

## **MINUTES OF OCFEC BOARD OF DIRECTORS MEETING HELD MARCH 25, 2021**

*The following Minutes are a summary of Board action and proceedings. For a full transcript please click on the link below or visit the ocfair.com website.*

[https://s3.us-west-1.amazonaws.com/ocfair.com/wp-content/uploads/2021/03/08112446/21\\_03\\_March\\_Transcript.pdf](https://s3.us-west-1.amazonaws.com/ocfair.com/wp-content/uploads/2021/03/08112446/21_03_March_Transcript.pdf)

### **1. CALL TO ORDER:**

Chair Rubalcava-Garcia called the meeting to order at 9:02 a.m.

### **2. MISSION STATEMENT**

### **3. PLEDGE OF ALLEGIANCE:**

The Pledge of Allegiance was recited by Michele Richards. Roll call was taken by Summer Angus.

### **4. DIRECTORS PRESENT (via Zoom):**

Chair Rubalcava-Garcia, Vice Chair La Belle, Director Cervantes, Director Ruiz, Director Bagneris, Director Aitken, Director Pham and Director Kovacevich.

Director Pham joined the meeting at 9:12 a.m.

**DIRECTORS ABSENT/EXCUSED:** None.

### **OTHERS PRESENT:**

(Via Zoom): Michele Richards, OCFEC CEO; Ken Karns, OCFEC Chief Operating Officer; Joan Hamill, OCFEC Chief Business Development Officer; Jason Jacobsen, OCFEC Director of Planning & Presentation; Terry Moore, OCFEC Director of Communications; Howard Sandler, OCFEC Director of Events; Summer Angus, OCFEC Executive Assistant; Josh Caplan, Office of the Attorney General; Patricia Garrido, transcriptionist; Doug Lofstrom; Theresa Sears; Reggie Mundekis; Carla Montgomery; Gibran Stout

### **6. CEO'S OPERATIONAL UPDATE**

Michele Richards, OCFEC CEO, reported the following:

- Event activity picking up as Orange County moves into the orange tier

Joan Hamill, OCFEC Chief Business Development Officer, gave an update on current and upcoming events. She highlighted Imaginology.

CEO Richards continued the operational update, reporting the following:

- Celebration of Cesar Chavez Day on March 31<sup>st</sup>
- CalExpo transfers grant to design an exhibit featuring California specialty crops to OCFEC Exhibits and Education team – exhibit to be featured at the 2021 OC Fair
  - Exhibit will then be able to travel to other California Fairs
- OCFEC to provide iconic prints of the OC Fair to hang in City of

Costa Mesa shelter facility

- OC Animal Care Large Animal Evacuation agreement with OCFEC renewal process is underway – agreement estimated for Board review and approval at the April Board meeting
- Addition of a new dog to the berm animals to protect the goats from coyotes

CEO Richards presented the February 2021 financial statements.

## 7. MINUTES:

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

Action Item

**ACTION:** Director Cervantes motioned and Director Ruiz seconded to approve the minutes from the Board meeting held February 25, 2021.

**MOTION CARRIED. AYES:** Chair Rubalcava-Garcia, Vice Chair La Belle, Director Cervantes, Director Ruiz, Director Bagneris, Director Aitken and Director Kovacevich. **NAYES:** None.

**ABSTENTIONS:** Director Pham.

## 8. MATTERS OF PUBLIC COMMENT

Carla Montgomery requested the Board agendize to fly the Autism Awareness flag during the month of April, Autism Awareness Month. She also suggested incorporating autism awareness in the Imaginology event.

## 9. CONSENT CALENDAR: (Policy 4.3.4)

### A. Standard Agreements (New): SA-008-21FV; SA-009-21SP; SA-010-21SP; SA-011-21SP

- i. **Standard Agreement Amendments (Exercise Option):** SA-066-18HL (Amend. #4); SA-043-17YR (Amend. #3); SA-240-16SP (Amend. #3)

### B. Rental Agreements: R-017-21; R-019-21; R-029-21; R-030-21

- i. **Rental Agreement Amendments:** R-009-21 (Amend. #2); R-028-21 (Amend. #1)

### C. Active Joint Powers Authority Agreements (New): None.

### D. Judging Agreements: IO-001-21; IO-002-21

### E. Correspondence:

Communications to the Board from members of public related to OCFEC business are identified below and included with the Board materials (available on the OCFEC website). Note that this agenda

item includes only those communication(s) that were sent to the entire Board and CEO before the publication of this month's agenda. *The deadline for correspondence to be included on the April agenda is April 9, 2021.*

- i. None.

