinned on their chest. They said that was  
4 very effective.

5           There was an abundance of signage around the  
6 venue. They said they were kind of lukewarm on how it  
7 worked. You know, signs get lost in the crowd. There's  
8 so many bright flashing lights and things to look at at  
9 the fair that the signage, they don't know really how  
10 effective that was.

11           And they didn't really encounter any other  
12 significant issues as far as the change. The biggest  
13 thing was it took a couple years to get the public  
14 educated, get everybody into compliance, and, again,  
15 just a strong force of signage and having the staff  
16 members out there with that button on them they said  
17 really was a game-changer for them as far as getting the  
18 message out.

19           So that's the information we collected from  
20 the San Diego Fair. Again, they went through the  
21 similar process we're going through right now. Very  
22 comparable organization to ours, so we found that very  
23 good info from them.

24           CHAIR ASHLEIGH AITKEN: I have a couple  
25 questions. Do we -- I know that -- I agree when you

1 have the "No Smoking" signs inside fair, it's just --  
2 you know, can be kind of white noise. Do we start the  
3 signage, you know, maybe out in the parking lots where  
4 people are a little bit less inundated with visual  
5 stimulus, or do we just start right at the gates?

6 MR. NICK BUFFA: This past year, we did it at the  
7 gates, kind of out by the ticket boxes and by the gates.  
8 But, again, I can understand how people get lost.  
9 They're looking around at all the fancy stuff around  
10 here.

11 And they stated that, again, keeping the  
12 badge on the employees because everyone has to interact  
13 with an employee, be it a food concessionaire, a janitor  
14 a security guard, admissions attendant, you name it,  
15 you're interacting with employees, and they said that  
16 was much more effective than any kind of general  
17 signage.

18 CHAIR ASHLEIGH AITKEN: Okay. Thank you.

19 MR. NICK BUFFA: Any other questions anybody  
20 have?

21 DIRECTOR DOUGLAS LA BELLE: Through the Chair, if  
22 I might.

23 Nick, we do a lot of marketing and a lot of  
24 promotional things, as you can see from the previous  
25 presentations. Do they incorporate in all of that

1 marketing information that the San Diego Fair is a  
2 nonsmoking venue? I think the more you can do in terms  
3 of getting the information out, the better it's going to  
4 be. Is that something they do or do you know?

5 MR. NICK BUFFA: I'm unsure necessarily if they  
6 put it out in their marketing materials. I know in  
7 their daily programs, all the information, their  
8 website, all of the same things we accomplished this  
9 year, everything they put out as far as information to  
10 the public, to the guests coming to the facility, it is  
11 all included in there. As far as being out in any kind  
12 of marketing or any kind of contract group or  
13 partnership, I'm unsure of that at this time.

14 DIRECTOR DOUGLAS LA BELLE: Okay. Thank you.

15 MR. NICK BUFFA: Thank you.

16 CHAIR ASHLEIGH AITKEN: Thank you.

17 I mean I think this is an interesting issue,  
18 and I just want to kind of follow up on the discussions  
19 that we had last month in that I think, you know, we  
20 tried to do something halfway, and it's just -- it  
21 didn't work for a lot of reasons, whether it put, I  
22 think, an onerous burden on our maintenance staff,  
23 trying to create unnecessary cleanup.

24 I think the, obviously, health effects on the  
25 80, 85 percent of families and patrons that don't smoke

1 is something that we should be considering. And I think  
2 this option is something that, you know, we should  
3 really -- I would seriously recommend and I would be in  
4 favor of making a motion to going to a no-smoking fair.

5 I think it empowers our staff. It empowers  
6 our concessionaires in order to deal with this. I think  
7 that when you see some people smoking but you're only  
8 smoking in certain areas, people, staff, and Board  
9 Members -- people don't feel comfortable directing, and  
10 people don't know what to do. This empowers people when  
11 you have a clear-cut policy to, then, making decisions  
12 and enforce something that the Board thought was a good  
13 idea.

14 So I would favor and would really like  
15 comments from my fellow Board Members on whether -- and  
16 what we want to do on this item. But we have two public  
17 comments, Mr. and Mrs. Robbins. You guys want to come  
18 up now, Mike and then Jeanine, or Jeanine first.

19 MS. JEANINE ROBBINS: Good morning. When  
20 reviewing the minutes regarding the smoking areas that  
21 were discussed in January, February, there were several  
22 comments that jumped out at me. Board Members stated  
23 that the smoking areas should be comfortable for the  
24 fair guests.

25 I think we can all agree that sitting on

1 metal benches with no tables, an ashtray that constantly  
2 caught on fire, requiring my daughter to douse it with  
3 water daily, and no covering to protect fair patrons  
4 from the elements, whether rain or sun, was not the idea  
5 behind a comfortable area.

6           The smoking patrons were simply not afforded  
7 the same courtesies extended to other patrons, such as a  
8 table to even put their drink on. According to Board  
9 Member Director Tkaczyk stated, If we have a vendor  
10 selling cigars in a -- (indiscernible) -- area and then  
11 we have a bar next to the cigar stand, I would hope that  
12 the bar could be a designated area.

13           There was no smoking at Sliders, which was  
14 directly behind us and usually empty because patrons  
15 could not smoke while they drink. There was to be  
16 proper notification, and that didn't happen. Signs were  
17 not properly placed, and the smoking areas were too  
18 small, as well as not properly placed within the fair.

19           The fair app was incorrect and stated that  
20 Paradise Cigars was a smoking area, and this led to  
21 constant misinformation coming out of the information  
22 booths.

23           Banning smoking will not cause people to not  
24 smoke at the fair. It will simply be more hidden and,  
25 therefore, causing more litter. But I will also tell

1 you, especially Nick, when you commented on the area  
2 that was littered with cigarette butts, there was not a  
3 day that I walked in the fair or walked out of the fair  
4 or walked to the rest rooms that I did not pick up  
5 trash, trash left on tables, food trash, cups, cups left  
6 on planters.

7           It's our job. It's our job as stewards of  
8 the fair to help maintain it, and those things are not  
9 reasons to get rid of food and beverage. So that is one  
10 of my points.

11           If you take away -- this year at least there  
12 was a significant amount of people using the smoking  
13 areas. Take that away, you're leaving people with no  
14 other options than to smoke in the corners, smoke behind  
15 the booths, smoke as they're walking around, holding it  
16 down, because they will continue to smoke, and they do  
17 continue to smoke at Del Mar.

18           So if somebody really was to spend a full  
19 eight-hour day at Del Mar and count the number of people  
20 that you see smoking, it's a tremendous amount.

21           The staff gave a report last month stating  
22 that they felt smoking areas worked well for the first  
23 year. People need to be educated. Mike and I also felt  
24 that they worked well, and we directed many people to  
25 them over the course of the fair.

1           We feel that the policy needs to remain the  
2 same. Have the smoking areas unless you want to revert  
3 back to the way it was in 2014, of course, which is our  
4 desire. But the smoking areas will work. They just  
5 need time to be educated. Del Mar is saying it took a  
6 few years to educate the people not to smoke. Well,  
7 give the people here a few years to learn to use the  
8 smoking areas.

9           Now, the next thing I would like to say is  
10 that I have these to pass out. I went through all of  
11 the guest comments. There's one for each of you. I  
12 went through all of the guest comments, both e-mail and  
13 written. And I don't know if you guys had a chance to  
14 review them or had an opportunity to review them, but I  
15 found them very interesting in their complaints.

16           Okay. There was five complaints about  
17 drunks, mostly in Pac Amp. Those complaints tended to  
18 lead to altercations. There was four complaints about  
19 the smoking section areas, about their comfortability,  
20 about that people felt welcome in there or didn't feel  
21 welcome, actually.

22           There was 23 complaints about vendors, where  
23 the prices of the food, they felt ripped off. An  
24 overwhelming theme through all this, though, is  
25 rudeness, rudeness of the people. When people asked for

1 their names, they turn their badges over.

2           The carnival, RCS, had 22 complaints, again,  
3 the overwhelming theme -- two themes, the people didn't  
4 get the right amount of money on their ticket thing or  
5 their game cards. They were also treated with rudeness  
6 by the employees.

7           Something interesting I found was that the  
8 petting zoo, of all things, had three complaints. One  
9 that the animals were too aggressive, one that the  
10 animals were ripping the clothing of the children, and  
11 one that the kids were coming out of there flea-ridden.

12           Okay. There was six injury complaints, one  
13 of which a person had to leave the ride area and leave  
14 the fair in an ambulance. Okay. Now, the letter I  
15 passed out to you is really what I found was most  
16 informative because she touched on a whole slew of  
17 issues in her complaint letter, so that's the one I gave  
18 to you for your information.

19           Now, this stack here -- this stack is the  
20 majority of the complaints, 106 complaints. And this is  
21 complaints to issues about the fair. Okay. So the  
22 majority, again, was rude employees. And I'm going to  
23 assume, as everybody should, that they were all  
24 temporary employees. It was the parking staff, it was  
25 the ticket sellers, it was the security that I imagine

1 were also temporary people also.

2           It's complaints about some of the concerts.  
3 Complaints -- it seems to me that you guys gave out a  
4 lot of free tickets trying to appease some of these  
5 people.

6           Okay. Then we go to this stack here. This  
7 is two complaints. This is about people smoking pot in  
8 the amphitheater during concerts.

9           And then we come to this complaint, one. One  
10 complaint about smoking in general in the fair. One.  
11 This goes along the same lines as last year. Last year  
12 there was one complaint about smoking, two complaints  
13 about pot smoking in the amphitheater. That's actually  
14 two complaints out of 2.6 million people who attended  
15 this event complained about smoking.

16           So I feel that this has become a personal --  
17 it's a personal agenda. It's a personal agenda that the  
18 public is not complaining about. I don't know what else  
19 to say. I mean this year was a very different year for  
20 us. We came into the fair, and we knew it was going to  
21 be different with the smoking areas.

22           The past years of fair have been a lot of  
23 fun. There's a lot of laughter. There's a lot of fun  
24 around our area. This year we kind of worked in a  
25 hostile environment with constant harassment.

1           The harassment began before the fair even  
2 started. On the Tuesday before the fair began, we were  
3 setting up our booth, and we received a visit from a  
4 Fair Board Member. There were a total of six of us in  
5 the booth setting the stand up.

6           This Board Member asked Mike and I to step  
7 in the stand; however, we were directly in front of the  
8 stand, and the remaining four people could hear  
9 everything that was said.

10          This Board Member said that they were there  
11 as a friend and not a Board Member and then proceeded to  
12 tell us that we needed to stay in our booth, not make  
13 trouble, not have too many people in the smoking area  
14 because we didn't want it to look very smoky over in our  
15 area, basically stay invisible and do our business, or  
16 we would find ourselves not in the fair next year.  
17 There would be no smoking.

18          This person then proceeded to tell us which  
19 side of the smoking issue other Board Members stood on,  
20 which was news to us since we had never heard it  
21 discussed in open sessions and had never seen it on the  
22 closed session's agenda.

23          Then there came the fair staff who was  
24 constantly taking pictures of our booth on a regular  
25 basis, sometimes day -- sometimes daily. It became

1 comical to where my employees began taking pictures of  
2 the people taking pictures of us. I don't know what  
3 that was about, but it was definitely a hostile,  
4 harassing environment for us this year. While we were  
5 working our best to work with you guys to direct people  
6 into the smoking areas. So it was a joint effort, and  
7 yet we felt that we were being stopped, stopped at  
8 different points.

9               So it continues. Do you know that this is  
10 the fourth meeting this year that smoking has in some  
11 way been on the agenda, the fourth meeting that I've  
12 spoken at? Believe it or not, I really do just want to  
13 sit back there in my chair and not stand up here. I  
14 don't like coming up here, but this is too important.

15              The fair noted that the smoking areas worked  
16 well, yet some of you have chosen to make an issue of  
17 smoking at the fair a personal agenda. The complaints  
18 do not support this issue. For heaven's sake, the  
19 petting zoo received more complaints than smoking.  
20 Should we ban that? If everything was banned that  
21 received more complaints than smoking, there would be no  
22 fair.

23              Every issue has complaints. One complaint  
24 out of 1.3 million people, two complaints out of  
25 2.6 million people. Why are we even discussing this?

