

MINUTES OF OCFEC BOARD OF DIRECTORS MEETING HELD NOVEMBER 15, 2024

The following Minutes are a summary of the committee meeting. 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/2024/11/18142508/24_11_Strategic-Planning-Meeting-Transcript.pdf

1. CALL TO ORDER:

Committee Chair Newton Pham, called the meeting to order at 9:35 a.m.

2. MISSION STATEMENT

3. PLEDGE OF ALLEGIANCE: The Pledge of Allegiance was recited by Chair Nick Kovacevich. Roll call was taken by Summer Angus.

4. DIRECTORS PRESENT:

Chair Kovacevich, Vice Chair Bagneris (arrived at 9:36 a.m.), Director La Belle, Director Pham (via Zoom), Director Rubalcava-Garcia (arrived at 9:38 a.m.), Director Ruiz (via Zoom) and Director Jackson (Via Zoom and in-person arriving at 9:59 a.m.).

DIRECTORS ABSENT/EXCUSED: Director Bilezikjian.

OTHERS PRESENT:

Michele Richards, OCFEC CEO; Ken Karns, OCFEC Chief Operating Officer; Melissa Au-Yeung, Chief Administrative Officer; Michele Capps, OCFEC Chief Business Development Officer; Jason Jacobsen, Director Planning & Production; Terry Moore, OCFEC Director Communications; Summer Angus, OCFEC Executive Assistant; Evelyn Nunez, OCFEC Communications Associate; Reginald Joseph, transcriptionist; Gibran Stout

5. MATTERS OF PUBLIC COMMENT

Gibran Stout stated that the Board members are stewards of public property under Food and Agriculture Code and the property belongs to the community and decisions should prioritize public good over personal interests. She stated the District's two purposes under the Food and Agriculture Code, emphasizing the construction, maintenance and operation of recreational and cultural facilities of public interest. She argued that tours and exhibits are great but not recreational and urged the Board to keep recreation in mind during their session.

1. GOVERNANCE PROCESS

A. 5-Year Strategic Planning Workshop for 2025 – 2029

Action Item

CEO Richard outlined the day's session and had the Board participate in an introductory 2035 time-capsule exercise. She took the Board through strategic planning process for 2025-2029 which included the following steps and results:

- **Review of the current Mission Statement**

- **Does it still resonate?**
- **Are any updates needed?**

Board discussion ensued and the consensus was to update the mission statement to replace the word creating with enhancing to read: enhancing equitable community access to agriculture, entertainment, cultural and educational experiences.

- **Review of the current Vision Statement**

- **Is it still relevant?**
- **Does it need to be revised?**

- **Review of the current Organizational Values**

- **Do these values still reflect the organization?**
- **Do any new values need to be added?**
- **Should any values be amended?**

Board discussion ensued and there were no recommendations to change the vision statement or organizational values.

Director Ruiz left the meeting at 10:22 a.m.

CEO Richards reviewed the last 3-year strategic plan. CEO Richards discussed and took the Board through an exercise regarding organizational pillars.

- **Organizational Pillars**

- **Why do we exist and what is our purpose?**
- **What themes will “support” our future growth?**

The Board's brainstorming exercise and discussion resulted in the following themes for the organizational pillars: Innovation, Stewardship, Organizational Excellence and Visitor Experience.

Director Pham left the meeting at 10:45 a.m.

CEO Richards discussed and took the Board through a S.W.O.T. analysis exercise.

- **S.W.O.T. Analysis**

- **What are our internal Strengths, Weaknesses, and what are our external Opportunities & Threats?**
- **How does this information help define our future direction?**

The Board's exercise and discussion resulted in adding the following to staff's S.W.O.T. analysis:

- **STRENGTHS:** Weather year-round; Local economy; Property in high demand
- **WEAKNESSES:** Size of Pacific Amphitheatre; Promotion of shows by artists
- **OPPORTUNITIES:** U.S. 250th anniversary in 2026; Olympics/World Cup
- **THREATS:** Government tariffs; CARE Act not passing; Decline of alcohol consumption

Gibran Stout criticized that recreation was not mentioned in the plan or the mission. She liked the idea regarding connecting to the county trails.

Due to loss of Board members the workshop will continue at the December Board of Directors meeting.

No action taken.

2. NEXT BOARD MEETING: NOVEMBER 21, 2024

3. ADJOURNMENT

The meeting adjourned at 11:06 a.m.

Nick Kovacevich, Chair

Michele Richards, Chief Executive Office

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