#### **F. CDFA Correspondence:**

Communications to the Board from the California Department of Food & Agriculture Division of Fairs & Expositions regarding relevant topics at Fairs and Expositions.

- A. None.

*-End of Consent Calendar-*

**ACTION:** Director Cervantes motioned and Vice Chair La Belle seconded to review and approve the Consent Calendar. **MOTION CARRIED.** **AYES:** Chair Rubalcava-Garcia, Vice Chair La Belle, Director Cervantes, Director Ruiz, Director Bagneris, Director Aitken, Director Pham and Director Kovacevich. **NAYES:** None. **ABSTENTIONS:** None.

### **10. GOVERNANCE PROCESS**

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

Action Item

CEO Richards made a presentation to the Board supporting staff's recommendation that the Board approve 2021 OC Fair dates for July 16-August 15, 2021 and authorize the CEO to use alternate dates of August 25-September 19, 2021 if necessary.

Board and staff discussion ensued, the following items were discussed:

- Ticket sales to OCFEC concert venues
  - Immediate sales at "yellow tier" capacity of 67%
  - 11 shows carried over from 2020
  - Possibility of extending concert dates before and after the fair
  - Date specific ticket sales
- Discussion regarding ticket sales
- Southern California amusement parks opening the end of April
- Midway and Carnival discussion – selection of rides and layout will be different:
  - Certain rides not returning due to social distancing and other protocols
- Masks being mandatory, advanced messaging to patrons
- "How to Fair" campaign/messaging to fair guests of expectations to be able to attend the fair

- No proof of vaccination required – County expected to reach immunity by fairtime
- Possible specific food and beverage consumption areas for guests
- Opportunity to advertise fair and fair attendance protocols at the vaccine site on OCFEC
- Guidelines for patrons who refuse to wear a mask
  - Advanced campaign/messaging regarding masks required – no refund policy for refusal to wear a mask
- What is the liability if someone contracts COVID-19 at the fair
  - Signage waiver upon entering the fair
- Training and protocols for staff regarding mask enforcement
- Jr. Livestock auction and market week will be prior to the fair
- Use Action Sports Arena for storage and back-of-house parking
  - May offer entertainment in Action Sports Arena post fair
- The possibility of extending the dates of the sky ride and giant wheel
- Touchless purchase of carnival and midway tickets on OCFEC and/or RCS apps
- Taking direction from the Orange County Health Care Agency (OCHCA) if there were a possible outbreak
- OCHCA has advised fever checks will not be necessary by July
- The substantial economic impact of the fair to Orange County

Reggie Mundekis shared her concerns with previous discussions of higher-capacity levels allowed at the Hangar and Pacific Amphitheatre (not socially distanced) and staff having to police social distance requirements in areas such as the Main Mall. She asked the following questions:

- Whether food and beverage consumption will be allowed in seats at the concert venues.
- Requirements of out of state/out of country vendors and concessionaires and their employees with regard to COVID testing, vaccination and tracking for illness
- What happens when someone falls ill
- How is the campground being changed to accommodate COVID restrictions

**ACTION:** Chair Rubalcava-Garcia motioned and Directors Aitken and Cervantes seconded to approve the 2021 OC Fair dates for July 16-August 15, 2021 and authorize the CEO to use alternate dates of August 25-September 19, 2021 if necessary. **MOTION CARRIED.**  
**AYES:** Chair Rubalcava-Garcia, Vice Chair La Belle, Director Cervantes, Director Ruiz, Director Bagneris, Director Aitken, Director Pham and Director Kovacevich. **NAYES:** None.  
**ABSTENTIONS:** None.

**B. Presentation on Women's History Month and Contributions of Women to Orange County's Agricultural History and the OC Fair & Event Center**

## Information Item

CEO Richards made the presentation on behalf of the Board Community Affairs Committee. She recognized OCFEC's Evy Young and Carol Singleton for their contribution to the presentation.

Chair Rubalcava-Garcia thanked the Community Affairs Committee for continuing to honor various communities within Orange County with the presentations.