1 Thank you.

2 CHAIR ASHLEIGH AITKEN: Okay. Our next person  
3 for public comment is Mike Robbins.

4 MR. MIKE ROBBINS: I'm probably covering it a  
5 little bit the same way. I think it's become a problem  
6 here over the last several years that some of the Board  
7 Members have come in with personal agendas, and I don't  
8 think that was the course of the Board for the last 40  
9 years or 45 years. And I've been coming here for the  
10 meetings for about 35 years.

11 I want to pass out some stuff to you guys  
12 because you were talking about -- Jeff, do you want to  
13 pass them out or should I pass them out? One -- a copy  
14 of one of pictures to each board member, please. You  
15 can figure it out. Did I get enough?

16 MR. JEFF WILLSON: Maybe. I think so.

17 MR. MIKE ROBBINS: I hope so.

18 MR. JEFF WILLSON: Yeah.

19 MR. MIKE ROBBINS: I was just showing some of the  
20 other risky factors of the fair. Obviously, we were  
21 talking about some of the -- (indiscernible) --  
22 maintained, and I think that we have to come to some  
23 agendas here for everyone since we're working on  
24 Ashleigh's agenda.

25 And I think, Doug, your agenda should be the

1 carnival rights. There's 8800 people injured each year  
2 on carnival rides.

3 And I need two people for this. Barbara and  
4 Gerardo, the number one killer of everyone in the entire  
5 world is alcohol. We've got an overabundance of alcohol  
6 vendors here at the fair. And I think if you want to  
7 make it a personal agenda, that's a great one to deal  
8 with.

9 And I skipped Stan, but there's rock  
10 concerts, and everything goes on at rock concerts. It's  
11 not just pot. It's meth and heroin and drugs of all  
12 kinds. And if you want to tie that up, perhaps that  
13 could be your personal agenda.

14 And Robert and Sandra, I think a great  
15 personal agenda is one that Michele Obama is targeting  
16 right now. The number one health risk in the entire  
17 country is childhood obesity. And, of course, the fair  
18 is a learning experience for what not to eat.

19 And, hopefully, if you all followed through  
20 with these agendas and we cleaned up the fair  
21 completely, it would just be some vendors and merchants.  
22 And then perhaps we could deal with Bob Teller and ask  
23 him if he could change the name to just the Orange  
24 County Marketplace.

25 But we don't want that. This is the Orange

1 County Fair. And I hope you would look at the risks  
2 involved in everything fun, everything fun that we do,  
3 and I think that the -- I think that the people should  
4 be able to walk around and smoke, especially at a party,  
5 One. Big. Party.

6 If the Fair Board Members have a party,  
7 they're going to sit around and smoke cigars, perhaps,  
8 and drink, and I think the people of California should  
9 be able to do that too. But, if anything, at least in  
10 some contained areas as they have been -- as they are at  
11 Disneyland and Knott's Berry Farm and most of the other  
12 venues like that.

13 And, Nick, I hope you look at the statistics  
14 on these two and decide which agenda you want to follow  
15 next or perhaps we just go with the great fair that we  
16 have now that I've enjoyed being at for the last, well,  
17 20 years for me, 35 years at the Orange County  
18 Marketplace. Thank you so much, you guys. Thanks  
19 again.

20 DIRECTOR NICK BERARDINO: I just want to -- I  
21 appreciate -- and so in order to avoid any problems with  
22 our counsel here in directly engaging public speakers,  
23 I'll direct it to our Chair.

24 I just want to say I understand Mike's point  
25 of view. This is very difficult for him. This is very,

1 very, very close. But I take great exception to Mike, I  
2 take -- I don't care. You know, the lawyer can chastise  
3 me, but I think under the law we can respond.

4 I really take great exception, though, to  
5 personalizing this with Ashleigh's agenda. I mean,  
6 really, Ashleigh, when she came on the Board, had  
7 interest in being a nonsmoking fair. And Ashleigh has  
8 the fair interest at heart. This isn't a personal  
9 agenda. It's a tough issue.

10 But it's the agenda -- look, you could -- if  
11 you want to poll this and find how do people feel about  
12 smoking in public places, I'm a little disturbed by  
13 personalizing this. I really am. I mean in my other  
14 life, I'd be -- see, now I've calmed down over the  
15 years. Otherwise, you'd be in a --

16 MR. MIKE ROBBINS: You can yell at me if you  
17 want. That was just my opinion.

18 DIRECTOR NICK BERARDINO: No. Let me put it this  
19 way, man. You don't -- you don't want that. I  
20 guarantee you don't want me to get started. So -- I  
21 guarantee it, and I suggest you Google my name and find  
22 out what you don't want.

23 But the fact is to attack people personally,  
24 no. Man, that -- that's not right. And all these Fair  
25 Board Members, I don't agree with everything they do,

1 obviously. As far as personal agendas are concerned,  
2 no. It's just not true. It's not true.

3           You want to poll it? You want to poll the --  
4 the American people about not smoking in public areas?  
5 That's not a personal agenda. That's probably  
6 200 million out of 300 million or 250 million. So it's  
7 nothing personal. It's what we have to do here.

8           And, dammit, this is the property we're in  
9 charge of. And I'm going to tell you something else.  
10 I'm up to here with all of it. I'm up to here with  
11 concessionaires. I'm up to here with vendors. I'm up  
12 to here with all of it.

13           People think that this public property  
14 belongs to them. It doesn't. It doesn't. It belongs  
15 to the people of the state of California. It belongs to  
16 this Board to do what they think is in the best  
17 interest. I'm tired of traipsing in here with people  
18 coming, vendors, concessionaires, everybody up here, oh,  
19 we're doing this, doing that. Yeah. I agree with this  
20 stuff. I agree with the pricing of this place. I'm  
21 tired of that too. Not many other people are, but I am.

22           And I'll tell you what. Everybody here is  
23 doing the best they can for a public property. And  
24 people don't want smoking on a public property. But --  
25 they don't. They don't. I mean I know it. And so

1 nobody's trying to be personal. I mean Stan -- I mean  
2 what's Stan care? I mean, you know, to try and say,  
3 well, Stan, you get yourself concerned about crack and  
4 weed and somebody else get concerned about obesity and  
5 somebody -- we're all concerned about all those things.  
6 And maybe we address them in all the way that we go.

7 But I'll tell you this. I disagree with a  
8 lot of stuff that the Board does, I disagree with a lot  
9 of stuff that the staff does, straight-up. But my job  
10 here isn't to kiss anybody's ass -- it's a-s-s -- and  
11 that's not my job here.

12 I don't cozy up to anybody. I don't cozy up  
13 to the vendors. I don't cozy up to the concessionaires.  
14 I don't do that. And I resent that when I see that  
15 happening, and I call it when I see it happening. I  
16 call people on it.

17 Because I know what happens in this kind of  
18 stuff. I'm not stupid. I've been around for 40 years  
19 in over, geez, I don't know how many different  
20 jurisdictions. I know what happens, and I don't like a  
21 lot of it.

22 But in my heart, I don't believe a single  
23 staff member here -- because I heard a lot of stuff  
24 about some of the staff members when I came on. Some --  
25 those people are gone. I don't believe a single

1 negative thing that's in the hearts of any staff member  
2 or any Board Member, not a single goddamned thing. They  
3 do what they think is right, they do it because they  
4 believe it, and I'm proud to serve with all of them.  
5 And I don't like those personal attacks.

6           And you know what? I'm -- I'm just up to  
7 here with it from -- and I'm up to here with a lot of  
8 stuff. A lot of stuff. You should be -- feel  
9 privileged, and you can -- and you can write this back.  
10 You should feel privileged to be able to use this  
11 property that belongs to the State of California to earn  
12 your living. You should be privileged to do that, and  
13 everybody else that gets to do it here should feel  
14 privileged because that is a privilege. It's not a  
15 right. It's a privilege.

16           And I think it's great that you're here. And  
17 I'd be the first one -- if somebody said we shouldn't  
18 sell smoking products here, I'd be fighting like hell  
19 because I think you ought to be able to sell it. People  
20 want to buy cigars, they want to buy pipes, they want to  
21 buy bongs, I mean, you know, maybe they say you  
22 shouldn't have that. I don't care. Come on. It  
23 doesn't bother me in the least. You should be able to  
24 sell them.

25           But we're saying to you you can't smoke them

1 here. That's it. The American people don't want to  
2 have people walking around in public areas smoking. And  
3 other people may say, no, they shouldn't sell that  
4 stuff. Okay. I get that. It's not where I'm at.

5 But don't attack these people personally  
6 because they -- that's just not right. Their hearts --  
7 I'll tell you from the biggest pain in the ass on this  
8 Board, which may be me, and the biggest critic on this  
9 board, which may be me, every single staff member that I  
10 work with here, every single Board Member I work with  
11 here, I'm proud to serve with them, I'm proud to be part  
12 of their team, and they do one hell of a good goddamned  
13 job. And that's how I feel. Unless -- in case  
14 anybody's wondering how I feel, that's how I feel.

15 CHAIR ASHLEIGH AITKEN: Thank you.

16 Director Tkaczyk?

17 DIRECTOR STAN TKACZYK: Thank you, Madam Chair.

18 I'd like to address the comments that, Jenny,  
19 you made about a Board Member. This --

20 MS. JEANINE ROBBINS: Jeanine.

21 DIRECTOR STAN TKACZYK: I'm sorry?

22 MS. JEANINE ROBBINS: My name's Jeanine.

23 DIRECTOR STAN TKACZYK: Jeanine. I'm sorry.

24 MS. JEANINE ROBBINS: That's okay. Thank you.

25 DIRECTOR STAN TKACZYK: About a Board Member

1 visiting you. I was that Board Member. And I want to  
2 explain that there are, obviously, two sides to every  
3 story, and you're going to hear my side to that story.

4 And I didn't go by their facility to harass  
5 them or do anything. I was sent an e-mail from you to  
6 come by -- from your husband to come by and take a look  
7 at the stand and then take a look at things.

8 And so I e-mailed, and I said -- and I was  
9 out somewhere. And I said I will try to come by. So I  
10 was invited. It wasn't a Board Member coming by to  
11 harass you. I came by. And you brought up some of the  
12 subjects that you brought up.

13 And I really disagree with your presentation  
14 to this Board on the conversation that took place. I  
15 think it's very inaccurate. And I was asked questions  
16 by you what you needed to do, I gave you some thoughts,  
17 and that's the way it was left.

18 MS. JEANINE ROBBINS: I will say, Stan, as soon  
19 as you left, everybody in the stand wrote down their  
20 version of what you said. And what I said up there was  
21 the version.

22 So in hindsight, it is hard to remember. But  
23 when you left, Mike and I looked at each other. We  
24 said, okay, we need to be very careful on what we do.

25 DIRECTOR STAN TKACZYK: My response to you was to

1 take care of your business.

2 MS. JEANINE ROBBINS: Yes.

3 DIRECTOR STAN TKACZYK: The staff here was taking  
4 care of our business by presenting the nonsmoking  
5 facilities the best we can. You wanted them larger.  
6 You wanted them covered.

7 MS. JEANINE ROBBINS: Yes.

8 DIRECTOR STAN TKACZYK: You wanted all of these  
9 things that you shared with me, and I said to you that  
10 isn't going to happen.

11 MS. JEANINE ROBBINS: Right.

12 DIRECTOR STAN TKACZYK: Correct.

13 MS. JEANINE ROBBINS: Worry about your business.

14 DIRECTOR STAN TKACZYK: And you wanted a lot of  
15 things that were not going to happen. And I was direct  
16 and very honest with you about what would happen and  
17 what wouldn't happen and that our staff would not do the  
18 things that you were requesting. And I could tell from  
19 you that you weren't happy with that.

20 MS. JEANINE ROBBINS: Well, no. I mean the --  
21 it's a segment of the population that was not afforded  
22 the same courtesies as other people out at the fair who  
23 are spending a lot of money.

24 So you didn't see them on the night of Willy  
25 Nelson. And it wasn't even -- the people smoking in the

1 area next to us, it wasn't even like our customers.  
2 They're fair patrons and there are a lot of fair workers  
3 sitting in the pouring down rain, trying to smoke their  
4 cigarettes. And we don't even sell cigarettes, and you  
5 guys make money off the vendor who sells cigarettes.

6 DIRECTOR STAN TKACZYK: Well, I'm just going to  
7 say that there was no threat given to you by me about  
8 closing you down or anything like that. I said to you  
9 that I think it's in your best business to mind your  
10 business, take care of your business --

11 MS. JEANINE ROBBINS: Yes.

12 DIRECTOR STAN TKACZYK: -- and move on with your  
13 business.

14 MS. JEANINE ROBBINS: Or --

15 DIRECTOR STAN TKACZYK: That was it. And these  
16 other issues out there, you know, our staff would do  
17 what they had to do, and that was basically it.

