



**Board of Directors Meeting
January 16, 2020**

Please take notice that this public meeting of the 32nd District Agricultural Association, a California state institution, is being recorded using video recording equipment. Please also take notice that the 32nd District Agricultural Association will release video recordings of its public meetings where required under California law.

Please silence your cell phones

The Mission of OCFEC is...

Celebration of Orange County's
Communities, Interests, Agriculture and
Heritage

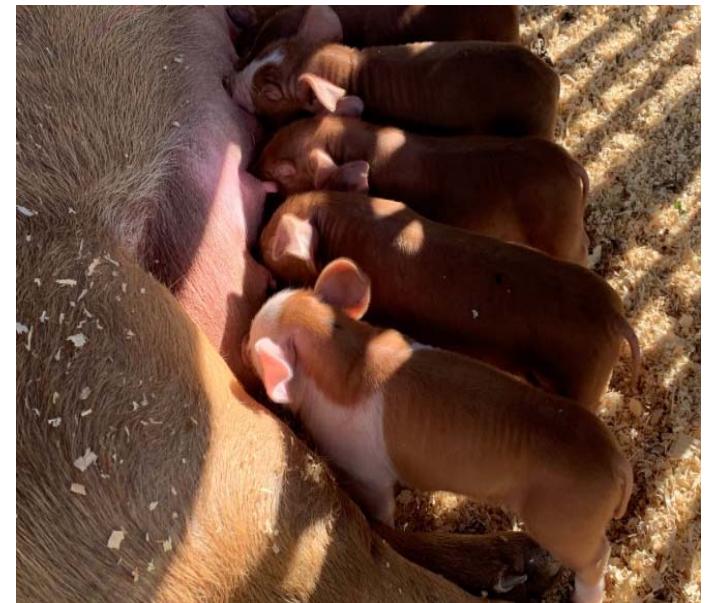
(with results justifying resources expended)



5. CEO's Operational Announcements & Updates



5. CEO's Operational Announcements & Updates



For the Twelve Months Ended December 31, 2019*

	Actual	Budget	Variance Favorable (Unfavorable)
YTD Revenue	\$51,092,404	\$52,177,837	\$(1,085,432)
YTD Expenses	<u>\$46,939,137</u>	<u>\$48,197,994</u>	<u>\$1,258,856</u>
YTD Net Proceeds (Deficit)	<u>\$4,153,266</u>	<u>\$3,979,843</u>	<u>\$173,423</u>

* Preliminary report; pending standard year-end adjustments



Cash and Cash Equivalents

	<u>December 31, 2019</u>	<u>December 31, 2018</u>
Cash on Hand	\$1,507,442	\$1,279,737
Investments	<u>\$53,431,409</u>	<u>\$48,951,014</u>
Total Cash and Cash Equivalents	<u>\$54,938,851</u>	<u>\$50,230,751</u>
Year over Year Increase	<u>\$4,708,100</u>	
Year over Year % Increase	<u>9%</u>	



5. CEO's Operational Announcements & Updates





Great Train Show
Saturday, Feb. 8 – Sunday, Feb. 9



Pacific Coast Sportfishing Festival
Saturday, Feb. 15 – Sunday, Feb. 16



Fight Club OC
Thursday, Feb. 20





PTO Today Live
Tuesday, Feb. 25



Gem Faire
Friday, Feb. 28 – Sunday, March 1





Monday-Friday: 1pm - 4pm
Saturday-Sunday: 9am - 4pm
Closed 1/20 & 2/17



Saturday - Sunday: 8am - 4pm



Wednesday – Sunday: 11am - 5pm



Thursday, 9am - 1pm

6. Minutes

A. Board meeting held November 21, 2019

Action Item

B. Board meeting held December 12, 2019

Action Item



7. Matters of Public Comment

Speakers are requested to sign in prior to the start of the meeting and are limited to three minutes. Public comment is allowed on issues NOT on the current Agenda. However, no debate by the Board shall be permitted on such public comments, and no action will be taken on such public comment items at this time, as law requires formal public notice prior to any action on a docket item.

Comments will be accepted on Agenda items during the meeting. Speakers wishing to address the Board on items on the agenda are requested to sign in prior to the start of the meeting and identify the agenda item[s] on which you desire to address the Board. Speakers are limited to three minutes.



8. Consent Calendar: (Policy Reference: 4.3.4)

All matters listed under Consent Calendar are operational matters about which the Board has governing policies, implementation of which is delegated to the CEO. They will be enacted in one motion by category in the order listed below. There will be no discussion of these items prior to the time the Board of Directors votes on the motion, unless members of the board, staff or public request specific items to be discussed separately and/or removed from this section.

Any member of the public who wishes to discuss Consent Calendar items should notify the Chair of the Board, at the time requested and be recognized by invitation of the Chair to address the Board.



9A. Committee/Ad Hoc Committee/Liaison Reports

INFORMATION ITEM:

To assure compliance with the Bagley-Keene Act, Committee reports are only for the purpose of the Committee chair, Ad Hoc Committee members or Liaison to provide a verbal update. Should the Board want to discuss any Committee work item not already on the agenda; those would need to be agendized for a future Board meeting.