### **C. 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)

Director Pham, on behalf of the Financial Monitoring and Audit Committee, reported:

- The committee met with staff and reviewed the February financials
  - Being ahead of budget due to the receipt of AB-1499 funds
- Committee was updated by staff on the RFP for the upcoming financial audit
  - Plan to solicit a two-year agreement with three one-year options for an audit firm

Director Aitken, on behalf of the Facilities Committee, reported:

- The full report has been published with the Board materials on the website
- Ken Karns reported the storm water management project is nearing completion

Chair Rubalcava-Garcia, on behalf of the Governance Committee, reported:

- The committee was updated on the status of Senate Bill 264, bill introduced by Senator Dave Min prohibiting the sale of any firearms, firearm parts or ammunition on state or county property
  - The bill is on its way to the senate appropriations committee
  - Western Fairs Association has taken an opposed position to the bill

Director Ruiz, on behalf of the Community Affairs Committee, reported:

- The committee met twice this month
- The committee is working with staff on an outreach campaign to make local Orange County restaurants and vendors/small business owners aware of opportunities at the upcoming OC Fair
- Idea for a public art piece to memorialize the contributions to Orange County by different ethnic groups, races and people
  - Plans to have a public meeting to solicit ideas from the public

With regard to getting more local restaurants to participate in the OC Fair, Director Kovacevich added that staff had some great ideas for the future, to set up some infrastructure for them to be able to plug into making it more feasible and accessible. He encouraged small business to apply to participate in the OC Fair.

Director Kovacevich read a statement by OCFEC in response to the recent violence that occurred in Atlanta that OCFEC stands in solidarity with the AAPI community.

Vice Chair La Belle, on behalf of the Heroes Hall Veterans Foundation, reported:

- Fundraising efforts are continuing
- Today is National Medal of Honor Day

Chair Rubalcava-Garcia, on behalf of the Leadership Committee, reported:

- Update on the Equestrian Center (EQC) Study:
  - The Chair stated that Doug Lofstrom's report is informational; he is not making a conclusion or direction the Board should take

Doug Lofstrom gave an update of the progress of the EQC study. He discussed the following:

- The approach to the project
- Study will be a resource document to identify options for the Board to consider
- Research, review and evaluate the EQC and other equestrian center operating models; financial performance
- Conducting interviews with EQC users
- Survey being developed for the public
- Programming opportunities for the OC Fair and Imaginology

Reggie Mundekis shared her appreciation regarding the outreach to local Orange County businesses and restaurants to better include them in the fairgrounds and the OC Fair. She thanked the Leadership Committee for working on building a sustainable and long-term future of the equestrian center

Gibran Stout shared her excitement regarding the EQC study project. She encouraged the Board to look at the EQC as a community resource and not a money-making business. She spoke in support of the process and talking to people who are knowledgeable of other EQC operations. She suggested a model of a set salary for an EQC manager in order to encourage focus on all boarders equally. In regards to the facilities wifi project improvement, she encouraged consideration for the EQC to be included in that project. She also spoke in support of the outreach efforts to local businesses letting them know about the opportunities at the OC Fair. She inquired about the requirements for her organization to participate as an exhibitor in Imaginology or the Fair.

**5. CLOSED SESSION:**

The meeting adjourned to closed session at 10:59 a.m. and reconvened at 11:47 a.m.

Matters to report out of closed session: None.

Director Bagneris and Pham left the meeting.

**11. BOARD OF DIRECTORS MATTERS OF INFORMATION**

Director Cervantes said to get ready to have fun during the OC Fair.

Director Ruiz encouraged everyone to stay safe and to get vaccinated.

Director Kovacevich thanked staff for their work and shared his excitement that the Board solidified the fair dates. He shared he is looking forward to attending the gun show.

Director Aitken shared her excitement that everyone is working together to have a safe fair this summer. She thanked CEO Richards and staff for their report on the OC Fair.

Vice Chair La Belle commented that the fair will be an exciting time and will give people optimism. He urged everyone to get vaccinated.

Chair Rubalcava-Garcia thanked the staff for their support of the Board in preparing for the Board meetings and the public who attended.

**12. NEXT BOARD MEETING: APRIL 22, 2021**

**13. ADJOURNMENT MOTION TO ADJOURN**

The meeting adjourned at 11:52 a.m.



Natalie Rubalcava-Garcia, Chair



Michele Richards, Chief Executive Officer