18 So I take real offense to what you actually  
19 insinuated that you were threatened by me or anyone  
20 else, and I'm just going to say publicly that's an  
21 absolute lie.

22 MS. JEANINE ROBBINS: No, it's not a lie.

23 CHAIR ASHLEIGH AITKEN: I think it's important  
24 that we keep this -- I wanted Director Tkaczyk to have  
25 an opportunity, obviously, to defend himself --

1           DIRECTOR STAN TKACZYK: Thank you.

2           CHAIR ASHLEIGH AITKEN: -- and give his side of  
3 the story, but I don't want this to turn into what it's  
4 turning into.

5           I think Director Bagneris had a comment.

6           DIRECTOR BARBARA BAGNERIS: Yes. My heart is  
7 racing right now, and I guess it's a very hot topic  
8 right now, and maybe we're too emotional to talk about  
9 it right now. Maybe we need to table this discussion  
10 and have it another time. I know that we've been  
11 talking about it for a while.

12           Maybe there's a way for us to survey our  
13 clients, our customers, and find out what do our  
14 customers really want and maybe make it a broader issue  
15 than just what we feel on this Board and get some input  
16 from our customers. I don't know. I'm just -- I'm  
17 trying to figure out a way we can move away from the  
18 kind of discussion we're having right now so we can  
19 really deal with the issue.

20           So my comment would be is there a way that we  
21 can survey our customers to find out what they feel  
22 about smoking on the property, whether they want to see  
23 it be nonsmoking, you know, what is their input to this  
24 situation?

25           DIRECTOR NICK BERARDINO: Madam Chair, I'm gonna

1 move it. I'm gonna move the nonsmoking policy. And --  
2 because I think -- I appreciate -- I'm not trying to  
3 step over you here, but we've talked about this long  
4 enough. You know, this will be the fourth time. Let's  
5 move it.

6 And I want to say with my motion to make it  
7 nonsmoking, I want to make it very, very clear for me I  
8 support selling those -- those cigar products and those  
9 other products here. I think it's a great advantage to  
10 us here. I think people like it, you know, and it's a  
11 really good part of the fair.

12 And so -- but I think we've spent enough time  
13 on it. I don't think -- and I appreciate, you know, the  
14 survey. But we're not gonna have a fourth meeting on  
15 this. I mean we know -- we -- we know -- I mean we know  
16 what -- you know, nonsmoking areas in these public  
17 facilities.

18 VICE CHAIR GERARDO MOUET: I'd like to second it  
19 with a comment.

20 DIRECTOR NICK BERARDINO: Okay. Thank you.

21 VICE CHAIR GERARDO MOUET: Well, you know, one of  
22 the things that resonates so true to what Nick said  
23 about this land, it's the people's land, it's the  
24 state's land. The employees that work here are state  
25 public servants. They work for the state government.

1 This land is owned by the state government, and this  
2 county and lots of people outside the county come and  
3 enjoy the county fair.

4 The event, as we heard -- there's lots of  
5 events that occur here. But the event that's produced  
6 by the state government for the people to come is a  
7 public event and the following, I'm reading here,  
8 tobacco use and exposure to secondhand smoke remains the  
9 leading cause of preventable disease and death  
10 worldwide.

11 Let's say that that can still be debated, but  
12 I've heard that since I've been a kid. And if there is  
13 consensus among that, among people that have leadership  
14 roles in government throughout the world, that is why  
15 you see policy and laws about no smoking, because  
16 government, people that are -- exist, entities to  
17 protect the public, have to pay attention to public  
18 health. It's a public health issue.

19 DIRECTOR NICK BERARDINO: Truly.

20 VICE CHAIR GERARDO MOUET: And so that's why -- I  
21 mean I -- I agree also selling is a different matter  
22 than smoking. It's a different matter. And so I --  
23 that's why I second -- and I'm -- I think we're talking  
24 about the actual just event, the fair.

25 DIRECTOR NICK BERARDINO: That's right.

1           VICE CHAIR GERARDO MOUET: We're just talking  
2 about the fair.

3           CHAIR ASHLEIGH AITKEN: Fair-produced events.

4           VICE CHAIR GERARDO MOUET: Fair-produced events.  
5 Fair-produced events is what I'm hearing. And -- and  
6 that's why I feel very, very comfortable -- and even  
7 though this -- this may seem like kind of radical in  
8 Orange County, it isn't. It isn't, really.

9                   Every UC campus -- UCLA is completely smoke  
10 free. It's -- it's -- it's a pretty common pattern.  
11 And I mean we look to San Diego because it's one of the  
12 first fairs that took lead on that. But it is the right  
13 thing to do. It is really the right thing to do, in my  
14 opinion. And -- and because we have to be -- we have to  
15 think about public health. It is our responsibility,  
16 our obligation. So I'd like to -- so my second stands.

17           DIRECTOR NICK BERARDINO: Thank you, Gerardo. I  
18 appreciate the second.

19           DIRECTOR BARBARA BAGNERIS: So -- if I may?

20           CHAIR ASHLEIGH AITKEN: Yes. And then we have  
21 one matter of public comment.

22           DIRECTOR BARBARA BAGNERIS: Okay. So we're  
23 saying this is nonsmoking for all year round?

24           VICE CHAIR GERARDO MOUET: No.

25           DIRECTOR BARBARA BAGNERIS: This is only the fair

1 during the 23 days.

2 VICE CHAIR GERARDO MOUET: For fair-produced  
3 events. It's like the Imaginology is a fair-produced  
4 event. We better not have any smoking. It's a  
5 youth-focused event, you know.

6 DIRECTOR BARBARA BAGNERIS: So that's -- so  
7 that's all events. That's all the year-round events, as  
8 well.

9 DIRECTOR NICK BERARDINO: No. Fight Club is  
10 produced by --

11 DIRECTOR SANDRA CERVANTES: Somebody else.

12 DIRECTOR BARBARA BAGNERIS: Okay. All right.  
13 So --

14 VICE CHAIR GERARDO MOUET: There's 150 events I  
15 think I heard, 150 events that are privately produced.  
16 They just rent the land. We're not talking about that.  
17 We're not talking about the Marketplace. Just the fair  
18 and the things that we produce like Imaginology and  
19 stuff.

20 DIRECTOR BARBARA BAGNERIS: Okay. Thank you.

21 CHAIR ASHLEIGH AITKEN: Okay. Daniel Robbins.

22 MR. DANIEL ROBBINS: Hi. This is my first time  
23 up here. It's actually my second Fair Board Meeting  
24 I've been to. I'm the son of Mike and Jeanine. I  
25 actually know quite a few of you up here. I've met a

1 few of you personally.

2           Okay. The difference between me and my  
3 parents is that I don't like smoking. I'm strongly  
4 against smoking. I'm an economics student. I've  
5 written several graduate-level economic papers about why  
6 smoking is bad, how it negatively impacts GDP, how it  
7 negatively impacts third-world nations.

8           My problem with everything regarding the  
9 whole smoking policy debate is that it doesn't exactly  
10 have significance to the fair. I don't think it's an  
11 issue that should be coming up so often, I don't think  
12 it's an issue that should be so heated, and I don't  
13 think it's an issue that really the people care about  
14 enough to make it an issue.

15           Okay. So, obviously, I've been working at  
16 the fair now for four years. Over the course of my time  
17 at the fair, I have talked to all of the employees at  
18 the fair. I've talked to different vendors, different  
19 fair employees, different concessionaires, RCS  
20 employees.

21           I believe that there are a lot more issues  
22 that you guys should be focusing on instead of the  
23 smoking ban. For example, I think we have two union  
24 members up here; is that correct, Robert? Right?

25           DIRECTOR ROBERT RUIZ: Yes.

1 MR. DANIEL ROBBINS: Yeah. And then Nick used to  
2 work with the union.

3 DIRECTOR NICK BERARDINO: Yeah.

4 MR. DANIEL ROBBINS: Are you aware that  
5 several -- actually, several dozen RCS employees are  
6 being paid a thousand dollars for 12-hour days five days  
7 a week.

8 DIRECTOR NICK BERARDINO: Better not -- it better  
9 not be true.

10 MR. DANIEL ROBBINS: It is true. I actually can  
11 have the employee come and talk to you if you need to  
12 hear it.

13 DIRECTOR NICK BERARDINO: No. That's not  
14 relevant to smoking.

15 MR. DANIEL ROBBINS: It's not relevant to  
16 smoking. But what I'm saying is there are issues  
17 that -- there are issues that --

18 DIRECTOR NICK BERARDINO: I'm glad you -- let me  
19 tell you something.

20 MR. DANIEL ROBBINS: -- should be --  
21 (indiscernible) -- instead.

22 DIRECTOR NICK BERARDINO: Okay.

23 MR. DANIEL ROBBINS: I'm not here to argue with  
24 you, so there's no point of arguing with me.

25 DIRECTOR NICK BERARDINO: No, no. I'm saying

1 that's not relevant here because we're talking about  
2 smoking.

3 MR. DANIEL ROBBINS: But it is relevant to the  
4 issues at hand because --

5 DIRECTOR NICK BERARDINO: Well, I'm very  
6 interested in it.

7 MR. DANIEL ROBBINS: -- your goal -- your goal as  
8 a Fair Board is to improve the fair.

9 DIRECTOR NICK BERARDINO: Yes?

10 MR. DANIEL ROBBINS: Correct? So regardless of  
11 whether or not it has anything to do with the smoking  
12 policy, changing factors such as that would improve the  
13 fair. Now, also --

14 DIRECTOR NICK BERARDINO: Agree.

15 MR. DANIEL ROBBINS: -- being a vendor at the  
16 fair, I talk to a lot of customers. Going again with  
17 what was discussed earlier regarding the complaints, I  
18 rarely hear complaints about smoking at the fair.

19 For example, yesterday I went to the L.A.  
20 Fair, which, as I'm sure all of you know, does not have  
21 any restrictions on smoking, and walking around I could  
22 literally count the amount of people on one hand that  
23 were actually smoking at the L.A. Fair. The thing is  
24 it's not an issue.

25 So I don't -- going to venues right now that

1 are nonsmoking, you will still see people smoking. And  
2 because of that, it doesn't make a lot of sense to me to  
3 ban smoking at a venue where it's not currently even an  
4 issue.

5           You can go to Disneyland. They have smoking  
6 areas at Disneyland. People walk around at Disneyland  
7 smoking a cigarette, and no one's going to come up to  
8 them and say anything because they want to ensure that  
9 they are enjoying their time at Disneyland. And I --

10           CHAIR ASHLEIGH AITKEN: You clearly have never  
11 been to Disneyland with a cigarette in your hand.

12           MR. DANIEL ROBBINS: I go to Disneyland at least  
13 once a week.

14           CHAIR ASHLEIGH AITKEN: With a cigarette in your  
15 hand?

16           MR. DANIEL ROBBINS: No. I don't walk around  
17 with a cigarette in my hand.

18           CHAIR ASHLEIGH AITKEN: I'm saying they're, like,  
19 intense. They will come at you with the fire of the  
20 Lord.

21           MR. DANIEL ROBBINS: Are you joking? Because I  
22 have literally followed people through Downtown Disney  
23 from the entrance of the parking lot to the park, and no  
24 one has said anything to them.

25           CHAIR ASHLEIGH AITKEN: All right. Well, you

1 have three minutes. Since you only have 20 seconds of  
2 them left, I don't want to worry about it.

3 MR. DANIEL ROBBINS: Okay. Just, overall, my  
4 point is that there are bigger fish to fry here. The  
5 smoking area, yes, it's a problem.

6 Stan, you've called my parents liars, I  
7 think, at least three times now, and I can back up  
8 everything they said. We have several employees that  
9 can back up everything they said, which kind of makes me  
10 a little bit mad, not quite as mad as I probably should  
11 be, but it does make me mad.

12 I think overall there's no point of pursuing  
13 this any further. If you guys are making a decision,  
14 please do it today. I'm tired of seeing my parents stay  
15 up all night. It's kind of throwing me off a little  
16 bit.

17 All right. Thank you. It's nice to talk to  
18 you.

19 DIRECTOR NICK BERARDINO: Call the question,  
20 Madam Chair.

21 DIRECTOR BARBARA BAGNERIS: (Indiscernible.)  
22 Call for the question.

23 (Overlapping speakers.)

