



## Board of Directors Meeting

April 22, 2021

Good morning.

The meeting will begin just after 9:00 a.m. After the meeting's Roll Call, the Board will immediately adjourn to Closed Session; at this time the meeting Secretary will organize Public Comment. 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)*





## 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).]



## 6. Minutes

### **A. Board meeting held April 22, 2021**

#### 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. Consider Staff's 2021 OC Fair Planning Update and Provide Any Additional Direction

Staff will provide an update on 2021 fair planning with the latest information about:

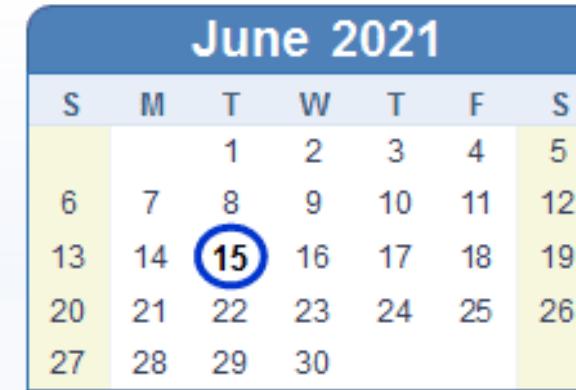
- Orange County's reopening status
- Vaccination numbers in Orange County
- What's different about the 2021 OC Fair
- Health and safety procedures
- “How to Fair” information for guests



# How is Orange County Doing?



OC is now in  
the least  
restrictive  
Yellow Tier



CDPH  
announced no  
capacity limits  
or social  
distancing  
effective June 15

Move  
forward  
approved by  
OCHCA



1,852,511 people in  
OC are either fully  
vaccinated or have  
received one dose;  
vaccines are now  
available to all



# What's Different About the 2021 OC Fair?

- **Health & Safety**
  - Advanced ticket sales; no fees to guests
  - Daily attendance limit
  - Masks mandatory at this point
  - Additional seating for spaced out eating
  - Gate driving promotions eliminated
  - Health and safety plan
- **Guest Amenities**
  - No OCTA OC Fair Express
  - On-site parking will accommodate vast majority of guests
  - Reduced number of merchants and concessionaire spaces with cashless transactions
  - Fewer carnival rides to provide more spacing
- **Programming**
  - No programming in the Action Sports Arena; working on post fair events
  - Livestock Market Week will be held before the fair; Jr. Livestock Auction will be virtual
  - Explorium Kids Tent programming will move to the Promenade
  - Pig Races will move to Park Plaza
  - Dueling Pianos replaces Live Band Karaoke
  - Pacific Amphitheatre –shows from late July through early September
  - Full programming overview at June meeting



# Educating/Informing Our Guests

- The “Playbook”
- “How to Fair”



## Guest Journey Stages

1	2	3	4	5	6
April-July	April-July	May-Aug.	July	July-Aug.	Aug.
Awareness	Research & Consideration	Ticket Sales Transaction	Pre-Arrival	During the Fair	Post-Fair
Property billboard, TV broadcast, Digital media, E-blasts, Announcement emails, e-flyers, Poster, Reader boards	How To Fair videos: <ul style="list-style-type: none"><li>• Health &amp; Safety</li><li>• Know Before You Go</li><li>• How To Buy Tickets</li></ul>	New COVID language developed for Advance Ticket platform <ul style="list-style-type: none"><li>• CA residency</li><li>• CDC guidelines</li></ul>	Pre-Arrival email: <ul style="list-style-type: none"><li>• Download App</li><li>• Curated guides for different types of customers (First Timers, etc.)</li><li>• Maps</li></ul>	<ul style="list-style-type: none"><li>• Video screens</li><li>• Surveys activated with QR codes</li><li>• How To Fair reminders</li></ul>	Post-Fair survey emailed



