



Board of Directors Meeting

May 23, 2024

Good morning.

The meeting will begin just after 9:30 a.m. For members of the public on Zoom – for Public Comment, please use the chat function to communicate to the meeting secretary to indicate which 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...

Creating equitable community access to
agriculture, entertainment, cultural and
educational experiences



3. Pledge of Allegiance



4. Roll Call

Board of Directors

Chair Nick Kovacevich

Vice Chair Barbara Bagneris

Director Newton Pham

Director Doug La Belle

Director Natalie Rubalcava-Garcia

Director Robert Ruiz

Director Tanya Bilezikjian

Director Dimetria Jackson



9A. Presentation of Asian American Pacific Islander Month Proclamation by Community Affairs Committee

INFORMATION ITEM:

At the January 2024 Board meeting, the Community Affairs Committee recommended that the Board of Directors recognize various cultural groups throughout the year through the presentation of a proclamation to a prominent member of each community in recognition of their celebration month.

The Board approved the language for an Asian American Pacific Islander History Month proclamation at the March Board meeting.



9A. Presentation of Asian American Pacific Islander Month Proclamation by Community Affairs Committee



The Community Affairs Committee will present the Asian American Pacific Islander History Month proclamation, honoring former Secretary of Food & Agriculture A.G. Kawamura.



5. Minutes

A. Board meeting held April 25, 2024

Action Item

B. Board meeting held March 28, 2024

Action Item



6. Matters of Public Comment

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 an agenda item. Speakers are requested to sign in prior to the start of the meeting and are limited to three minutes.

Comments will be accepted on all other agenda items at the time each item is listed on the agenda. 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.



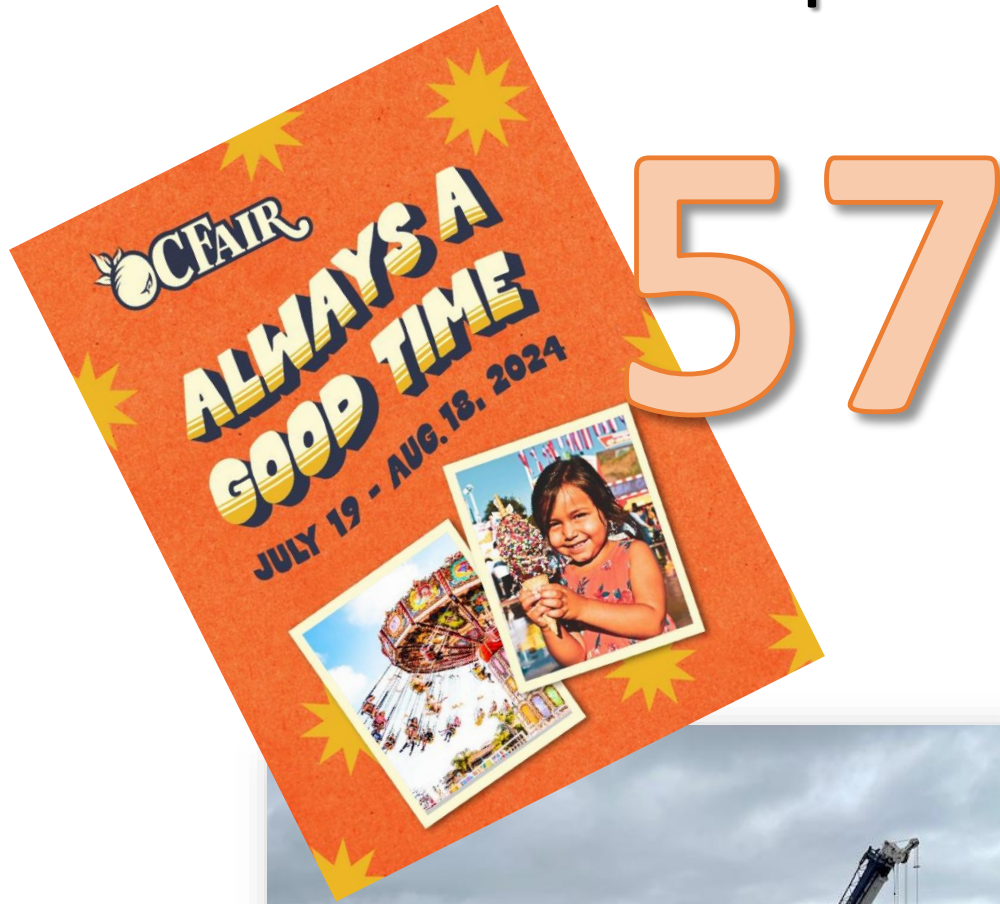
7. Consent Calendar

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.