24 DIRECTOR DOUGLAS LA BELLE: I support the motion.  
25 The one thing I would ask is that as we prepare for next

1 year or other fair-produced events that we maximize the  
2 signage that we can exterior to the venue, and also in  
3 all of our promotional materials, that we send out --  
4 the blast that we send out to individuals, that we make  
5 sure that they understand it's a no-smoking venue just  
6 to minimize the impact the staff's going to have in  
7 enforcing.

8               So with that, I -- and I think Barbara called  
9 for the question.

10             DIRECTOR BARBARA BAGNERIS: Call for the  
11 question.

12             DIRECTOR ROBERT RUIZ: You know, I just had a  
13 comment.

14             CHAIR ASHLEIGH AITKEN: Please.

15             DIRECTOR ROBERT RUIZ: My -- the things that you  
16 bought up here, alcohol and obesity and all that, all  
17 that affects the person consuming it. It doesn't affect  
18 the person around them like smoking does. And, you  
19 know, I'm a smoker. And the reason I'm taking this now  
20 is because of my smoking.

21              So Nick is right. You know, this is a public  
22 facility, and we do have to protect the public who comes  
23 and visits our facility.

24              I would have been in favor of maybe trying  
25 the designated smoking for one more year. But, you

1 know, there's a lot of families here, a lot of kids who  
2 come to this place, and we do have to protect their  
3 health.

4               Yeah, there's a lot of greasy food being sold  
5 here, and this guy's going on his tenth beer, I believe,  
6 in this picture here. But, you know, that only affects  
7 the person consuming. It doesn't affect the person next  
8 to him.

9               MR. MIKE ROBBINS: Let me stop you, please.

10              CHAIR ASHLEIGH AITKEN: No. This is not a  
11 debate. This is not Thanksgiving dinner.

12              MR. MIKE ROBBINS: I'm the person --

13              DIRECTOR DOUGLAS LA BELLE: The question's been  
14 called.

15              CHAIR ASHLEIGH AITKEN: The question's been  
16 called, so just stop.

17              DIRECTOR BARBARA BAGNERIS: So let's take a vote.

18              CHAIR ASHLEIGH AITKEN: Please, Director,  
19 continue.

20              DIRECTOR ROBERT RUIZ: So -- and so for that  
21 reason, I'm going to support the no smoking policy  
22 because I mean we are protecting the health of everybody  
23 that comes here, not just the people consuming the beer,  
24 the greasy food, and things of that nature.

25              So, again, I'm living proof that smoking is

1 bad for you. It's right here. I mean I got to take  
2 this from now on. So that's just a comment that I'd  
3 like to share.

4 CHAIR ASHLEIGH AITKEN: Thank you, Director Ruiz.

5 Do we have any other comments before we vote?

6 DIRECTOR BARBARA BAGNERIS: The question --  
7 (indiscernible).

8 CHAIR ASHLEIGH AITKEN: Okay. Roll call.

9 MS. JESSICA ZIMMERMAN: Chair Aitken?

10 CHAIR ASHLEIGH AITKEN: Yes.

11 MS. JESSICA ZIMMERMAN: Vice Chair Mouet?

12 VICE CHAIR GERARDO MOUET: Yes.

13 MS. JESSICA ZIMMERMAN: Director Tkaczyk?

14 DIRECTOR STAN TKACZYK: Yes.

15 MS. JESSICA ZIMMERMAN: Director La Belle?

16 DIRECTOR DOUGLAS LA BELLE: Yes.

17 MS. JESSICA ZIMMERMAN: Director Berardino?

18 DIRECTOR NICK BERARDINO: Yes.

19 MS. JESSICA ZIMMERMAN: Director Bagneris?

20 DIRECTOR BARBARA BAGNERIS: Yes.

21 MS. JESSICA ZIMMERMAN: Director Cervantes?

22 DIRECTOR SANDRA CERVANTES: Yes.

23 MS. JESSICA ZIMMERMAN: Director Ruiz?

24 DIRECTOR ROBERT RUIZ: Yes.

25 CHAIR ASHLEIGH AITKEN: Okay. Thank you.

1 I'm going to ask our court reporter would you  
2 like a couple-minute break since you've been going for  
3 three hours straight?

4 We are going to be back in five minutes.

5 (Recess taken from 11:51 a.m. until  
6 12:03 p.m.)

7 CHAIR ASHLEIGH AITKEN: We're going to call the  
8 meeting back to order.

9 The next item on our agenda is for the  
10 Discussion of the Construction Management Option.

11 Director La Belle, I believe we're tabling  
12 that.

13 DIRECTOR DOUGLAS LA BELLE: Yes. I'd like to  
14 suggest that we carry this over to when we have the  
15 discussion on the capital projects budget for the next  
16 fiscal year, which I think will be either October or  
17 November. I think it would be more appropriate to do it  
18 at that time.

19 CHAIR ASHLEIGH AITKEN: Okay. Thank you.

20 Can we make a note to have that on a future  
21 agenda? Thank you.

22 Moving on, I'm going to turn it over to  
23 Directors Tkaczyk and La Belle again for our Board of  
24 Directors Nominating Task Force Recommendation.

25 DIRECTOR STAN TKACZYK: Madam Chairman, Director

1 La Belle and myself have the honor to bring two  
2 nominations to the floor for the Board's consideration,  
3 and those names are Gerardo Mouet, our Vice Chair, and  
4 we recommend that he become the Chair. The Vice Chair,  
5 we recommend that Nick Berardino be the Vice Chair. And  
6 that is our recommendation.

7 I would also like to say that in leadership  
8 roles, when you go forward, and this is a saying I use,  
9 that if we see further, it's only because we've stood on  
10 the shoulders of giants. And you have been a giant in  
11 leadership in leading this Board.

12 And now we bring two other members forward,  
13 and I'm sure they will have the same leadership and the  
14 good fortune because of what you have brought to this  
15 Board. Thank you.

16 CHAIR ASHLEIGH AITKEN: Thank you.

17 DIRECTOR DOUGLAS LA BELLE: Well said by my  
18 fellow committee member.

19 DIRECTOR ROBERT RUIZ: (Nonverbal response.)

20 CHAIR ASHLEIGH AITKEN: Thank you.

21 If the directors accept, can I have a motion?

22 DIRECTOR SANDRA CERVANTES: So moved.

23 DIRECTOR ROBERT RUIZ: Second.

24 CHAIR ASHLEIGH AITKEN: Okay. Roll call vote.

25 MS. JESSICA ZIMMERMAN: Chair Aitken.

1 CHAIR ASHLEIGH AITKEN: Aye.  
2 MS. JESSICA ZIMMERMAN: Vice Chair Mouet?  
3 VICE CHAIR GERARDO MOUET: Yes.  
4 MS. JESSICA ZIMMERMAN: Director Tkaczyk?  
5 DIRECTOR STAN TKACZYK: Yes.  
6 MS. JESSICA ZIMMERMAN: Director La Belle?  
7 DIRECTOR DOUGLAS LA BELLE: Yes.  
8 MS. JESSICA ZIMMERMAN: Director Berardino?  
9 DIRECTOR NICK BERARDINO: Yes.  
10 MS. JESSICA ZIMMERMAN: Director Bagneris?  
11 DIRECTOR BARBARA BAGNERIS: Yes.  
12 MS. JESSICA ZIMMERMAN: Director Cervantes?  
13 DIRECTOR SANDRA CERVANTES: Yes.  
14 MS. JESSICA ZIMMERMAN: Director Ruiz?  
15 DIRECTOR ROBERT RUIZ: Aye.  
16 CHAIR ASHLEIGH AITKEN: Okay. The next item our  
17 CEO's going to take the lead on for our Pacific  
18 Amphitheater Seat Replacement Project.  
19 MS. KATHY KRAMER: At this point, there's no  
20 action. This item is going to be moved to the October  
21 Board Meeting. The seat replacement bid was contested.  
22 And after reviewing the scope with the consultant, a  
23 decision was made to rebid the project. The RFP was  
24 released on Monday, September 22nd, and the bids are due  
25 October 8.

1           CHAIR ASHLEIGH AITKEN: I'm going to do the next  
2 two items out of order so that we can end with the  
3 design development concept, which I know we're all  
4 excited to see. So I'm going to move up the discussion  
5 of a potential policy prohibiting the formation of  
6 separate legal entities. The background of this is in  
7 your packet.

8           Did you want to take the laboring oar on  
9 this, Director Bagneris?

10          DIRECTOR BARBARA BAGNERIS: Okay. So I would  
11 like to see us as a Board continue to handle the  
12 business of this 32nd DAA per the guidelines that are  
13 already established, per the policy already established,  
14 per the guidelines that are set forth. And I -- for  
15 some reason, I don't have my other documents.  
16 (Indiscernible.) Thank you.

17           So the governing documents is what I was  
18 trying to say that have already established how we work.  
19 And I would like us to moving forward not deal with  
20 outside -- creation of outside entities, legal entities,  
21 foundations, et cetera.

22           We have all of the documents that we need to  
23 be able to govern what happens on this property, and I  
24 would like to see us have a policy that will prohibit us  
25 from doing that in the future, so moving forward.

1           So there are different -- there are  
2     handbooks. There are -- how we operate as far as food  
3     and agricultural code, et cetera, that already govern  
4     what we need to do. So that would limit -- we would not  
5     have to spend as much time talking about outside  
6     entities and deal with what's going on on our property.  
7     So I'd like to see us develop a policy that would  
8     prohibit us from forming these entities in the future.

9           CHAIR ASHLEIGH AITKEN: So you're suggesting that  
10    we adopt -- there's so many different governing  
11    documents -- just the Fair and Event Center's Board of  
12    Directors, I guess is it called a policy handbook?

13          DIRECTOR BARBARA BAGNERIS: Yes, a policy  
14    handbook. It would be a policy in that document. I'm  
15    not sure of the last time we added a policy to that  
16    document, but this would be a part of that.

17          CHAIR ASHLEIGH AITKEN: Okay. Does anyone have  
18    any comments on this?

19          DIRECTOR NICK BERARDINO: I -- you know, I'd like  
20    to continue it. I mean I'd like to hear more about it.  
21    That's my comment.

22          CHAIR ASHLEIGH AITKEN: Okay. Director La Belle?

23          DIRECTOR DOUGLAS LA BELLE: A couple of thoughts.  
24    And I certainly agree with Director Bagneris about we,  
25    as a Fair Board, have a certain responsibility to manage

1 what we're doing, and I think it's important that we  
2 keep focused on that.

3 In terms of the future foundations, I can't  
4 envision anyone, but I won't be here in 125 years, I may  
5 not be here in a year, and I'd hate to preclude a future  
6 Board from having the option of considering a foundation  
7 should one be for equestrian purposes or whatever,  
8 whatever.

9 What I think would be better in terms of a  
10 policy would be one that clearly articulates the  
11 responsibilities that the foundations have back to the  
12 association, some language that would require quarterly  
13 reports other than just Director Berardino and myself,  
14 Director Mouet reporting back on the Centennial Farm  
15 Foundation or Heroes Hall, that there be some language  
16 in the policy that makes it clear that he reports back  
17 with financial information, so on and so forth, from the  
18 respective foundation.

19 For example, in terms of Heroes Hall, right  
20 now we just utilize this room. Everything else is  
21 either done by outside legal counsel on a pro bono basis  
22 or individuals that have volunteered their time not  
23 related to the fair to provide the administrative  
24 services, secretarial support. For that matter, we can  
25 meet anywhere. We can meet at the attorney's office and

1     conduct business there.

2                 I think one of the issues that I think we  
3     should focus on is, no pun intended, but the horse and  
4     the cow and the pig and the sheep are all out of the  
5     barn. They've been gone for 25 years in terms of  
6     Centennial Farms Foundation.

7                 And Centennial Farms has done an outstanding  
8     job of fostering and promoting what they're trying to do  
9     as an entity with Centennial Farms not only in terms of  
10    moneys that they have derived and raised but the  
11    services they provide as a board to help make sure that  
12    the two and a half million children that have gone  
13    through Centennial Farms over the last 25 years have had  
14    that educational experience.

15                In terms of Heroes Hall, thanks primarily to  
16    Director Nick, we've already raised without a single  
17    fundraising effort, essentially, a hundred thousand  
18    dollars that will go back into programs and back into  
19    things related to Heroes Hall.

