



## BOARD OF DIRECTORS COMMITTEE REPORT

MEETING DATE: **APRIL 28, 2022** ITEM: **8G(v)**

SUBJECT: **Community Affairs Committee**

DATE: April 25, 2022

FROM: Directors Bagneris and Rafiei

PRESENTATION BY: Directors Bagneris and Rafiei

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### ***Purpose:***

*This committee oversees the Board's relationship with the community.*

### ***Focus:***

- *Diversity, equity and inclusion*
- *Community engagement*
- *Relationships with local, county and state officials*

### ***Special Projects:***

- *Plaza Pacifica Public Art Project Celebrating Diversity, Equity and Inclusion*
- *Donations to support nonprofit ticket outreach*

## **SUMMARY OF COMMITTEE MEETING**

The committee met on 4/25/2022 and discussed the following:

### **DEI Public Art Project:**

- Following the committee's last meeting, staff sourced estimates to install LED screens on the light towers at Plaza Pacifica and presented three options to the committee.
- Prior to installing LED screens on the towers, staff recommends an engineering feasibility study be conducted to determine the ability of the towers to hold video panels. The cost of the feasibility study is approximately \$2500. Funds will be used from the \$50,000 project cost approved by the Board.
- The committee also discussed that the LED panels could serve multiple purposes beyond the presentation of diversity, equity and inclusion public art:
  - Emergency and/or security messaging
  - Revenue-generating content from sponsors and event promoters
  - Programming content for the annual OC Fair
  - Community engagement messaging, etc.

**2022 OC Fair Nonprofit Ticket Outreach**

- Per the 2022-2024 Strategic Plan, the organization will be distributing approximately 5,000 complimentary general admission tickets to the 2022 OC Fair through donations to local nonprofits. The committee will be assisting by identifying funding for carnival tickets and food/beverage in order to provide a full fair experience to those receiving complimentary fair passes.

**Follow-up**

- Staff will initiate the feasibility study and the committee will present the LED panels concept with full estimates to the Board at an upcoming Board meeting.
- The next meeting of the Community Affairs Committee is TBD.