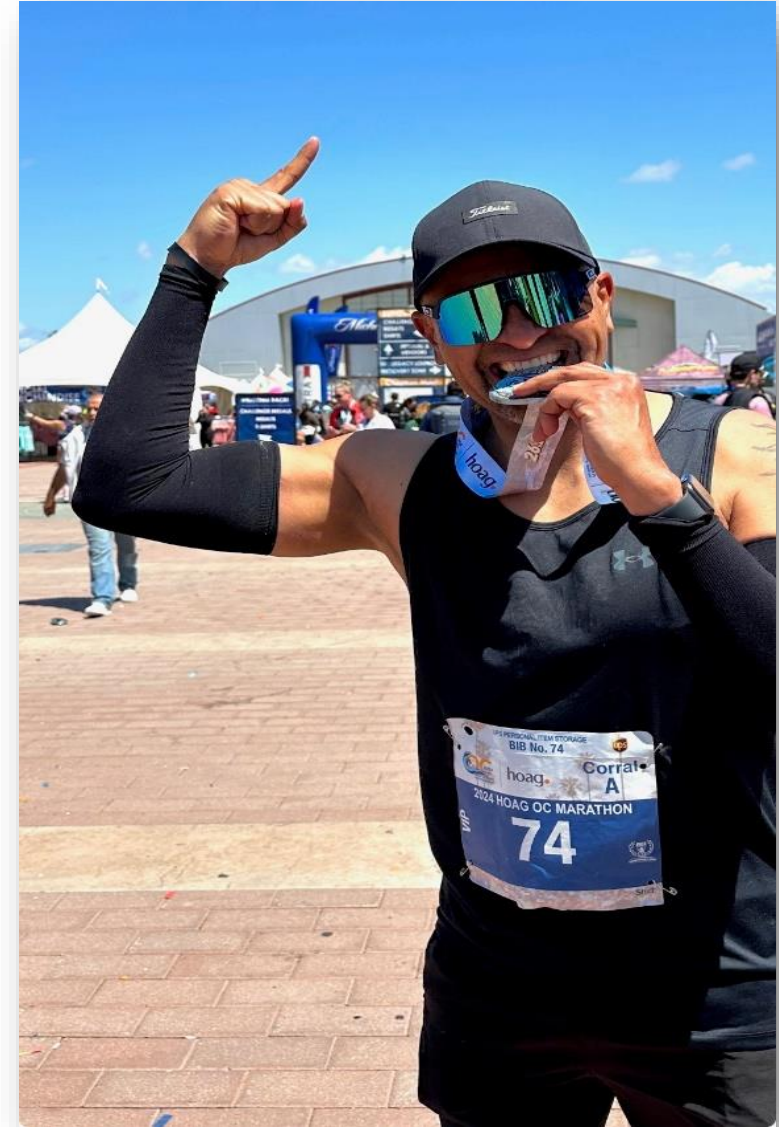
Any member of the public who wishes to discuss Consent Calendar items should notify the Chair of the Board, at the time requested and be recognized by invitation of the Chair to address the Board.



8. CEO's Operational Announcements & Updates



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9B. Annual State of the OC Fair & Event Center Address

INFORMATION ITEM:

Per the District's 3-Year Strategic Plan, staff will provide a State of the OC Fair & Event Center presentation to the Board and public.