20                So I would rather see instead of a policy  
21    that outright prohibits something, a policy that  
22    clarifies or articulates more clearly what the  
23    foundation's responsibility is back to us because we are  
24    responsible for the -- you know, obviously, the physical  
25    structures.

1           CHAIR ASHLEIGH AITKEN: Yeah. I mean I think  
2 that's an interesting -- I agree with you. I always  
3 feel that just as a public policy matter, I don't like  
4 to inhibit the work of a board that's going to be here  
5 long after, you know, I am pushing up daisies.

6           And so I think -- and I don't know what the  
7 proper vehicle for this would be, but I think what we  
8 have done is we've set up what was just one foundation,  
9 but now that it's gone to two I think we might need to  
10 have some type of formal policy or legal agreement set  
11 up or maybe even a policy for this board plus legal  
12 agreements with these foundations because issues are  
13 going to arise.

14           You mentioned -- you just mentioned and it  
15 kind of made me think when you said you have your board  
16 meetings here, I think we've always done that with  
17 Centennial Farm. I think it's great, what we're doing  
18 here. But I don't know if that is technically a gift  
19 that we need to have Board approval for, maybe it's not.

20           I can't imagine any work for Centennial Farm  
21 or Heroes Hall Foundation not being for a public  
22 purpose, and that's the only reason -- and the exclusive  
23 work is it's for a public purpose. But maybe -- I don't  
24 know if it would be a memo of understanding or do we  
25 need to have some more formal legal document, but I

1 think that would be something I would like to have us  
2 start working on.

3 Director Bagneris?

4 DIRECTOR BARBARA BAGNERIS: Yes. Let me just say  
5 this. If we did not have a Centennial Farm Foundation  
6 or a Heroes Hall Foundation, we would still have a  
7 Centennial Farm, and we'd still have a Heroes Hall.  
8 That's my distinction.

9 Foundations are separate legal entities, and  
10 they have to remain separate for liability purposes.  
11 And I don't want us to get into liability issues because  
12 Centennial Farm is so closely related to the Orange  
13 County Fairgrounds because Centennial Farm sits on this  
14 property.

15 And I think we, as Board Members, have the  
16 responsibility to make sure that we don't fall trap to  
17 any of those liability issues that can form because of  
18 this separately -- these separate entities.

19 By prohibiting them, we don't have to keep  
20 creating them. Next year, I'll come up with an  
21 African-American Heritage Foundation. I'm passionate  
22 about that. Let's start one of those, and we'll spend  
23 five or six board meetings talking about the formation  
24 of the African-American Heritage Society. Sandra can  
25 come in, and we can start talking about the Hispanic

1 Foundation that we want to start on this property. Then  
2 we find ourselves dealing with all these other outside  
3 entities instead of what we're really here to do, and  
4 that's to manage this property. And I'm just trying to  
5 help us to move away from that.

6           Setting aside the two that we already have.  
7 This is going forward. We would not need to do that.  
8 Twenty years from now, if the Board sits here and says,  
9 you know, we really do want to do that again, they'll  
10 change the policy. But I think at this time, we need to  
11 set some boundaries for ourselves.

12           And these legal entities -- we don't need to  
13 sit here and create legal entities. We have this  
14 property. We have governing documents, what we need to  
15 be doing here. So I think we should limit ourselves to  
16 not having these other entities to crop up and become  
17 discussion points in our Board Meetings.

18           VICE CHAIR GERARDO MOUET: Yeah. I appreciate  
19 the discussion. I think -- I do think that it merits  
20 continuation of discussion. I -- I really do agree with  
21 the point that Doug mentioned that we don't want to make  
22 a decision that's going to affect the future -- future  
23 Boards on their ability or not.

24           We can't predict the future, what the needs  
25 are going to be, and I don't think that would be good

1 policy to prohibit something that we don't know might be  
2 a need later in the future.

3           The other thing that I agree is that -- I  
4 absolutely believe, and it should be always a continuous  
5 search for improving understanding and clarity between  
6 partners. I mean what it is is Centennial Farm  
7 Foundation Board is a partner of ours. They're -- they  
8 have the intent to help us. We have alignment in -- in  
9 our missions. The same with Heroes Hall.

10           But even with partners, it shouldn't be just  
11 a handshake and a feel good. There should be clarity  
12 because it helps. It helps staff. It helps volunteers  
13 understand. It's role clarification.

14           DIRECTOR NICK BERARDINO: Absolutely.

15           VICE CHAIR GERARDO MOUET: And that's why we have  
16 legal counsel to help us make sure because they're very  
17 experienced on the pitfalls of not clarifying well. So  
18 I think it's very important.

19           I in my day job oversee legal partnerships  
20 with the Friends of the Santa Ana Zoo. We have an  
21 agreement. It's annually reviewed, City Council  
22 approves it. I'm the one that recommends it. The board  
23 of the Friends of the Santa Ana Zoo also have to agree.  
24 It's a mutual partnership. The same with the Friends of  
25 the Library.

1           So I mean it's -- it's -- but I don't -- I  
2 don't know. There could be a Friends of Parks later on  
3 that the city might want to do, a park conservatory. I  
4 would be for that. You know, I would definitely be for  
5 that in Santa Ana.

6           So I don't think the city council would like  
7 to prevent themselves, as I don't believe the Board  
8 would like to prevent themselves, future Board. But  
9 I'm -- I'm willing to continue, for the sake of  
10 discussion, the discussion, but I wholeheartedly agree  
11 with Doug's sentiments about that point about future  
12 Boards and the fact that we do need help in making sure  
13 that there's role clarifications, instruments that help,  
14 make sure there every- -- everyone's extra energy gets  
15 well directed and spent. So that's my perspective.

16          DIRECTOR BARBARA BAGNERIS: So as a follow-up to  
17 that point, we don't have an MOU with either of these  
18 foundations, so we really should move quickly to do that  
19 for liability purposes. But I'd like for the -- our  
20 attorney to speak to the use of district property and  
21 funds. Because there are issues we -- we all are  
22 sitting here, the elephant in the room, we haven't  
23 discussed. Let's have that discussion so the things  
24 that we're doing that we shouldn't be doing we can now  
25 correct.

1 MS. DEBORAH FLETCHER: Well, sure. The -- the  
2 directors are state officers by statute, and public  
3 officers have a fiduciary duty to the property they  
4 oversee, and there are prohibitions on the gift of  
5 public funds. You can't use state assets for nonstate  
6 purposes, which would include in many cases private  
7 foundations.

8 You can't just use them unless there is  
9 consideration for it. It's all money generated by state  
10 assets on state property. They are state funds, they  
11 belong to the state, and there's a Constitutional  
12 prohibition. That's not to say there isn't an exchange  
13 for equal value.

14 But it is appropriate when you have an  
15 affiliated foundation to have a memorandum of  
16 understanding in place to clarify the roles of the two  
17 respective entities to determine who does what and how  
18 things work.

19 It's important that the staff be entirely  
20 separate and apart. You can't have, for example, state  
21 staff working on state time for another entity. And,  
22 oddly enough, there's -- there's another Government  
23 Code, section 18000.5, actually prohibits the nonprofit  
24 entity from paying staff for time spent unless you get  
25 prior approval from the Department of -- I guess it's

1 CalHR now. I think DPR is gone, and it's -- state  
2 personnel board has a tiny role left, and everything  
3 else is CalHR.

4 But there are some pretty specific boundaries  
5 that should be followed, many of which can be addressed  
6 by an MOU that should be created and put in place.

7 CHAIR ASHLEIGH AITKEN: Do you think -- and I  
8 don't know what the time commitment or time frame that  
9 you would need to put something together for us for  
10 these two different entities addressing -- maybe just  
11 give it as an overview maybe at a future -- next month  
12 or the month after of kind of what our options are and  
13 how we can solve it and then maybe just putting some  
14 pretty specific rules and policies in place for us so we  
15 know what we can and can't do when interacting and  
16 interfacing with our foundations.

17 MS. DEBORAH FLETCHER: Absolutely. This is  
18 something our office has done before.

19 CHAIR ASHLEIGH AITKEN: Okay. Would it be  
20 beneficial to have -- I don't know. They're public  
21 documents. But maybe MOUs that you have with the  
22 Friends of the Zoo and Friends of the Parks so we can  
23 use that?

24 VICE CHAIR GERARDO MOUET: Oh, absolutely. I'd  
25 be happy.

1 CHAIR ASHLEIGH AITKEN: I would love to see --

2 VICE CHAIR GERARDO MOUET: Yeah. There's lots of  
3 models I'd be happy to share.

4 CHAIR ASHLEIGH AITKEN: So we're not duplicating  
5 efforts.

6 DIRECTOR BARBARA BAGNERIS: How do we  
7 reconcile what we've already -- we may have violated  
8 some of these things. How do we correct them behind us?

9 We had a fundraiser for the foundation, and  
10 staff participated in that. So how do we rectify it?  
11 We actually paid an attorney to create all of this. How  
12 do we rectify all of those prior things that we've done  
13 to make sure that we're in line and we're not in  
14 violation of any codes or anything?

15 MS. DEBORAH FLETCHER: I'm not sure exactly how  
16 you would address, you know, staff time or use of state  
17 assets, you know, in the past. Certainly, actual cash  
18 out of pocket would be refunded. You know, the extent  
19 to which there might be some other way to, for lack of a  
20 better word, barter, you know, certainly not impossible.  
21 But there does have to be an exchange for value.

22 And to the extent -- for example, I know that  
23 you committed money to setting up Heroes Hall. And if  
24 you've got, you know -- and if you have assistance with  
25 staff from Heroes Hall, Veterans Foundation, to guide

1 people through it to assist in, you know, setting it up,  
2 you know, that's -- that's value that might otherwise  
3 have to be used for -- you know, by staff here.

4 CHAIR ASHLEIGH AITKEN: And I'd like to maybe  
5 address that in our presentation when you come back.  
6 Because I know, like, I'm thinking of, like, Edie, there  
7 are certain staff members that part of their job  
8 description is interfacing and working with Centennial  
9 Farms. So that wouldn't be fair staff gifting anything.  
10 So maybe we need to look at people's job titles and make  
11 sure people aren't doing anything technically outside  
12 their job description where it comes with Heroes Hall.

13 DIRECTOR NICK BERARDINO: Right. And so I can  
14 understand because I -- you know, in looking at this,  
15 the idea is it's not that -- I mean in our -- let's talk  
16 about Heroes Hall and Centennial Farm. Those are assets  
17 wholly owned by the fair. Being wholly owned by the  
18 fair, they are staffed by the fair, they're managed by  
19 the fair.

20 These foundations are there to assist and  
21 enhance the property. And, you know, it's a little bit  
22 unusual because, you know, this is one of the few places  
23 where in order to help the place, you got to pay to help  
24 them. And it's unusual that's the law. That's what it  
25 is. It's a little strange, but that's how it goes.

1           So the other thing that I understand is what  
2 you said is there is a determination of what is the  
3 value exchange. So, for instance, let's take Centennial  
4 Farm where you have a hundred thousand kids come here.  
5 That means a hundred thousand families are touched by  
6 that. That means it's advertised in the school  
7 districts. That means it is -- there is some -- there's  
8 value to having it here.

9           The same thing with Heroes Hall. I mean we  
10 will have enormous events. We've already had big  
11 influential people who do it. There's value to that.

12           And so I think, as I understand what you're  
13 saying -- if I don't understand it, correct me -- is  
14 that somehow we have to determine -- and maybe there's  
15 not an exact science of that, but there is a way to  
16 determine here's the value you have for this -- you  
17 know, here's the value that this property, you know,  
18 has, and this foundation provides value by bringing  
19 identity of things.

20           So, okay, let's say it's a hundred dollars a  
21 year. Now, in terms of what the time may be, in terms  
22 of support of the foundation or involving the  
23 foundation, that is \$150 a year. And so the foundation  
24 then owes the grounds 50 bucks because the value was  
25 about a hundred. You got about 150. You owe them 50.

1 Is that --

2 MS. DEBORAH FLETCHER: Yeah. That's kind of it,  
3 although I know one of my concerns is use of staff time.  
4 And I think, as a general rule, you should have entirely  
5 separate staff. I mean certainly staff -- staff  
6 interacts, of course, because staff will interact  
7 with --

8 DIRECTOR NICK BERARDINO: They want to come and  
9 protect their interest when they have meetings. They  
10 want to -- (indiscernible).

11 MS. DEBORAH FLETCHER: Sure. But I mean, you  
12 know, staff will interact with vendors on the property.  
13 Staff will interact with independent producers of  
14 interim events. So I mean you expect staff to interact.