**2021 OC Fair • Time for Fun**



# We're Getting Ready

- Maintenance/Facilities is getting the buildings and grounds in tip-top shape
- Carnival rides have started moving in
- Security team is coordinating plans with our first responder partners
- Parking plans are being executed to have the least impact on surrounding neighborhoods
- Admissions team is managing the online ticket sales
- Human Resources is busy hiring about 1,000 additional employees
- Finance is setting up cash operations and fair finance reports
- Technology & Production is installing additional systems and equipment



# We're Getting Ready

- Purchasing and Contracts is filling hundreds of orders
- Concessionaires and merchants are preparing to serve our guests
- Entertainment Department is adding new shows every day
- Exhibits & Education is creating beautiful exhibits
- Centennial Farm and Livestock animals can't wait to welcome back our guests
- Heroes Hall is ready to salute our veterans again
- Marketing and Communications are getting the word out
- Sales Team is welcoming back sponsors and adding new ones
- ...and a million other details





**Time FOR Fun**

**July 16 - Aug 15, 2021**



## 9A. Consider Staff's 2021 OC Fair Planning Update and Provide Any Additional Direction

### **RECOMMENDATION:**

At the Board of Directors discretion.



## 9B. Review and Discuss Initial Planning Documents for the Board of Directors Strategic Planning Session and Vote on Next Steps

At the April 22, 2021 meeting, the Board of Directors discussed initiating a strategic planning process and provided input on the structure of the planning session, the timing, the scope and the critical topics to include. The Board approved the following:

- Development of a 3-year strategic plan
- Two 4-hour planning sessions to be facilitated by staff outside of a regular Board meeting in the Fall
- Pre-planning prior to the 2021 OC Fair to include information gathering from Board members and Board input on survey questions for stakeholders
- Critical topics to include in the strategic plan: capital needs/master site plan, public programming, EQC study, educational assets, revenue diversification, and the Centennial Farm Foundation and Heroes Hall Veterans Foundation.



# Questionnaire Screen Share

## 9B. Review and Discuss Initial Planning Documents for the Board of Directors Strategic Planning Session and Vote on Next Steps

Board members will also discuss questions to include in an anonymous survey to the public.

### **RECOMMENDATION:**

At the Board of Directors discretion.



## 9C. Provide Direction to Staff on the Upcoming Carnival RFP Process

During the 2021 budget presentation to the Board of Directors, staff recommended that the Board appoint a committee to provide guidance regarding the Carnival Services RFP due to the complex nature and financial impact of this contract.

The Board will provide initial input and direction to staff.