State of the OC Fair & Event Center

May 23, 2024



We're Focused on the Future

- 2025-2029 Strategic Planning
- Master Site Plan
- Expanding Agriculture Education Programs
- Responsible growth
- Financial stability



Our Direction is Clear

- Year 2 of Strategic Plan successfully concluded
- Year 3 Strategic Plan in full swing
- 2024 Budget
- Approved Master Site Plan
 - Project #1 well underway
 - Project #2 launched



We Have Strong Leadership

- 8 members; 1 vacancy
- Multiple business sectors
- 5 committees
 - Leadership
 - Finance
 - Facilities
 - Governance
 - Community Affairs
- Celebrate the Fair, Imaginology and other year round events



We Continue to Lead the Industry

- #1 most attended fair in California
- Over 2,000 fairs in North America; OC Fair ranks #13 in attendance
- Using the RIGHT metrics
 - safety, guest experience, resource management and community relations
- Industry awards
 - Western Fairs Association (WFA) – 15 awards
 - Int'l Association of Fairs & Expositions (IAFE) – 3 awards
 - People's Choice Award - 2023
- How we give back
 - CA Fairs Alliance (CFA) Board Chair
 - IAFE Board Vice Chair
 - WFA Board of Directors
 - WFA Committees
 - Amusement Industry Safety (AIMS)
 - CDFA State Rules Advisory Committee
 - Agriculture Grants Review Committee
 - Panelists, trainers, presenters



We're Impacting Our Community

- Outside Organizations
 - Girl Scouts of OC Board
 - California Construction Authority Board
 - OC Sports Commission Board
 - Travel Costa Mesa Board
 - Orange County Business Council Committee
 - International Facility Management Association Board
 - Int'l Association of Venue Managers Committee
- Board directed donation tickets
 - Over 5,000 OC Fair admission tickets distributed to the neediest in our community
- Imaginology
 - 17,793 attended this year
 - Despite the rain...they came!
- Centennial Farm
 - 112,721 school year visitors
 - 19 Farm & Garden Classes with 956 participants
 - 6,907 volunteer hours
- Heroes Hall
 - 8,000 visitors to-date in 2024
 - 500 attended the last Veterans Day event
 - Featured 2 new exhibits since last year
 - OC Docent League, Young Marines and Cal Guard Museum Command partnerships



We're Continuing to Achieve

- **New Events**
 - 23 new events in 2023
 - 12 new events booked to-date in 2024
- **Sponsors**
 - 10 new sponsors in 2023
 - 4 new sponsors signed to-date in 2024
- **19 new merchants**
 - 15 from California
 - 4 from Orange County
- **5 new concessionaires**
 - 3 from California
 - 1 from Orange County
- **Pacific Amphitheatre**
 - 15 sold out shows – the most ever
 - 6 of the 10 most profitable shows held in the Pac Amp since it's reopening in 2003 happened in 2023
 - For the first time ever, profit from a single show in the Pac Amp went over \$400K
- **Capital Projects**
 - 2023: 47 projects completed; 1 carried forward to 2024
 - 2024: 60 items scheduled; 12 completed, 43 active and 5 pending



We're Making Technology Work for Us

- eTix partnership
- User experience web site upgrades
- New Admin office plans
- Cyber security network monitoring
- Portable sound monitoring equipment
- Security command center upgrades



Our Team is on the Move!

- 10 key positions filled
- 9 internal promotions
- Ongoing training
 - Supervisory training
 - CPR/First Aid/Emergency Preparedness
 - Preventing workplace harassment
 - Workplace safety
- Certifications
 - Safe equipment operation



Our Financials Are Strong

- Continued strong reserves
 - \$48 million in cash and cash equivalents
- Profitable OC Fair model
 - \$22.8 million in net proceeds from 2023 OC Fair
- Favorable bottom line
 - Currently \$2.72 million favorable to budget
- 2024 Year-end projection
 - 4 months actuals/8 months budget = \$7.6 million net proceeds



We Still Have Some Challenges

- Business growth
- Attracting key talent
- Managing expenses
- Maintaining the guest experience
- Parking and storage



<https://ocfair.canto.com/b/Q5RR9>



9C. Committee/Ad Hoc Committee/Liaison Reports

INFORMATION ITEM:

To assure compliance with the Bagley-Keene Open Meeting 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 Kovacevich, Committee Chair; Vice Chair Bagneris)
- ii. **Financial Monitoring and Audit Committee** (Director Pham, Committee Chair; Director Bilezikjian)
- iii. **Facilities Committee** (Director Ruiz, Committee Chair; Director Bilezikjian)
- iv. **Governance Committee** (Director La Belle, Committee Chair; Chair Kovacevich)
- v. **Community Affairs Committee** (Director Rubalcava-Garcia, Committee Chair; Director Jackson)



April 2024 Financials

	Actual	Budget	Variance Favorable (Unfavorable)
April 2024 Revenue	\$ 1,462,088	\$ 878,579	\$ 583,509
April 2024 Expenses	<u>\$ 2,610,631</u>	<u>\$ 2,913,456</u>	<u>\$ 302,825</u>
April 2024 Net Proceeds/(Loss)	<u>(\$ 1,148,543)</u>	<u>(\$ 2,034,877)</u>	<u>\$ 886,333</u>
YTD Net Proceeds/(Loss)	<u>(\$ 4,233,613)</u>	<u>(\$ 6,957,829)</u>	<u>\$ 2,724,216</u>



Cash and Cash Equivalents

	<u>April 30, 2024</u>	<u>April 30, 2023</u>
Cash on Hand	\$ 2,812,334	\$ 1,420,198
Investments	<u>\$45,167,370</u>	<u>\$67,442,522</u>
Total Cash and Cash Equivalents	<u><u>\$47,979,704</u></u>	<u><u>\$68,862,720</u></u>
Year over Year Change	<u><u>(\$ 20,883,016)</u></u>	
Year over Year % Change	-30.3%	



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**ASIAN AMERICAN
NATIVE HAWAIIAN
PACIFIC ISLANDER**
HERITAGE MONTH



10. 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. Talley Amusements, Inc. v. 32nd District Agricultural Association, Orange County Superior Court, Case No. 30-2022-01264282-CU-MC-CJC
- iv. To confer with counsel, discuss, and consider the following pending litigation to which the 32nd DAA is a party. B&L Productions, Inc., et al., v. Gavin Newsom, et al., U.S. District Court for the Central District of California, Case No. 8:22-cv-01518 (JDEx)



11. UPCOMING EVENTS PREVIEW



May 25-26



May 31-June 2 & June 7-9



June 1-2



June 8



June 15



June 15-16



June 15



June 20





Victory At The Fair Horse Show



June 15 & 16
Free Admission



EVENTS UPDATE



Thursdays





Workshops:

June 1 – Make It, Take It –
Savoring Your Garden's Bounty
Through Food Preservation