15 But I know that, you know, each one should  
16 have its own staff because each staff needs to keep  
17 separate and apart books and records and everything  
18 else. And for that, that's one of the reasons I  
19 recommend that.

20 DIRECTOR NICK BERARDINO: Exactly. And I know I  
21 can only speak to the Heroes Hall. We have pro bono  
22 legal services for the staff. We have an accountant  
23 that has volunteered and is doing all the books and  
24 keeping all the stuff. We're getting -- we're very  
25 fortunate to have so many volunteers in the community

1 doing our work.

2           So, you know, the only thing we're left with  
3 now is -- and we're fixing that is the technology thing,  
4 about getting up a website. And, you know, in the  
5 meantime, we're having to use this, and maybe we can  
6 reimburse that, I guess, at some point. But that's  
7 value to the fairgrounds.

8           I mean if -- I mean -- and there's a way to  
9 establish it. One person said, okay. One way to  
10 establish it is maybe the foundation does a poll in the  
11 community and say, "Hey, what do you think about X, X,  
12 and X on the fairgrounds?" You know, "What's your  
13 feeling about that? What do you think is -- do you want  
14 to" -- and that will show a large community support,  
15 which means you're bringing value. And so I don't know  
16 how you do it. Maybe that's not even the right way.

17           MS. DEBORAH FLETCHER: Well, there's, A,  
18 cross-promotions and, B, in terms of noticing public  
19 meetings, you know.

20           DIRECTOR NICK BERARDINO: We follow Bagley-Keene.

21           MS. DEBORAH FLETCHER: I know you do. And I  
22 think for that reason, I see no -- I personally see no  
23 problem with -- for it, as an example, noticing the  
24 Heroes Hall Veterans Foundation meetings on the 32nd DAA  
25 website because I think it's pretty obvious it inures to

1 the benefit of this organization.

2 DIRECTOR NICK BERARDINO: And I thank you, too,  
3 counsel, because you're the one that got us started on  
4 the right track. And, you know, when you told us we had  
5 to follow Bagley-Keene, I thought oh, crap. I mean  
6 oh -- not that.

7 MS. DEBORAH FLETCHER: I'm used to being the  
8 bearer of bad news. That's what I do best.

9 DIRECTOR NICK BERARDINO: But our foundation does  
10 follow Bagley-Keene to the hilt and so -- but I  
11 appreciate, Barbara, what you're saying, and I also  
12 appreciate the sound -- there's kind of a sound public  
13 policy foundation, which is -- not foundation-  
14 foundation, but you're not supposed to act to encumber  
15 future -- in elected positions, employee positions, you  
16 can, but encumbering things on future boards or future  
17 elected people's a public policy issue.

18 But I hope that -- because I know you've been  
19 very concerned about this for some time, and I -- I  
20 truly appreciate it. And perhaps if we did follow the  
21 MOU thing and we had both foundations on Bagley-Keene,  
22 you know, which gives everybody a big breath of fresh  
23 air, and we have an MOU that's drawn up by counsel for  
24 the Fair Board, our counsel, and then reviewed by the  
25 various counsels of the foundations, have an MOU, then

1 we all know what we're doing, and there won't be -- you  
2 won't have this concern. I think you would maybe feel  
3 more comfortable. Maybe not, but I hope that would  
4 help.

5 DIRECTOR BARBARA BAGNERIS: Well, yes, I  
6 definitely think we need an MOU for Centennial Farm and  
7 the Heroes Hall.

8 There's -- there's two points left for me.  
9 I'd like to know what we're doing -- you raise a hundred  
10 thousand dollars. What does that money -- how does it  
11 really support Heroes Hall? We're still building it.  
12 We've already allocated a million dollars for that. Did  
13 we not allocate enough money that we're going out and  
14 having the foundation collect money to -- and what is  
15 that money going to be for?

16 Number two is we already have set precedents  
17 as far as prohibiting things for the future when we said  
18 we don't want elephants here, just as an example. So  
19 that prohibits from the -- for the future. So 20 years  
20 from now, someone might want elephants back. I don't  
21 know. But I think this does the same thing that the  
22 elephant issue did, as well. So why wouldn't we want to  
23 prohibit the formation of the entities?

24 So you see all of the issues that are  
25 surrounding about foundations. And the only reason I

1 know this is because our organization has this -- this  
2 problem because the foundations that are tied to us.  
3 And there are a lot of legal implications.

4           Bagley-Keene is on top of that for us here.  
5 So, yeah, the MOU, all of those things need to happen,  
6 but I still don't see why we would not want to prohibit  
7 the formation of these legal entities. Literally, every  
8 year we could have a new organization that we want to  
9 create a new organization out of this one.

10           And I just would like to see us not make that  
11 our focus. I don't believe that's why we were appointed  
12 to these positions, to go out and create foundations and  
13 other legal entities.

14           We've had problems in the past around the  
15 word "foundations." If we just prohibit that, we don't  
16 have to ever worry about those kind of issues again.  
17 And I think that we should still move forward with  
18 prohibiting the formation of these separate legal  
19 entities from here forward. And we go ahead and correct  
20 whatever we've already done and make sure that we're  
21 operating correctly, which you've already done with  
22 Heroes Hall, so I'm sure we'll do that on the Centennial  
23 Farm side, get the MOU, and move forward.

24           So I still would like to recommend and I'm  
25 just shy of making the motion because I'm not feeling

1 that the rest of my directors feel the same way I do  
2 about this. But I think if you really give it serious  
3 consideration, you'll see.

4 Do we really want to next year deal with  
5 another foundation when it comes to the floor? There  
6 are so many foundations out there that if they want to  
7 support us, they can. We're open to that. But we don't  
8 have to go out and create these foundations they're --  
9 for them to happen. Foundations are a dime a dozen.

10 So I would like to see us not formulate --  
11 form additional legal entities moving forward, this  
12 Board not deal with that, not entertain that.

13 DIRECTOR DOUGLAS LA BELLE: I'd like to make a  
14 motion, if I could, that we direct staff and legal  
15 counsel to develop separate MOUs, one for Centennial  
16 Farms Foundation and one for Heroes Hall Foundation,  
17 that clearly sets forth the duties and responsibilities  
18 of both the district and the foundation and that we look  
19 very carefully at internal policies to amend our  
20 existing policies that would build on those memorandums  
21 of understanding in terms of specific reporting  
22 requirements -- maybe the MOUs cover it, but specific  
23 reporting requirements that the foundations on a  
24 go-forward basis will need to make to the --  
25 (indiscernible).

1 VICE CHAIR GERARDO MOUET: I'd like to second the  
2 motion --

3 DIRECTOR BARBARA BAGNERIS: I second that.

4 VICE CHAIR GERARDO MOUET: -- with a comment that  
5 if that motion passes -- I second it. Because there's  
6 really great representatives of Heroes Hall Foundation  
7 here, there isn't any for Centennial Farm Foundation,  
8 and they're not meeting today. So -- because they met  
9 last week. I joined them last week.

10 I'd like to see if we can -- if staff can  
11 communicate to the Centennial Farm Foundation Board and  
12 say that from my perspective -- I can't speak for the  
13 entire board -- but I believe this is going to be a good  
14 thing for strengthening our partnership.

15 I'm -- I'm so respectful of 25 years of their  
16 volunteer work, and I don't want them to have any kind  
17 of message that we don't appreciate them. It's not a --  
18 it's not a reflection of lack of trust. It's a  
19 reflection of wanting to strengthen the partnership  
20 stronger. That's my perspective. That's what a good  
21 MOU does, you know, and -- and it's -- it's the right  
22 thing to do. So I'd be happy to vote for that motion.

23 CHAIR ASHLEIGH AITKEN: Before we vote, I do have  
24 two people that have public comments. I'd like to call  
25 back up Beth Refakes.

1 MS. BETH REFAKES: Beth Refakes. I have a  
2 problem with prohibiting it. I think that there are  
3 cases -- this is, what, the second foundation in, what,  
4 25 years, 20 years, something like that. If you're  
5 concerned about liability, you can take care of that  
6 with an indemnification agreement with the foundation.

7 I think that you do need to have some  
8 transparency, as was mentioned by some of the Board  
9 Members, for financial information and things like that  
10 and also what they're doing and separate roles that the  
11 foundation has and what the Fair Board does.

12 And the thing I have about not having a  
13 separate entity is that donors and volunteers are much  
14 more likely to contribute and support an entity that has  
15 a specific -- they can identify specifically with. For  
16 example, Heroes Hall. You have a lot of people that  
17 will contribute to that because they can identify with  
18 that foundation.

19 So I don't have -- I don't like the idea of  
20 prohibiting entities. I don't think that you're going  
21 to be all of a sudden flooded with different entities.  
22 That's up to the -- you know, to the Board to decide  
23 whether it is something that you actually want to set up  
24 a foundation for.

25 And I know that there's been, you know, in

1 the past history with the foundation that was set up  
2 was -- there was an issue with. But I think that that  
3 is not a reason to restrict the Board from setting up a  
4 future separate entity.

5 I agree that you do need to have an MOU.  
6 Most partnerships -- I know that, for example, the city  
7 and the school district have MOU because they use --  
8 have a joint use agreement for the -- the sports fields  
9 and things like that. So it's very detailed about what  
10 the role of the city is and what the role of the school  
11 district is.

12 So I think that a lot of this can be resolved  
13 with having an MOU instead of outright prohibiting.  
14 And -- because you do send a message that if you  
15 prohibit it in the future and you try and go back and  
16 correct -- make too many changes to the existing  
17 foundations, you do kind of send the message that, you  
18 know, we think there's a problem, we don't like what  
19 you're doing, and you kind of disincentivize people to  
20 donate and to volunteer. So I would hope that you would  
21 consider those public comments. Thank you.

22 CHAIR ASHLEIGH AITKEN: Thank you.

23 Our next public comment is Reggie Mundekis.

24 MS. REGGIE MUNDEKIS: Hi. I have some challenges  
25 with this proposed policy, which is a little bit

1 surprising considering that one of the things that  
2 started the whole fairgrounds mess was the formation of  
3 a private foundation.

4           What's gone on with Heroes Hall is completely  
5 different. It was done in public, very clear, and has a  
6 great public benefit to it.

7           We have to be really careful, again, about  
8 sending the wrong message. I support what counsel and  
9 Director La Belle, Director Mouet, Director Aitken, and  
10 Director Berardino have said about there are ways to get  
11 this done.

12           The reality is that for public entities,  
13 sidecar foundations are a modern day fact of life. I  
14 live in the city of Orange. We have our own public  
15 library system. We have the Orange Public Library  
16 Foundation that raises money for different projects and  
17 to buy different things that don't fit into the budget  
18 or something that hasn't been budgeted for.

19           They will from time to time have fundraising  
20 parties in the library. I helped work on one of those  
21 parties. There's MOUs between these entities as far as,  
22 like, what the boundaries are, what you have to do, what  
23 you're not allowed to do.

24           I don't think it's a good idea to prohibit  
25 this going forward. We need to set boundaries. And as

1 far as the elephants being prohibited, I was at that  
2 meeting, and I don't remember it being a policy change.  
3 I remember it being the -- the nonrenewal of a contract  
4 that was up at the time. It was a very long meeting.  
5 It was like six hours. Jerome Hoban was CEO. I don't  
6 think that's in the policy book.

7           So I think that we -- as far as formation of  
8 foundations, you know what? Let them sprout. If  
9 somebody comes back next year and says, "Hey, you know  
10 what? We want to have a Latino foundation to honor the  
11 Latino farm workers and to provide support and  
12 opportunity for farmer memorial and more Latino  
13 opportunities," go right ahead. Let them flourish. You  
14 set boundaries for them. You set hurdles for them as  
15 far as being sponsored by the Board. Let them grow.

16           This is a public entity. And if we get a  
17 flower garden of public foundations that do good things  
18 on the property, let them be. Thank you.

19           CHAIR ASHLEIGH AITKEN: Thank you.

20           DIRECTOR BARBARA BAGNERIS: Madam Chair, just for  
21 clarification, if people want to donate and get tax  
22 deductions for their donations, they can donate to the  
23 OC Fair and Event Center and get those tax deductions.

24           MS. REGGIE MUNDEKIS: No, no.

25           DIRECTOR BARBARA BAGNERIS: We have had that

1 discussion as Board Members. I will not be presenting a  
2 motion at this time.