### **RECOMMENDATION:**

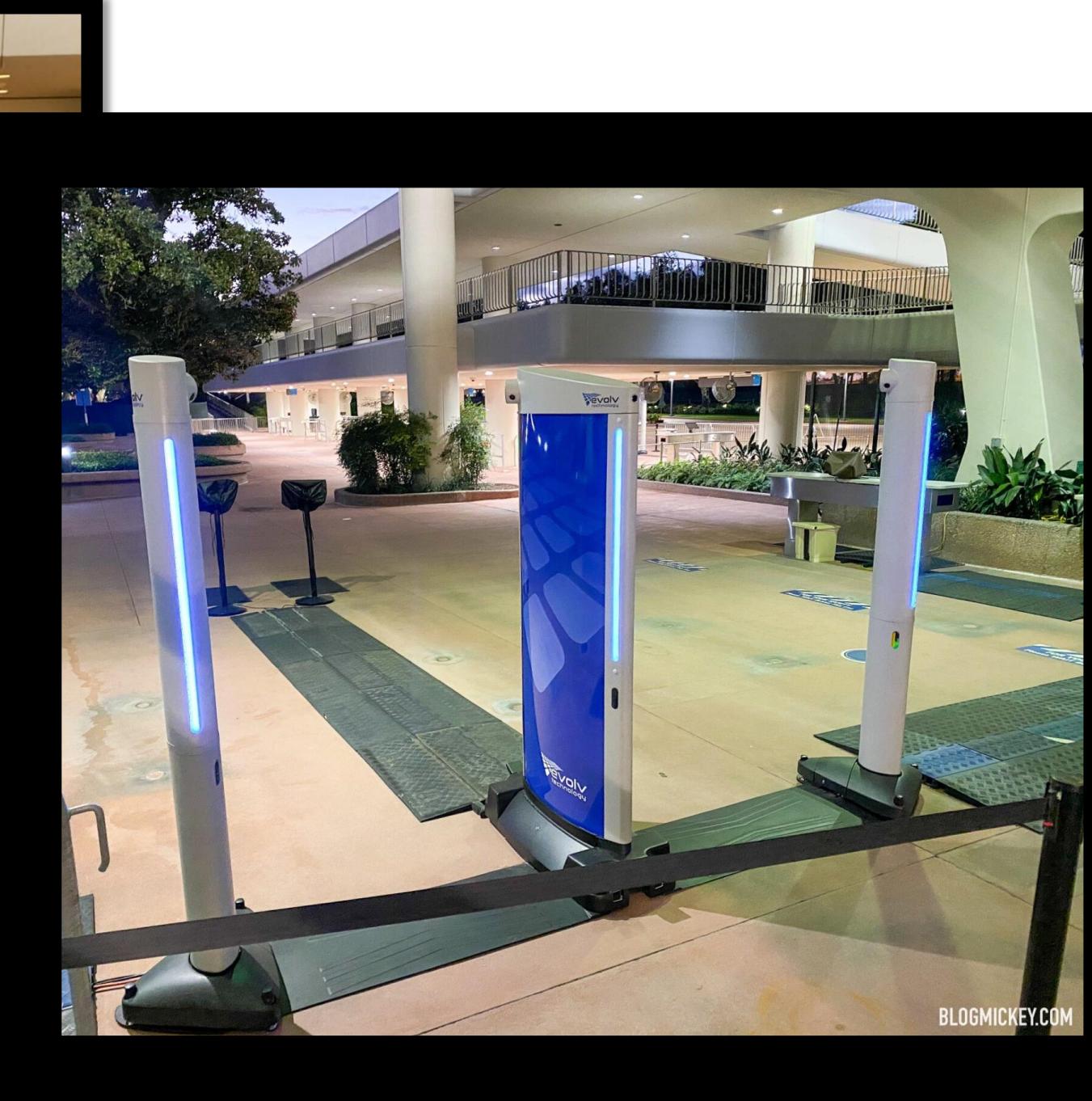
At the Board of Directors discretion.



# 9D. Consider Staff Proposal and Vote on Whether or Not to Approve the Unbudgeted Expense for New Gate Screening Technology



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# 9D. Consider Staff Proposal and Vote on Whether or Not to Approve the Unbudgeted Expense for New Gate Screening Technology

## **RECOMMENDATION:**

At the Board of Director's discretion. Staff recommendation to review and approve the operational expense of \$263,700.00 for the Evolv Technology equipment lease and related costs for the 2021 annual OC Fair.



## 9E. Discuss and Vote on the Amount of 2021 Fair General Admission Tickets and Parking Passes for Centennial Farm Foundation and Heroes Hall Veterans Foundation Board Members per Foundation MOUs

According to the MOUs between the 32nd District Agricultural Association and its two Foundations (Centennial Farm Foundation and Heroes Hall Veterans Foundation), the “District, at its sole discretion, may provide to each active Foundation Board member one (1) complimentary pass to District’s annual county fair, which pass may include an F Lot parking hang tag. The type and quantity of additional complimentary passes will be assessed by the District on an annual basis...”

Since entering into the MOU agreements with the Centennial Farm Foundation and the Heroes Hall Veterans Foundation, the Board has voted to provide one complimentary pass to each day of the annual OC Fair, one F Lot parking hang tag and the ability to purchase up to 50 additional single day fair admission passes for \$1 each.



## 9E. Discuss and Vote on the Amount of 2021 Fair General Admission Tickets and Parking Passes for Centennial Farm Foundation and Heroes Hall Veterans Foundation Board Members per Foundation MOUs

The Board will consider whether or not to grant a complimentary pass, additional complimentary passes, or an F Lot parking hang tag to each Foundation member for the 2021 OC Fair.