June 8 – Designing a Winning
Floral Arrangement





Discovery Day

June 3

By the numbers Year to Date—

13 Discovery Days

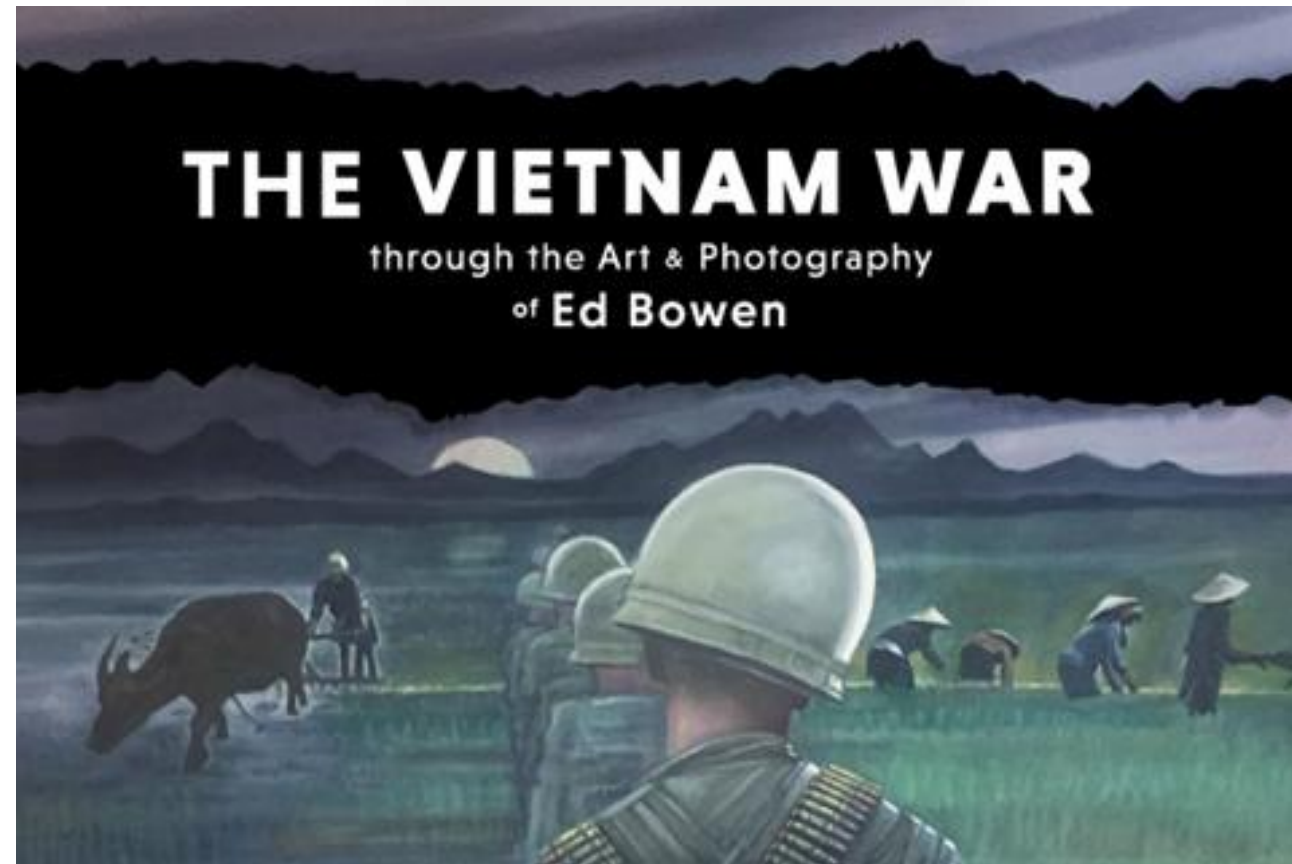
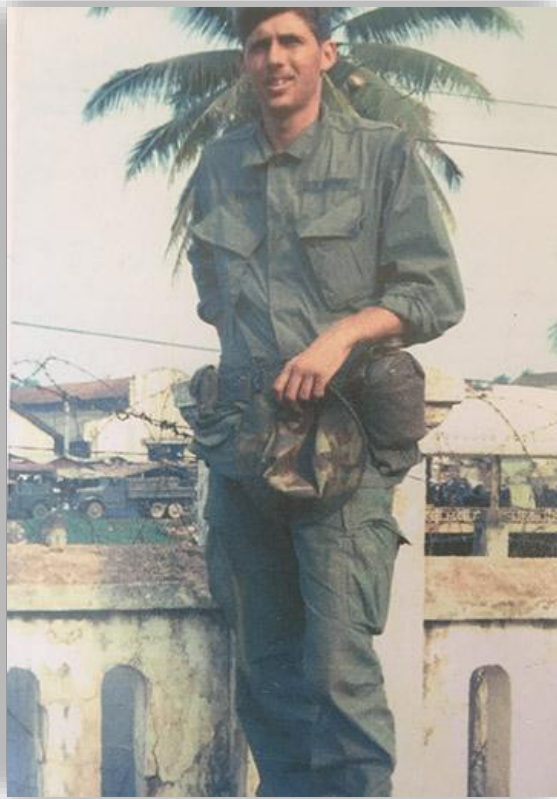
13,028 Students

JR. Farmer Tours

1,567 Tours!

30,306 Students





Now On Display



12. Board of Directors Matters of Information

13. Next Board Meeting **June 27, 2024**

Community Room at the City of Costa Mesa City Hall

