

Summer Angus

From: Regina Mundekis <reggie_mundekis@me.com>
Sent: Monday, September 21, 2020 11:21 AM
To: Ashleigh Aitken Board (aaitken@ocfairboard.com); Barbara Bagneris; Sandra Cervantes; Natalie Rubalcava-Garcia; rruiz@ocfairboard.com; nkovacevich@ocfairboard.com; npham@ocfairboard.com; dlabelle@ocfairboard.com
Cc: Michele Richards; Summer Angus
Subject: September 2020 OC Fair Board Meeting Agenda Item 10D Diversity Committee

Dear Board,

Input is being solicited on the purpose, actions and meetings for the Diversity Committee. How about using the Diversity Committee to embrace the diverse communities of Orange County and to increase business at the OC Fairgrounds?

Today's OC is home to vibrant immigrant communities which have brought their businesses, languages, customs, and food to OC. Outreach and bridge building can bring members of these communities to the OC Fairgrounds and to the OC Fair. Public meetings, if needed, can be with the members of the diverse communities to find out how they want to participate in the OC Fairgrounds and use the OC Fairgrounds. Using the Diversity Committee to help build business by increasing the reach of the OC Fairgrounds into untapped areas is a smart move.

The OC Fairgrounds was created for the purposes of "Holding fairs, expositions and exhibitions for the purpose of exhibiting all of the industries and industrial enterprises, resources and products of every kind or nature of the state with a view toward improving, exploiting, encouraging, and stimulating them" (Cal. Food and Agriculture Code §3951(a)). Using the Diversity Committee to engage immigrant communities fits well with the mission of the OC Fairgrounds.

Thank you for your interest in this matter.

Reggie Mundekis
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Examples of how diverse OC is today:

The Registrar of Voters prints ballots in English, Spanish, Vietnamese, Korean, Chinese, Farsi (Persian) and Tagalog (Phillipines.)

Koreatown (Buena Park), Little Arabia (Anaheim) and Little Saigon (Garden Grove and Westminster) are established destinations for food, shopping, and community life.

Multiple Chambers of Commerce and similar groups have formed to represent immigrant communities (partial list):

- Asian Business Association of Orange County
- Filipino American Chamber of Commerce
- Korean American Chamber of Commerce
- Orange County Asian and Pacific Islander Community Alliance
- Orange County Chinese American Chamber of Commerce

- Orange County Hispanic Chamber of Commerce
- Orange County Iranian American Chamber of Commerce
- Vietnamese American Chamber of Commerce

Communities need food for their families and grocery stores supply those needs (partial list):

- Chinese: 99 Ranch
- Filipino: Seafood City
- German: German Deli at Old World
- Hispanic: Northgate Gonzalez, Vallarta
- Indian: Nina's Indian and British Groceries, Namaste Plaza
- Japanese: Mitsuwa Market, Seiwa, Tokyo Central
- Korean: H Mart, Zion Market
- Persian: Alico Ranch Market
- Vietnamese: Hoa Binh, Saigon Supermarket, Westminster Supermarket Thuan Phat

International grocery stores feeding multiple communities include Super King and Wholesome Choice with foods from Asia, Europe, India, Mexico, Middle East, Russia, and other countries.

The wide variety of restaurants in OC include (partial list):

- Afghani, African, Argentinian
- Brazilian, British
- Chinese, Columbian, Cuban
- Ethiopian
- Filipino, French
- German, Greek
- Indian, Italian
- Japanese
- Korean
- Lebanese
- Persian, Peruvian
- Salvadoran, Sri Lankan, Syrian
- Taiwanese, Thai, Turkish
- Venezuelan, Vietnamese