### **RECOMMENDATION:**

At the Board of Directors discretion.



# 9F. 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)





MAY

**ASIAN  
AMERICAN  
AND PACIFIC  
ISLANDER  
HERITAGE MONTH**



## History of AAPI

- ❖ 1978 - President Jimmy Carter proclaims the first 10 days in May *Asian/Pacific American Heritage Week*
- ❖ 1992 - Congress passed a bill declaring the month of May *Asian American Pacific Islander Heritage Month*

## AAPI Key Facts & Demographics

- ❖ There is an estimated 20 million AAPIs in the U.S. representing over 30 countries and ethnic groups that speak over 100 different languages.
- ❖ AAPIs are the fastest growing population in the United States.



## AAPI Facts & Demographics in OC & CA

- ❖ Orange County has an estimated AAPI population of nearly 600,000
- ❖ 2019 OC Fair Survey results showed 16% of attendees identified as AAPI
- ❖ Approximately 12% of OCFEC Civil Service Employees identify as AAPI



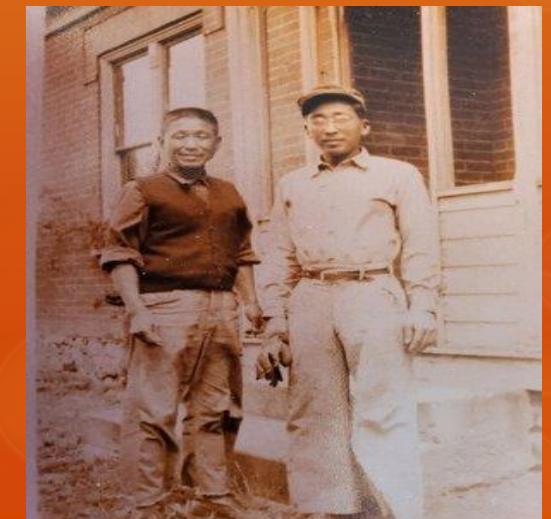
## Contributions of AAPIs in Agriculture

❖ **A.G. Kawamura:** former Secretary of CDFA  
(2003 – 2010)



A.G. Kawamura

❖ **Tsurumatsu “T.M.” Asari:** first documented Japanese immigrant in Wintersburg, California



Teruo and George Tanaka

❖ **Tanaka Farms:** family-owned and operated for over 100 years

## Contributions of AAPIs in World War II

❖ Japanese Americans served in World War II and many of them died for this country, including Kazua Masuda from Orange County.



Kazua Masuda

❖ **Filipino** soldiers and civilians fought along side American troops in the Philippines, where an estimated one million Filipinos lost their lives.



# AAPI Political Leaders in Orange County



Michelle Steel,  
Congresswoman, 48<sup>th</sup>  
District



Young Kim,  
Congresswoman, 39<sup>th</sup>  
District



David Min  
Senator,  
37<sup>th</sup> District



Philip Chen,  
Assemblyman, 55<sup>th</sup>  
District



Stephen Choi,  
Assemblyman, 68<sup>th</sup>  
District



Janet Nguyen,  
Assemblywoman, 72<sup>nd</sup>  
District



Andrew Do  
OC Supervisor,  
First District



Lisa Bartlett  
OC Supervisor,  
Fifth District

# AAPPI Leaders in Orange County



Dr. Clayton Chau, MD, PhD  
Director of the OC Health Care Agency



Kirti Mutatkar, President  
and CEO of United  
Agribusiness League



Manjusha P. Kulkarni, Executive  
Director,  
Asian Pacific Policy and Planning  
Council



'Alisi Tulua,  
Manager, OC Asian and Pacific  
Islander Community Alliance



Dean Kim,  
OC Baking Company



David Sun,  
Co-founder, COO  
Kingston Technology Co.



John Tu,  
Co-founder, President  
Kingston Technology Co.

