



## **Board of Directors Meeting**

### **March 25, 2021**

**Good morning. The meeting will begin just after 9:00 a.m.**

Regarding public comment: Please use the chat function to communicate with the meeting secretary, Summer Angus for the agenda items you would like to speak to.

**Please keep your device on mute until called upon to speak.**

**If using the Zoom dial-in option, use \*6 to mute and un-mute your phone.**

*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 keep your device on mute**

The Mission of OCFEC is...

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

*(with results justifying resources expended)*





## 6. CEO's Operational Announcements & Updates



# Ongoing Events



# Upcoming





# IMAGINOLOGY

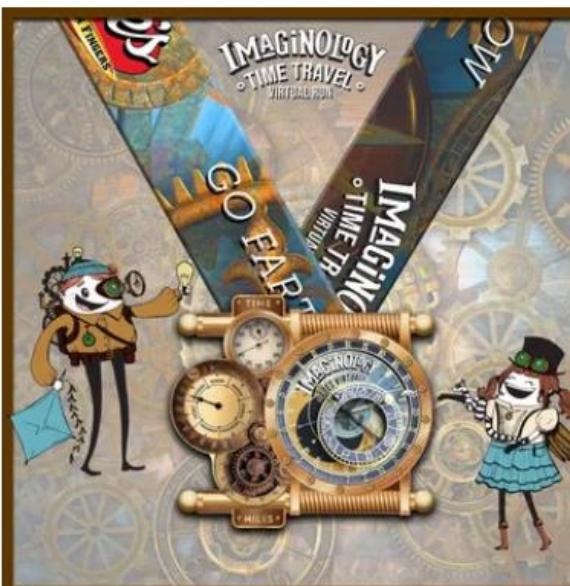
GOES VIRTUAL

April 19 - 25, 2021

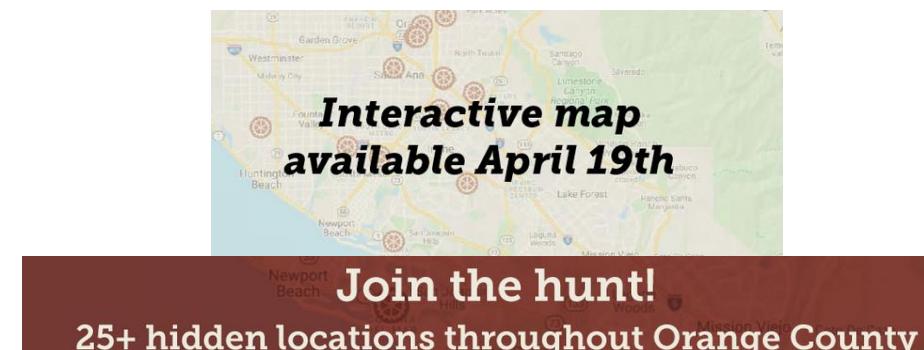
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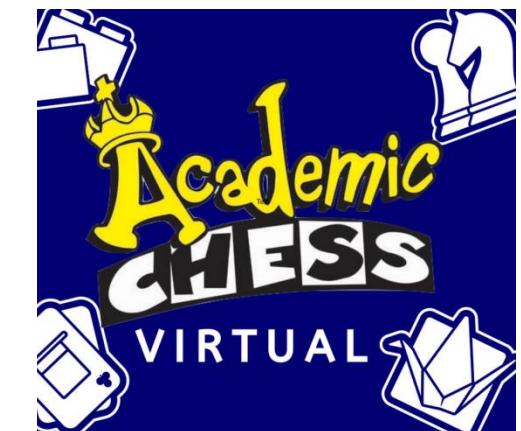
# 2021 Imagonology



# 2021 Imaginology



- **Esports Weekend Tournaments**
- **Youth Competitions**
- **Videos**
- **DIY Projects**
- **Vital Link, Arts OC, 4-H**
- **Online Activities**
  - **Imaginology Bingo**
  - **Agriculture Crop Quiz**
  - **Chemistry Knowledge Quiz**
- **& more!**