- i. Community Engagement Committee (Director Rubalcava-Garcia, Committee Chair; Director Ruiz)
- ii. Heroes Hall Veterans Foundation Board (Director La Belle, Chair Cervantes)
- iii. Centennial Farm Foundation (Chair Cervantes)
- iv. Financial Monitoring Committee (Director Pham, Committee Chair; Director La Belle)
- v. Legislative Monitoring Committee (Director Aitken, Committee Chair; Director Ruiz)
- vi. Governance Committee (Vice Chair Meyer, Committee Chair; Director Bagneris)
- vii. Safety & Security Committee (Chair Cervantes, Committee Chair; Vice Chair Meyer)
- viii. Facilities Committee (Director Aitken, Committee Chair; Director Rubalcava-Garcia)
- ix. Audit and Compliance Committee (Director Rubalcava-Garcia, Committee Chair; Director La Belle)
- x. Branding Project Ad Hoc Committee (Vice Chair Meyer, Committee Chair; Director Aitken)
- xi. Storage, Parking and Traffic Ad Hoc Committee (Director La Belle, Committee Chair; Director Bagneris)



9B. Consideration of and Vote on 2020 OC Fair Admission Ticket Prices, Merchant Space Rental and Year-round Parking

Scenario #1: Increase Weekday Admissions to match Weekend Admissions

Scenario #2: A \$1 Increase to both Weekday and Weekend Admissions

Scenario #3: A \$1 Increase to Weekend Admissions

<i>Offer Name</i>	<i>Ticket Sales</i>	<i>2020 Budget</i>	<i>Scenario #1</i>	<i>Scenario #2</i>	<i>Scenario #3</i>
Adult Gate Weekday	183,706	\$12.00	\$14.00	\$13.00	\$12.00
Adult Gate Weekend	204,944	\$14.00	\$14.00	\$15.00	\$15.00
Senior Gate	31,741	\$7.00	\$7.00	\$7.00	\$7.00
Child Gate	55,981	\$7.00	\$7.00	\$7.00	\$7.00
Senior Day	8,946	\$5.00	\$5.00	\$5.00	\$5.00
OCTA	33,517	\$4.00	\$4.00	\$4.00	\$4.00
Best Promotion Ever	65,818	\$7.00	\$7.00	\$7.00	\$7.00
City Promo Weekday	6,839	\$10.00	\$12.00	\$11.00	\$10.00
City Promo Weekend	6,211	\$12.00	\$12.00	\$13.00	\$13.00
Military Family Weekday	10,586	\$6.00	\$7.00	\$7.00	\$6.00
Military Family Weekend	14,543	\$7.00	\$7.00	\$8.00	\$8.00
Superpass Ticket Promo	2,427	\$10.00	\$10.00	\$10.00	\$10.00
Charger Football/OCNM Weekday	4,632	\$6.00	\$7.00	\$7.00	\$6.00
Charger /OCNM Weekend	1,165	\$7.00	\$7.00	\$8.00	\$8.00

Change vs. Budget: \$

\$396,308

\$432,626

\$226,863

Change vs. Budget: %

5.0%

5.5%

2.9%

9B. Consideration of and Vote on 2020 OC Fair Admission Ticket Prices, Merchant Space Rental and Year-round Parking

Scenario #4: Increase merchant space rates by 10%

Revenue Line	2020 Budget	Rate Increase	Volume Loss	Net Increase	2020 Estimate	vs. Budget
Rent In - Conc/Comm - Fair	\$1,003,900	10.0%	-5.0%	4.5%	\$1,049,076	\$45,176
Rent Out - Exhibits - Fair	\$1,260	10.0%	-5.0%	4.5%	\$1,317	\$57
Rent Out - Conc/Comm - Fair	\$387,400	10.0%	-5.0%	4.5%	\$404,833	\$17,433
MarketPlace Village - Conc/Comm - Fair	\$18,700	10.0%	-5.0%	4.5%	\$19,542	\$842
	\$1,411,260				\$1,474,767	\$63,507

Scenario #5: Increase parking from \$9 to \$10

Parking	Volume	Rate Increase	Volume Loss	Net Increase	2020 Estimate	vs. Budget
Year Round	187,521	\$1.00	\$0.00	\$1.00	\$1,875,210	\$187,521

9B. Consideration of and Vote on 2020 OC Fair Admission Ticket Prices, Merchant Space Rental and Year-round Parking

RECOMMENDATION:

At the Board of Directors' discretion.



9C. Facilities Committee Recommendations on Capital Expenditure/Special Projects for Committee Oversight Along With Full Board Updates

Following is the list of projects the Facilities Committee recommends for their full involvement and the Board's regular updates:

1. Storm Water Management
2. Plaza Pacifica South Lawn Landscape and Turf
3. Desilting Basin at EQC
4. Pacific Amphitheatre Berm Landscape
5. Infrastructure Audit

The Facilities Committee also recommends the following projects for the full involvement of the Storage, Parking and Traffic Committee and the Board's regular updates:

1. Property Wayfinding/Signage
2. Parking Lot Repairs/Striping



9C. Facilities Committee Recommendations on Capital Expenditure/Special Projects for Committee Oversight Along With Full Board Updates

RECOMMENDATION:

At the Board of Directors' discretion.