3 CHAIR ASHLEIGH AITKEN: I think Director La Belle  
4 presented a motion and then we have a second on the  
5 table.

6 DIRECTOR BARBARA BAGNERIS: Right.

7 CHAIR ASHLEIGH AITKEN: So if there's no further  
8 comments.

9 DIRECTOR ROBERT RUIZ: You're backing off from  
10 your motion?

11 DIRECTOR BARBARA BAGNERIS: I'm not backing off  
12 from a motion. I'm just saying --

13 DIRECTOR ROBERT RUIZ: Oh, I'm sorry. Yeah.

14 (Overlapping speakers.)

15 DIRECTOR BARBARA BAGNERIS: Yeah. I agree with  
16 this motion.

17 (Overlapping speakers.)

18 CHAIR ASHLEIGH AITKEN: I don't think she ever  
19 made a motion.

20 DIRECTOR BARBARA BAGNERIS: I don't think we have  
21 a choice for this. We have to create MOUs between these  
22 two foundations. We don't have a choice on that. So I  
23 definitely agree with this motion.

24 CHAIR ASHLEIGH AITKEN: Okay. No further  
25 comments, I'll do a roll call vote, please.

1 MS. JESSICA ZIMMERMAN: Chair Aitken?  
2 CHAIR ASHLEIGH AITKEN: Yes.  
3 MS. JESSICA ZIMMERMAN: Vice Chair Mouet?  
4 VICE CHAIR GERARDO MOUET: Yes.  
5 MS. JESSICA ZIMMERMAN: Director Tkaczyk?  
6 DIRECTOR STAN TKACZYK: Yes.  
7 MS. JESSICA ZIMMERMAN: Director La Belle?  
8 DIRECTOR DOUGLAS LA BELLE: Yes.  
9 MS. JESSICA ZIMMERMAN: Director Berardino?  
10 DIRECTOR NICK BERARDINO: Yes.  
11 MS. JESSICA ZIMMERMAN: Director Bagneris?  
12 DIRECTOR BARBARA BAGNERIS: Director who?  
13 MS. JESSICA ZIMMERMAN: Bagneris.  
14 DIRECTOR BARBARA BAGNERIS: Oh.  
15 MS. JESSICA ZIMMERMAN: Excuse me. Bagneris.  
16 DIRECTOR BARBARA BAGNERIS: (Indiscernible.)  
17 Yes.  
18 MS. JESSICA ZIMMERMAN: Director Cervantes?  
19 DIRECTOR SANDRA CERVANTES: Yes.  
20 MS. JESSICA ZIMMERMAN: Director Ruiz?  
21 DIRECTOR ROBERT RUIZ: Aye.  
22 CHAIR ASHLEIGH AITKEN: Okay. Motion passes.  
23 We're going to go back up to item G, Approval  
24 of Proposed Design Development Concept and Project  
25 Construction Estimate for Heroes Hall.

1 MS. MICHELE RICHARDS: That's me. Okay. Could I  
2 have the clicker? Yay, Heroes Hall.

3 As a reminder, at the August Board Meeting  
4 the Board of Directors approved up to \$175,000 for ATI  
5 Architects engineers to move forward with design  
6 development and cost estimates for construction of  
7 Heroes Hall.

8 Staff will present the proposed design  
9 development concept, the architect's opinion of  
10 preliminary costs, and a project time line for board  
11 consideration.

12 So as a reminder to everybody, this was the  
13 architectural rendering that was presented several  
14 months ago of Heroes Hall, and I'd like to welcome Rick  
15 Coleman from ATI.

16 Since the presentation of this rendering,  
17 staff and our Board committee, Director La Belle and  
18 Director Berardino, have met, and there are three  
19 adjustments that we'd like to make to this plan. And  
20 I'll walk over here to point them out.

21 It's important for our maintenance and  
22 facilities group to install a maintenance cart path on  
23 the east side of the building so that the planting beds  
24 at Centennial Farm can be accessed. It will allow the  
25 school children to access those crop beds, and it will

1 allow for facilities and maintenance to have access to  
2 that side of the building.

3           There was also a desire to eliminate the  
4 wrought-iron fencing that is between the Walk of Honor  
5 pillars, and that's to create a more open and welcoming  
6 feel for the -- the exhibit itself and to create more  
7 continuity with the rest of the property.

8           And then lastly, these -- these pavers,  
9 walking -- that create the walking path, to extend those  
10 into the entrance of the Pacific Amphitheater, again, to  
11 create more continuity with the rest of the property.

12           CHAIR ASHLEIGH AITKEN: So are they taking out  
13 the wrought-iron fence all the way around or just in the  
14 front aspect of it?

15           MS. MICHELE RICHARDS: It's here. It goes from  
16 here around to this side. So it will allow people to  
17 come and go more easily through the -- the property. I  
18 think the thought was that it just creates too much of  
19 kind of a blocked institutional look and feel to the --  
20 you know, the courtyard.

21           I think the next couple of slides might be a  
22 little bit difficult to see. But this is a shot of the  
23 overall site plan. It shows the location of Heroes Hall  
24 adjacent to the Pacific Amphitheater on the left and  
25 Centennial Farm on the right, creating connection with

1 the concert venue and synergy with the other educational  
2 component of the OC Fair and Event Center, specifically  
3 Centennial Farm.

4           So it will allow us to really open up that  
5 area as a heritage zone and educational zone for our  
6 guests not only during the fair, but outside of fair  
7 time, as well.

8           The next slide is -- you've seen the -- the  
9 floor plan before, but this is just adding a little more  
10 detail. It shows both the first and second floors,  
11 which include an elevator so the building will be fully  
12 ADA compliant, rest rooms, an office, a break room for  
13 the docents and volunteers that will be helping us with  
14 Heroes Hall. There's room for storage and then, of  
15 course, AV mechanical and electrical rooms, as well.

16           In the center of the building, you can see a  
17 little more detail as we add structures and fixtures and  
18 lighting that will be used for -- to accommodate the  
19 exhibits that will be coming in.

20           This is the exterior building elevation. It  
21 gives you -- the view gives you an idea of how the  
22 exterior of the building will be restored to its  
23 original wood paneling. Right now it's covered with  
24 stucco, but that will be removed so that the original  
25 wood siding will show.

1           So let me walk you through the architect's  
2 estimate of probable construction costs. First, the  
3 site, 690,294. That will include the site for the  
4 building, all the surrounding hardscape and landscape.  
5 Everything with the exception of the building.

6           The building costs itself will be \$836,290.  
7 And, again, if I can reiterate that these are -- this is  
8 the opinion of the architects at this point of probable  
9 construction costs, but this project will go out to bid,  
10 obviously.

11           That building cost includes all the work on  
12 the building itself to restore it and get it ready  
13 for -- for public visits. The 20 percent is for general  
14 conditions, overhead and profit. That's estimated at  
15 305,317, and then there's a 10 percent design  
16 contingency should additional design changes be  
17 requested, which we do not anticipate at that point, but  
18 that 10 percent equals 183,190. So the total opinion of  
19 probable construction costs comes in at \$2,015,092.79.

20           Keep in mind that this estimate is just the  
21 architect's opinion of probable costs and that the board  
22 will approve the costs for the project once it goes out  
23 to bid and the winning bidder is identified.

24           The Board has already approved the funds for  
25 ATI to complete the design development phase. We have

1 also completed -- you can see here that first milestone  
2 has been completed. We've also completed the design  
3 review phase with today's Board Meeting.

4 The next step would be the creation of  
5 construction documents, which ATI would do, and plan  
6 check so that the project can go out to bid by the end  
7 of November.

8 The bidding phase will be completed right  
9 after the holidays, and we will bring the winning bid  
10 back to the Board for approval at the January Board  
11 Meeting. Construction is scheduled to begin immediately  
12 after Board approval in January with completion for the  
13 project slated for Veterans Day of 2016 provided we  
14 don't have the El Nino year that everybody is talking  
15 about; right? Keeping our fingers crossed for that.

16 Some next steps, at the October Board Meeting  
17 next month, we will ask the Board to approve an LOU with  
18 CFFA to complete the design phase with ATI, and this  
19 will allow us to work -- for the work to continue since  
20 we're on a very tight schedule, as -- as you can see.

21 So the action before you today, per the  
22 recommendation of staff and the Board committee is to  
23 approve the design development phase for Heroes Hall and  
24 to authorize ATI to proceed with the construction  
25 document phase.

1           DIRECTOR DOUGLAS LA BELLE: If I could add to --  
2 on behalf of Director Berardino and myself to what  
3 Michele has said in terms of her report, Director  
4 Berardino and I have met with the architect and staff  
5 over the last several weeks to review the cost estimate.

6           In terms of background, there currently is --  
7 our capital budget for 2015 is 8.6 million, which  
8 includes a million dollars for the Heroes Hall, and that  
9 million dollars was -- and this is a city  
10 manager term -- we plugged a number last December, not  
11 having gone through any conceptual review or any idea of  
12 what's going to happen in terms of the venue. To date,  
13 about 2.8 million has been expended from those capital  
14 funds, leaving a balance of about 5.4, I guess.

15           When we made the decision as a Board, just to  
16 kind of go through the background back then, at that  
17 point in time, we had -- after we appropriated the  
18 \$1 million, there was 11 million in available funds that  
19 the board had for future programs and future projects,  
20 and that did not include the 7 and a half million it had  
21 set aside as restricted fund by Board policy that we're  
22 not to drop below. So, essentially, there was  
23 \$11 million there.

24           Staff made an excellent presentation earlier  
25 in the meeting on the fair this year. Last year's fair

1 generated net revenues of approximately 10 million. We  
2 have no idea what the number is going to be for this  
3 past fair, although I think even with the heat and the  
4 rain, I think conservatively we've got to be in the five  
5 to seven million dollar net revenue range, which would  
6 increase that 11 million to 16 to 18 million, maybe  
7 more.

8           And at this point in time, you know, the  
9 unknowns, obviously, are what the market's going to be  
10 like in terms of when we go to bid, how hungry the  
11 contractors are when they submit their bids, and all of  
12 these numbers, you know, could change. Could be a  
13 little higher, could be a little lower. The likelihood  
14 of it being a right-on estimate is probably slim to  
15 none.

16           And I think the important thing is when the  
17 final decision comes before the Board sometime in  
18 January to award a contract, we'll clearly know what the  
19 revenues from this year's fair have generated, and we'll  
20 be able to make a policy decision then relative to  
21 moving forward.

22           I would just add that, obviously, this is an  
23 important educational facility for not only our  
24 community, the county, for everyone. But in addition to  
25 that and very similar to Pacifica Plaza where we've

1 generated a new potential revenue-generating venue that  
2 could be used for future events, the primary purpose of  
3 Heroes Hall will be to educate. But that outside plaza  
4 area and all of that creates another revenue-generating  
5 potential for staff as they expand the operations.

6 So I don't know if Nick has anything further  
7 to add to that, but --

8 DIRECTOR NICK BERARDINO: No. I think you've  
9 covered it.

10 CHAIR ASHLEIGH AITKEN: Director Bagneris and  
11 then Director Cervantes.

12 DIRECTOR BARBARA BAGNERIS: I was going to go  
13 ahead and make the motion to approve so we can move on  
14 to our next step because we are going to be on a tight  
15 schedule, and we want to make sure that that Veterans  
16 Day happens next year.

17 This is exciting. It's an exciting time. We  
18 finally have some numbers in front of us. None of them  
19 scared me at all because this is what it costs to put  
20 something like this together. And this Board has done a  
21 phenomenal job just to even come up with the million  
22 dollars that you're going to give to the project. So I  
23 was going to make the motion. But if you want to say  
24 something before I do that or --

25 CHAIR ASHLEIGH AITKEN: You can make a motion --

1 (Overlapping speakers.)  
2 DIRECTOR BARBARA BAGNERIS: I'll make a motion --  
3 (overlapping speakers.)  
4 DIRECTOR SANDRA CERVANTES: Second.  
5 DIRECTOR BARBARA BAGNERIS: I'll make -- I'm  
6 sorry. I was going to say the whole motion.  
7 Approve the design development concept and  
8 authorize the architect to move into the construction  
9 document phase. And that was seconded; right?  
10 CHAIR ASHLEIGH AITKEN: Yes. Now we're just  
11 discussing.  
12 DIRECTOR STAN TKACZYK: With the motion on the  
13 floor -- (indiscernible) -- or do we have to do anything  
14 prior to that coming up to change our budget on that  
15 number? Or what I'm trying to say is that I don't want  
16 to get to that time and delay it. Is there anything  
17 that we need to address that allows this project to  
18 continue without interruption?  
19 DIRECTOR DOUGLAS LA BELLE: I wouldn't think so,  
20 Obviously, when it comes back to award the bid, then you  
21 would appropriate whatever additional funds --  
22 (Overlapping speakers.)  
23 DIRECTOR STAN TKACZYK: That's what -- I mean --  
24 so we can appropriate the money at that time and move on  
25 it and there would be no delay. That was my only

1 question.