# IMAGINOLOGY

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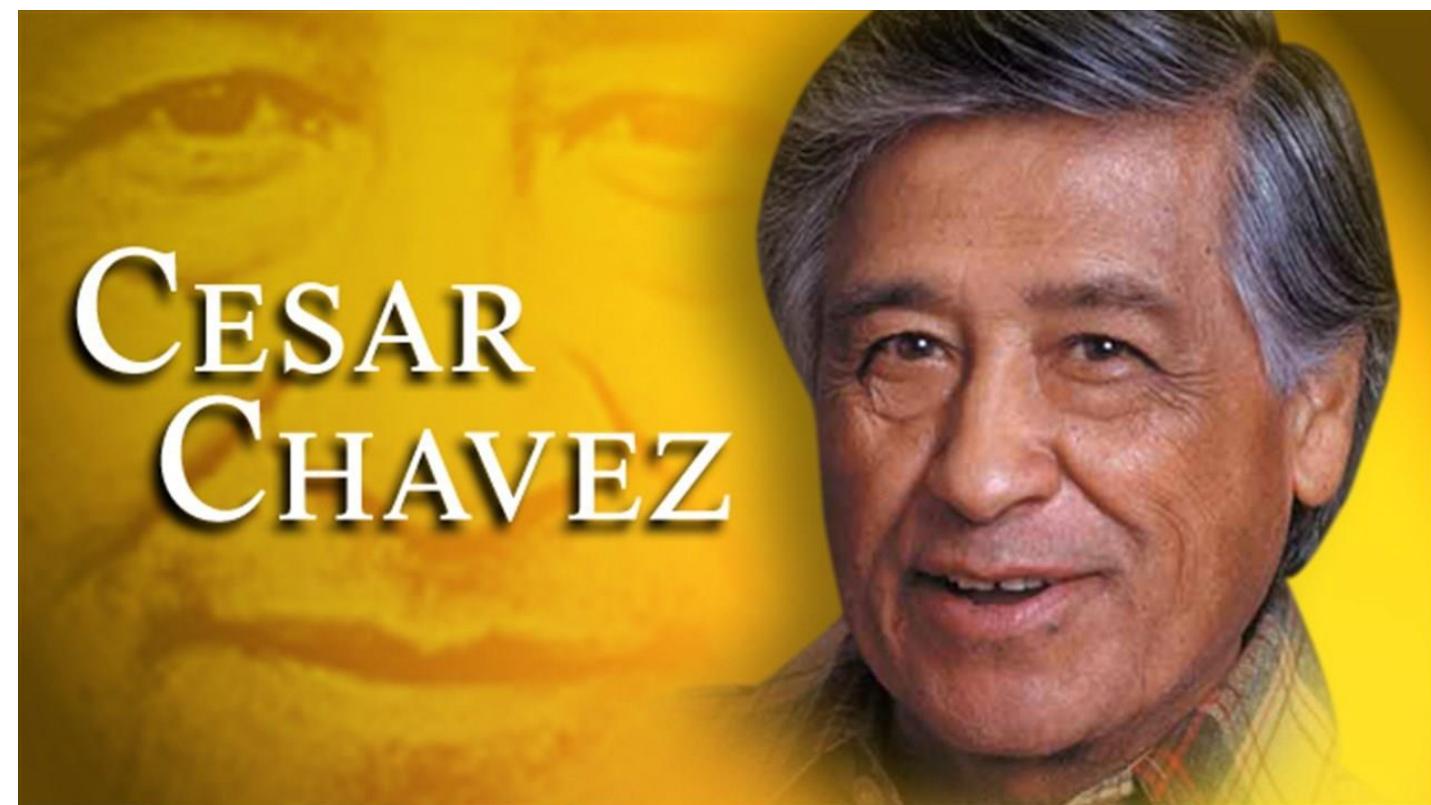
*April 19 - 25, 2021*



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## 6. CEO's Operational Announcements & Updates



## 6. CEO's Operational Announcements & Updates



## 6. CEO's Operational Announcements & Updates



# For the Two Months Ended February 28, 2021

	Actual	Budget	Variance Favorable (Unfavorable)
YTD Revenue	\$1,039,481	\$268,574	\$770,907
YTD Expenses	<u>\$2,842,598</u>	<u>\$4,497,186</u>	<u>\$1,654,588</u>
YTD Net Proceeds (Deficit)	<u>\$(1,803,117)</u>	<u>\$(4,228,612)</u>	<u>\$2,425,495</u>



# Cash and Cash Equivalents

	<u>February 28, 2021</u>	<u>February 29, 2020</u>
Cash on Hand	\$ 967,576	\$ 3,044,963
Investments	<u>\$38,860,911</u>	<u>\$51,255,686</u>
Total Cash and Cash Equivalents	<u>\$39,828,487</u>	<u>\$54,300,831</u>
Year over Year Decrease	<u>(\$14,472,344)</u>	
Year over Year % Decrease	-26.6%	



## 7. Minutes

### **A. Board meeting held February 25, 2021**

#### Action Item



## 8. 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.



## 9. 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.



## 10A. Review of OC Fair Planning Considerations and Vote on 2021 Dates

Staff has been carefully monitoring the COVID-19 situation throughout Orange County, working closely with County officials and the Orange County Health Care Agency to assess.