# Support AAPI Business in Orange County

## Cafés & Restaurants

- Recess Room
- 7 Leaves Cafe
- Cream Pan
- Mix Mix Kitchen
- ADYA @ Anaheim Packing House
- Banh Xeo Boys at Rodeo 39
- Burntzilla & Burnt Crumbs
- Dough & Arrow
- Da Hawaiian Kitchen
- Cream Pan
- Ai Pono Cafe
- Brodard Restaurant
- Green Chilis

## Shops & Services

- Eye Wellness Optometry
- Studio 18 Nail Bar
- Venus Spa
- Royale Dry Cleaners
- Mitsuwa Marketplace
- VS Music Studios
- Hiro's Auto Repair
- Tokyo Central
- Alan He Hair Studio
- Lee Acupuncture
- India Spices & Groceries
- Lokelani's Rhythm of the Islands Dance Studio



ASIAN AMERICAN AND PACIFIC ISLANDER HERITAGE MONTH

# AAPI Events held at OCFEC



## How to celebrate AAPI Heritage Month

- ❖ **Read and learn** about the history of AAPI communities.
- ❖ **Explore Historical Moments:** Visit online museums, events, and exhibits for AAPI communities.
- ❖ **Learn** about traditional Asian and Pacific Island music & instruments.
- ❖ **Support** AAPI non-profit organizations.

# 10. CEO's Operational Announcements & Updates



**Emergency Food Distribution**  
**June 6, 2020 – April 24, 2021**



**COVID Vaccine Super POD**  
**March 31-June 5, 2021**



**COVID Testing**  
**Aug. 24, 2020 – April 30, 2021**

# 10. CEO's Operational Announcements & Updates



**Get Vaccinated, Win Tickets!**



# 10. CEO's Operational Announcements & Updates



# For the Four Months Ended April 30, 2021

	Actual	Budget	Variance Favorable (Unfavorable)
YTD Revenue	\$2,969,502	\$392,748	\$2,576,754
YTD Expenses	<u>\$6,024,960</u>	<u>\$8,091,712</u>	<u>\$2,066,752</u>
YTD Net Proceeds (Deficit)	<u><u>\$(3,055,458)</u></u>	<u><u>\$(7,698,964)</u></u>	<u><u>\$4,643,506</u></u>



# Cash and Cash Equivalents

	<u>April 30, 2021</u>	<u>April 30, 2020</u>
Cash on Hand	\$ 891,392	\$ 1,940,906
Investments	<u>\$38,903,899</u>	<u>\$51,517,498</u>
Total Cash and Cash Equivalents	<u>\$39,795,291</u>	<u>\$53,458,404</u>
Year over Year Decrease	<u>(\$13,663,113)</u>	
Year over Year % Decrease	-25.5%	



# Imaginology

*2021 Imaginology Goes Virtual – By the Numbers*



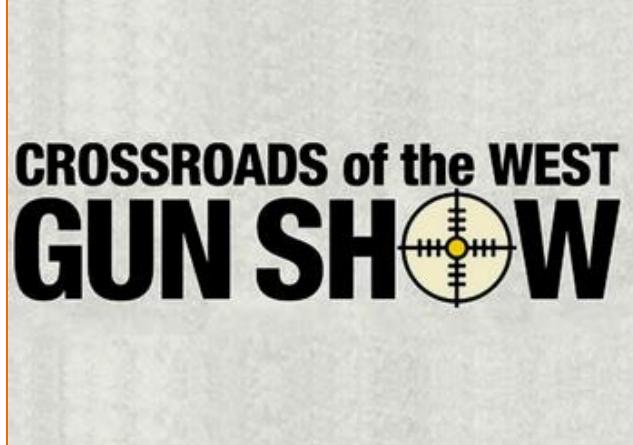
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# Upcoming & Ongoing Events



Sat  
**May 29**



Fri  
**Jun 4-Jun 6**



Sat  
**Jun 12**



Wed  
**Jun 30-Jul 4**



**FARMERS  
MARKET**  
Every Thursday, 9 a.m.-1 p.m.  
FREE admission and parking



## 12. Board of Directors' Matters of Information

**Next Board Meeting**

**June 24, 2021**





OC Fair & Event Center – Costa Mesa, California