9D. Update on Contract Amendments Previously Pulled from the Consent Calendar for Haynie & Company and Morley Group and Vote on Whether to Approve

During the December 12, 2019 Board meeting, Vice Chair Meyer pulled the Haynie & Company and Morley Group contract amendments from the Consent Calendar and asked staff to work with the Audit/Compliance Committee to address the Board's concerns about additional funds required to pay final invoices from these two contractors.

Staff was able to negotiate with both contractors on the final amounts owed. Morley Group agreed to waive the additional \$547.60 owed to finalize their contract and the amendment was cancelled.



9D. Update on Contract Amendments Previously Pulled from the Consent Calendar for Haynie & Company and Morley Group and Vote on Whether to Approve

Haynie & Company agreed to reduce the final amount owed by 50%, resulting in the need for a final contract amendment of just \$4,861, rather than the \$10,000 indicated on the original amendment.

RECOMMENDATION:

At the Board of Directors' discretion.



9E. Consideration of and Vote on Recommendations for Property Name Based on Branding Focus Group Results

During November, 2019, IMW Agency conducted a series of five community focus groups to gather additional input from the public regarding the OC Fair & Event Center brand. Staff will present the first part of the results from those focus groups related to preferences for the name of the property.



Results of November Focus Group Meetings

There was a clear preference to either:

- Change the name to the “OC Fairgrounds” or
- Keep the “OC Fair & Event Center” name
- No other naming option came even close to these names

75% voted for “OC Fairgrounds”: 36 votes (top choice)

69% voted to keep “OC Fair & Event Center”: 33 votes



Results of November Focus Group Meetings

Q: Is there a strong rationale for changing the OCFEC operating name?

A: Probably not. Given the even comments, the support for the business development team's selling approach requires a more progressive term to aid in selling the venues to promoters and to compete against other area venues. Neither naming option would have an impact on the OC Fair event itself.

Q: What about the idea of using the "OC Fairgrounds" nomenclature?

A: There is a case for tying in all brands under the "at the OC Fairgrounds" banner:

The Event Center
at the OC Fairgrounds

Centennial Farm
at the OC Fairgrounds

Heroes Hall
at the OC Fairgrounds

The Equestrian Center
at the OC Fairgrounds



9E. Consideration of and Vote on Recommendations for Property Name Based on Branding Focus Group Results

RECOMMENDATION:

At the Board of Directors' discretion.



9F. Presentation of Contractor Evaluations Related to Standard Agreement Amendments to Exercise Option Years for Consideration of and Vote on Whether to Approve; and Consideration of and Vote on Amending Current Board Policy for Evaluations and Contract Option Years

During the December 12, 2019 Board meeting, staff pulled from the Consent Calendar several standard agreement amendments which involved exercising contract option years. The agreements were pulled in order to comply with current Board policy regarding multi-year service agreements. Board Policy 2.4.5.A currently states:

Contract manager will conduct a written evaluation of the contractor's performance for the prior contract year. Based on the evaluation, the contract manager will make a recommendation whether or not to exercise an option year. The evaluation, along with staff's and the Tenant Liaison Committee's recommendation, will be agendized for the Board of Directors consideration as an action item. Once the Board of Directors discusses staff and Tenant Liaison Committee recommendations and votes on agenda item, staff will take appropriate action.



9F. Presentation of Contractor Evaluations Related to Standard Agreement Amendments to Exercise Option Years for Consideration of and Vote on Whether to Approve; and Consideration of and Vote on Amending Current Board Policy for Evaluations and Contract Option Years

The contractor evaluations for the option year renewals currently on the January Consent Calendar, along with staff's recommendation to move forward with option year renewals for each contractor, were included in the Board packet. The Board will vote whether or not to approve those option year renewals.

In addition, because the Tenant Liaison Committee no longer exists, the Board will discuss a potential amendment to the current policy to give staff direction on review of future contractor evaluations and exercising of contract option years.

RECOMMENDATION:

At the Board of Directors' discretion.



11. Closed Session

- A. Pending Litigation – The Board will meet in closed session to consult with legal counsel regarding the following pending litigation. [Gov. Code section 11126(e).]
 - i. To confer with and receive advice from legal counsel regarding potential litigation involving the 32nd District Agricultural Association. Based on existing facts and circumstances, the Board of Directors will decide whether to initiate litigation. (Govt. Code, § 11126, subd. (e).)
 - ii. To confer with and receive advice from legal counsel regarding potential litigation involving the 32nd District Agricultural Association. Based on existing facts and circumstances, there is significant exposure to litigation against the 32nd District Agricultural Association. (Govt. Code, § 11126, subd. (e).)
- B. Personnel: The Board will meet in closed session to consider the appointment and employment of the General Manager / CEO. [Gov. Code section 11126, subd. (a)(1).]



11. Board of Directors' Matters of Information

**Next Board Meeting
February 27, 2020
(at 9:00 a.m.)**





OC Fair & Event Center – Costa Mesa, California