As reported at previous Board Meetings, OCFEC team has been diligently planning and preparing for the safe reopening of the annual OC Fair. As part of this process, meetings have been held with key fair partners who are ready to move forward.



# 10A. Review of OC Fair Planning Considerations and Vote on 2021 Dates

Staff will provide the Board with:

- The most current data regarding the continued decline in COVID-19 cases in Orange County.
- Up-to-date information on the number of vaccinations administered in Orange County and the current immunity rate.
- Projections from President Biden and the OC Health Care Agency on the availability of vaccine by May and the nation’s “independence from COVID-19 by the Fourth of July.”
- Expected new guidelines from the State for the “Green Tier” and from the CDC as more people are vaccinated.
- Announcements from other area attractions set to reopen in April.
- OCFEC plan to safely welcome fairgoers back in 2021.



# 10A. Review of OC Fair Planning Considerations and Vote on 2021 Dates

## **RECOMMENDATION:**

Approve 2021 OC Fair dates for July 16-August 15 and authorize the CEO to use alternate dates of August 25-September 19 if necessary.



# 10A. Presentation on 2021 OC Fair Planning

- Orange County is currently in the Red Tier of California's Blueprint for a Safer Economy Plan and is expected to move into the Orange Tier by Easter, then quickly into the Yellow Tier.
- The Governor's Office is currently working on guidelines for beyond the Yellow Tier into an even less restrictive Green Tier.
- The California Department of Public Health reports that as of 3/18/21, there have been 430,379 people fully vaccinated in Orange County, and another 335,228 that have received their first dose. That represents 24% of the County that is at least partially vaccinated.



# 10A. Presentation on 2021 OC Fair Planning

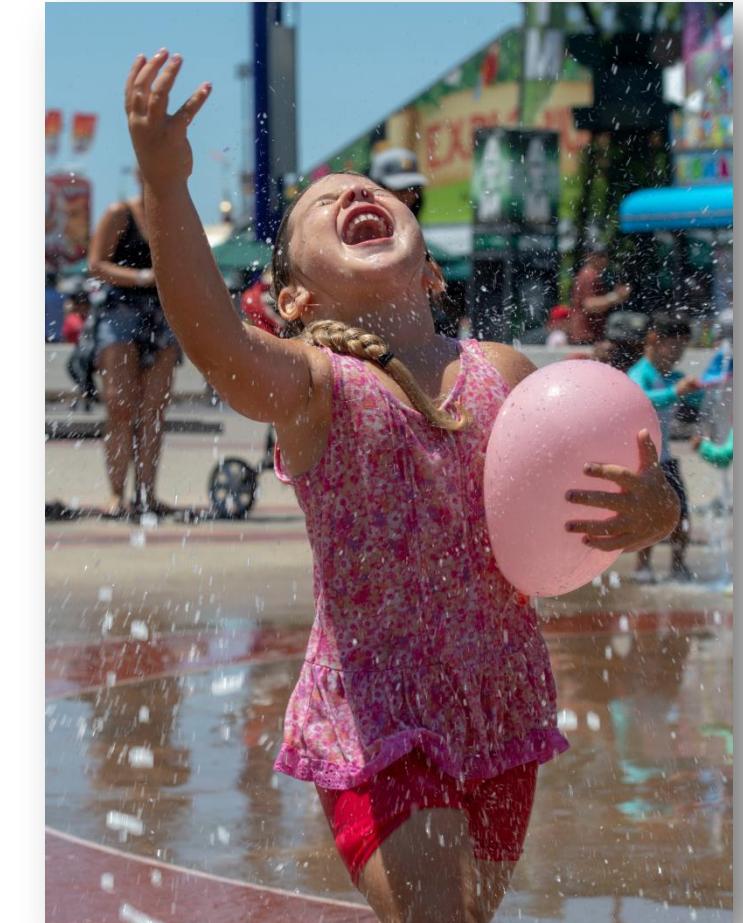


- President Biden announced recently that by May, the vaccines will be available to all in the U.S.
- The County has reported that by the end of May, the vaccine effort will transition from County super sites to local healthcare providers and pharmacies.
- The CDC has already begun to publish post vaccine guidelines with more to come.
- Both President Biden and the OC Health Care Agency have stated that the nation is expected to “declare our independence from COVID-19 by the 4<sup>th</sup> of July.”