2 CHAIR ASHLEIGH AITKEN: Okay. I have a couple  
3 questions, and I just want to just -- when I looked at  
4 that design, if we can go back a couple slides to the  
5 first one, what is the thought in removing the fence  
6 about changing, I guess, the field and maybe the  
7 intentional versus unintentional entrance into the  
8 Heroes Hall?

9 Because I feel like different than Centennial  
10 Farm where we want a very hands-on, maybe stumble-upon  
11 experience, that this is an institution that we want  
12 people to enter to and maybe have more of a feeling of  
13 respect and reflection and honoring those that --  
14 that -- the reason that we've built this hall.

15 And by removing any type of fence, maybe not  
16 having a hedge or something, are people going to be just  
17 coming out of a concert, walking over this, and using it  
18 as an exit to the parking lot without really having any  
19 respect or feeling as to why they are there?

20 DIRECTOR NICK BERARDINO: Because I think it was  
21 aesthetic with the fence, and it shows how great minds  
22 work together. There's going to be a hedge that's not  
23 shown on there, so it will look a lot nicer.

24 CHAIR ASHLEIGH AITKEN: Okay. And then I'm  
25 assuming -- I know you addressed a lot of the issues I

1 just had with the cost and what we additionally need to  
2 do before we get the number back, whatever it is. And  
3 I'm assuming with the bid, are we prequalifying people  
4 that can bid on this, and are we including the worker --  
5 enhanced worker safety policy? Does all of that need to  
6 be discussed now, or is it already part of their  
7 automatic package?

8 MS. MICHELE RICHARDS: Well, it will be included  
9 in the package, and we'll be bringing back at the  
10 October Board Meeting that LOU that will identify all of  
11 those details.

12 CHAIR ASHLEIGH AITKEN: Okay. Can we just try to  
13 remember -- just make a point of maybe pulling that out  
14 and making sure that whatever enhanced worker safety  
15 policy language, we can take a second look at it and  
16 CFFA and, in addition, any prequalification process that  
17 we might think is necessary before it goes out and we  
18 have problems. Those are my only comments.

19 Does anyone else have anything, or are we  
20 ready to roll call?

21 DIRECTOR BARBARA BAGNERIS: Call the question.

22 MALE AUDIENCE MEMBER: Are you going to invest in  
23 a fence -- (indiscernible) -- describe it, why it's --  
24 (indiscernible) --

25 CHAIR ASHLEIGH AITKEN: No, no, no. I just -- I

1 just didn't -- as long as -- I mean, obviously, it was  
2 thought about. It was discussed. That's all I --  
3 that's all I wanted. So we're good.

4 MALE AUDIENCE MEMBER: I mean I originally came  
5 up with the idea of the fence, and then I changed my  
6 mind. And I said, you know what? It -- it's walling  
7 off the facility from the people who walk by and who are  
8 looking at the plaques around the perimeter. And let's  
9 just make it so it -- we're not fencing it off. We're  
10 virtually fencing it with a hedge, which will have some  
11 breaks in it, but we're not just saying "Keep out."

12 CHAIR ASHLEIGH AITKEN: Thank you.

13 Okay. We will do a roll call vote, please.

14 MS. JESSICA ZIMMERMAN: Chair Aitken?

15 CHAIR ASHLEIGH AITKEN: Yes.

16 MS. JESSICA ZIMMERMAN: Vice Chair Mouet?

17 VICE CHAIR GERARDO MOUET: Yes.

18 MS. JESSICA ZIMMERMAN: Director Tkaczyk?

19 DIRECTOR STAN TKACZYK: Yes.

20 MS. JESSICA ZIMMERMAN: Director La Belle?

21 DIRECTOR DOUGLAS LA BELLE: Yes.

22 MS. JESSICA ZIMMERMAN: Director Berardino?

23 DIRECTOR NICK BERARDINO: Me? Yeah. I'd like to  
24 vote yes in context and vote yes in the name of Sonnie  
25 Sintino, Ernie Mitchell, Paul Hahn, Romiro Cardinas, and

1 Jan Rousse. Yes.

2 MS. JESSICA ZIMMERMAN: Director Bagneris?

3 DIRECTOR BARBARA BAGNERIS: Yes.

4 MS. JESSICA ZIMMERMAN: Director Cervantes?

5 DIRECTOR SANDRA CERVANTES: Yes.

6 MS. JESSICA ZIMMERMAN: Director Ruiz?

7 DIRECTOR ROBERT RUIZ: Aye.

8 CHAIR ASHLEIGH AITKEN: Okay. Thank you. Motion

9 passes.

10 We are going to go into closed session, and

11 we'll be back shortly.

12 (Closed session held from 12:58 p.m. until

13 2:10 p.m.)

14 CHAIR ASHLEIGH AITKEN: We don't have anything to

15 report coming out of closed session, so we can move now

16 to our Matters of Information for our Board of

17 Directors.

18 I would like to just extend a big

19 congratulations to our soon-to-be new Chair and Vice

20 Chair. I think I'm officially a lame duck now.

21 Congratulations are in order.

22 And I'd like to echo people's sentiments.

23 Thank you to the staff for that amazing presentation. I

24 thought it was very thorough and well thought out, and I

25 think it helps us have an understanding of what goes on.

1                   So I'll just start with you, Director  
2 Berardino.

3                   DIRECTOR NICK BERARDINO: Well, I couldn't  
4 summarize Stan's remarks any better in saying giant  
5 shoulders, but, obviously, I speak --

6                   DIRECTOR STAN TKACZYK: People who have stood on  
7 the shoulders of giants.

8                   DIRECTOR NICK BERARDINO: You've really done a  
9 great job, Ashleigh, and it's been great working with  
10 you. You always do a good job in everything that you  
11 chair, which are many, many, many things. So thank you  
12 for your service.

13                   And I also thank the Board for my nomination  
14 to fill Gerardo's shoes, so thank you very much.

15                   And as far as the staff is concerned, great  
16 job. Great fair. Outstanding. A little more detail on  
17 that next report, though.

18                   DIRECTOR ROBERT RUIZ: Yeah.

19                   MS. MICHELE RICHARDS: The grease report.

20                   DIRECTOR NICK BERARDINO: Not so much abbreviated  
21 reports. We want detail.

22                   CHAIR ASHLEIGH AITKEN: How about something about  
23 maybe this guy not coming back.

24                   MR. JEFF WILLSON: In all fairness, I think  
25 that's one of their employees who collected the cups, I

1 think.

2 MS. KATHY KRAMER: Collecting beer cups, yeah.

3 MR. JEFF WILLSON: I think.

4 DIRECTOR BARBARA BAGNERIS: Even then, I don't

5 know how he's standing. Is that where he fell?

6 MR. JEFF WILLSON: Yeah. That's a lot of beer.

7 DIRECTOR ROBERT RUIZ: I just want to echo Nick's

8 comments. Ashleigh, thank you. Great job.

9 And Nick, Gerardo, you guys are going to do a

10 great job. No doubt about that.

11 And staff, that presentation, like Barbara

12 said, I look forward to that. That gives me a better

13 idea how the fair runs. That was a great job. So I

14 look forward to next year's presentation.

15 MS. MICHELE RICHARDS: Thank you. We do too.

16 That's always a favorite.

17 VICE CHAIR GERARDO MOUET: Well, I want to also

18 thank Ashleigh for an amazing job. I really appreciate

19 all that you have done, and I do have -- I guess small

20 shoes to fill, but I'll do my best to squeeze in.

21 CHAIR ASHLEIGH AITKEN: And about four inches on

22 those heels.

23 VICE CHAIR GERARDO MOUET: And I want to thank my

24 fellow Board Members for selecting me, and I'm very

25 excited about working with Nick. And I've always

1 learned from all of you, so I appreciate it. I'm  
2 looking forward to starting -- it won't be -- next month  
3 will be her last meeting and then -- so in November. So  
4 thank you.

5 DIRECTOR STAN TKACZYK: I, too, would like to  
6 thank staff for an excellent fair, excellent  
7 presentation. And one question I do have is when will  
8 you -- when will you have the -- I always say the final  
9 numbers that will show us how profitable we were? Any  
10 idea on that, when that will be?

11 MS. DEBBYE MCDANIEL: I don't have --

12 MS. KATHY KRAMER: You know, in her defense, it  
13 is her very first day, so --

14 (Overlapping speakers.)

15 CHAIR ASHLEIGH AITKEN: That's no excuse.

16 (Overlapping speakers.)

17 DIRECTOR STAN TKACZYK: Well, like next meeting  
18 do you think?

19 MS. KATHY KRAMER: Yes. We're going to target  
20 next meeting to have --

21 DIRECTOR STAN TKACZYK: I'm not trying to push  
22 it. I'm just curious. That's all.

23 MS. KATHY KRAMER: No. We are too.

24 DIRECTOR STAN TKACZYK: Okay. Very good.

25 And, again, thank all of you. I'm just going

1 to say this has been one of the most memorable meetings  
2 I've had. So thank all of you.

3 And, Ashleigh, wow. You're the bomb.

4 DIRECTOR NICK BERARDINO: (Indiscernible.)  
5 (Overlapping speakers.)

6 MS. KATHY KRAMER: Bacon wrapped.

7 DIRECTOR STAN TKACZYK: That's a compliment.

8 DIRECTOR BARBARA BAGNERIS: Yeah. I would agree  
9 this is probably one of the tougher meetings.

10 DIRECTOR STAN TKACZYK: This isn't tough.

11 DIRECTOR BARBARA BAGNERIS: Okay. I don't agree,  
12 but I think it was a tough meeting.

13 But thank the staff.

14 Welcome on board. Look forward to having  
15 Nick and Gerardo working together. So watch your right  
16 side because he pounds with his right fist. I mean your  
17 left side.

18 And I look forward to what we have to do  
19 going forward. Anytime you have Reggie on the side of  
20 your other directors, you know it's been a long day.  
21 So -- but I think that we got a lot accomplished, and  
22 we're going to be moving in the right direction. So I  
23 appreciate that.

24 And I hope everybody has a great weekend.  
25 I'm going out of town, so -- (indiscernible).

1           DIRECTOR DOUGLAS LA BELLE: Again, it's all been  
2 said. When you go last, you know, you're dittoing  
3 everything. But I do want to specifically congratulate  
4 Ashleigh. I think she's done an outstanding job.

5           Gerardo, you have tough shoes to fill.

6           And, Nick, I want to congratulate both of  
7 you.

8           And I want to congratulate all of my fellow  
9 Board Members. I think we have a good way of engaging  
10 in dialogue and discussion and out of that process, I  
11 think, comes good decisions. And I think this board  
12 works very well together. And I appreciate -- as Nick  
13 says, we don't always agree on everything, and that's  
14 the way it should be. If we all agreed, there would  
15 only need to be one person up here.

16          DIRECTOR BARBARA BAGNERIS: That's right.

17          DIRECTOR DOUGLAS LA BELLE: And that's not how it  
18 works.

19                 Staff, you did an outstanding job.  
20 Congratulations on everything. And staff includes  
21 Deborah, and thank you for all your hard work. We  
22 appreciate it.

23          MS. DEBORAH FLETCHER: You're welcome.

24          DIRECTOR DOUGLAS LA BELLE: And we'll see  
25 everybody next month.

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MS. KATHY KRAMER: And 266 days till fair.

CHAIR ASHLEIGH AITKEN: Okay. Meeting adjourned.

\* \* \*

(Whereupon, the OCFEC Board of Directors  
Meeting was hereby adjourned at 2:17 p.m.)

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Certificate  
of  
Certified Shorthand Reporter

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  
shorthand notes thereof.

I further certify that I am neither  
financially interested in the action nor a relative or  
employee of any attorney of any of the parties.

In witness whereof, I have subscribed my name  
this date, October 7, 2015.



*Janet M. Taylor*  
Janet M. Taylor  
Certified Shorthand Reporter  
Certificate Number 9463