# 10A. Presentation on 2021 OC Fair Planning

- The State has announced that theme parks and amusement parks will be allowed to reopen as of April 1.
- Disneyland and Knott's Berry Farm expect to reopen at 35% capacity by the end of April and increase their attendance when approved.
- The San Diego County Fair will have a small fair festival without rides or entertainment June 11-July 4, but will possibly add those elements when approved.
- Our key fair partners are ready to move forward.
- We have set a “go/no go” date of April 30 and will use alternate dates if necessary.
- Advance online admission sales will start May 1.



# 10A. Presentation on 2021 OC Fair Planning

## Next Steps:

- Launch our “How to Fair” information campaign
  - Guests
  - Partners
  - Employees
- Execute COVID health and safety plans
- Prepare for online ticket sales starting May 1
- Finalize new layout and programming
- Develop 2021 app for contactless transactions
- Begin hiring, with Zoom interviews and electronic onboarding expected
- Explore the possibility for post-fair attractions



# 10A. Presentation on 2021 OC Fair Planning



# 10B. Presentation on Women's History Month and Contributions of Women to Orange County's Agricultural History and the OCFEC

## **INFORMATION ITEM:**

March 1st marks the beginning of Women's History Month. The Community Affairs Committee will highlight the contributions women have made to Orange County's agricultural history and to the OC Fair & Event Center.

The committee has worked with staff to develop a presentation celebrating the history of women's contributions to agriculture and the OC Fair & Event Center.



# Women's History Month



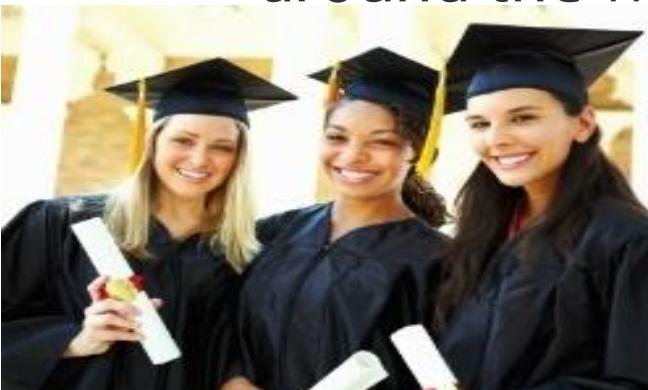
# March is Women's History Month

## About Women's History Month

- \* Women's History Month began as a local celebration in **Santa Rosa, California in 1978**. Organizers selected the week of March 8 to correspond with International Women's Day
- \* In 1980, a consortium of women's groups and historians - led by the National Women's History Project - successfully lobbied for national recognition
- \* In February 1980, President Jimmy Carter issued the first Presidential Proclamation declaring the Week of March 8th 1980 as National Women's History Week
- \* Since 1995, presidents have issued a series of annual proclamations designating the month of March as **Women's History Month**

# Women's History Month

- \* In 2019, there were well over **76 million women** aged 16 and over in the labor force, representing close to half of the total labor force
- \* As of 2019, **Women** comprised **50.2%** of the college-educated labor force, up from 45.1% in 2000
- \* Currently, **21 women** sit as the head of state or government in 193 countries around the world



# Women's History Month



**Kamala D. Harris**  
First Female Vice President of the  
United States of America

VP Harris was born in Oakland, CA

Served as the AG of CA from 2011-2017

Served as US Senator from 2017-2021

# Women in Agriculture



- According to the USDA Census of Agriculture, nearly 30% of American farms are principally operated by women.
- President Biden nominated Dr. Jewel Bronaugh to serve as the U.S. Deputy Secretary of Agriculture. If confirmed, she would be the first African American woman to serve in the position.
- Women currently head state departments of agriculture in 13 states.
- 15 women in California serve as county agricultural commissioners.

# Women in Agriculture



## Dolores Huerta

- American labor leader and civil rights activist
- Co-founder (along with Cesar Chavez) of the national Farmworkers Association, which later became the United Farm Workers (UFW)
- Helped organize the Delano Grape Strike in 1965 in CA and was the lead negotiator in the workers' contract that was created after the strike

# Women in CA Ag Leadership



**Karen Ross**  
Secretary of the  
California Department of  
Food and Agriculture



**Ann Veneman**  
California's first female Secretary of  
Agriculture AND the first (and only)  
female to serve as  
US Secretary of Agriculture



**Becky Bailey-Findley**  
Served as the first female CEO  
for the  
OC Fair & Event Center

# Women in CA Ag Leadership

- \* 50% of CDFA's staff is **female**
- \* Nearly **half** of all FFA members are women, and females hold approximately **50%** of state leadership positions
- \* Of the 76 California Fairs, 40% are led by **female** CEO/General Managers
- \* In OC 70% of the Ag Teachers for Future Farmers of America (FFA Programs) are **women**
- \* **4** out of **8** (50%) of OC Fair Board Members are **female**
- \* **48%** of OCFEC's Civil Service staff are **female**. **50%** are in management positions, including Michele Richards, current CEO



**Natalie Rubalcava-Garcia**  
**Board Chair**  
Member since 2018



**Ashleigh Aitken**  
Member since 2012



**Barbara Bagneris**  
Member since 2014



**Sandra Cervantes**  
Member since 2014



**Michele Richards**  
OC Fair & Event Center  
CEO

# Women at the OC Fair

- \* By the early 1900's in an effort to promote participation by **Women**, domestic entries offering premiums (cash prizes) and the presentation of an annual ball were introduced
- \* In 1907, the very first carnival queen, Ms. Ethel Chapman, was crowned. The tradition of having a fair queen became an annual event until 1983
- \* In a guest survey conducted at the OC Fair in 2019, attendee profile was **59% female**
- \* In 2019, approximately **59%** of all adult exhibitors were **female**



# Women in OC Military History

- \* Approx. 350,000 American women joined the military during World War II
- \* During the war, OC Fairgrounds was the site of SAAAB, a preflight training center for pilots, navigators & bombardiers
- \* A unit of the Women's Army Corps, WAC, was assigned to the SAAAB. WAC troops performed a variety of jobs such as nurses, mechanics, truck drivers, clerical staff & more



# Women in OC Military History

- \* Women who served in the Army Nurse Corps played a critical role in caring for injured troops during World War II. They often served in combat zones and tended to the injured during air transport
- \* One such flight nurse, Jane Weller from Huntington Beach, served in the South Pacific during WWII. She hopped from island to island caring for General MacArthur's troops



# Military Women from OC



Brigadier General  
Robin Umberg, US  
Army, California State  
Veterans Board



Lt. Caroline Miller,  
US Coast Guard,  
Commander, US  
Coast Guard Cutter  
Narwhal



Jacqueline Eubany,  
MD, US Navy Heart  
Surgeon



Andrea Marr, US  
Navy Veteran,  
Mayor Pro Tem for  
Costa Mesa City

# How can you celebrate Women's History Month?

- \* Explore the history of women's rights
- \* Be aware of issues women still face today
- \* Post on social media to spread awareness of Women's History Month
- \* Mentor a girl or fellow woman
- \* Support a women's nonprofit
- \* Support women-owned businesses



# 10C. 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. Leadership Committee (Chair Rubalcava-Garcia, Committee Chair; Vice Chair La Belle)
- ii. Financial Monitoring and Audit Committee (Director Pham, Committee Chair; Director Bagneris)
- iii. Facilities Committee (Director Aitken, Committee Chair; Director Ruiz)
- iv. Governance Committee (Director Cervantes, Committee Chair; Chair Rubalcava-Garcia)
- v. Community Affairs Committee (Director Kovacevich, Committee Chair; Director Ruiz)
- vi. Centennial Farm Foundation Liaison (Director Cervantes)
- vii. Heroes Hall Veterans Foundation Liaison (Vice Chair La Belle, Director Cervantes)



## 5. 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).)
  - iii. To confer with counsel, discuss, and consider the following pending litigation to which the 32nd DAA is a party. 32nd District Agricultural Association v. Ovations Fanfare, L.P., et al., Orange County Superior Court, Case No. 30-2020-01161661-CU-CO-CJC
- B. Personnel:** The Board will meet in closed session to consider the evaluation of performance of the General Manager / CEO. [Govt. Code, § 11126, subd. (a).]



## 12. Board of Directors' Matters of Information

**Next Board Meeting**

**April 22, 2021**





OC Fair & Event Center – Costa Mesa, California