



BOARD OF DIRECTORS AGENDA REPORT

MEETING DATE: **FEBRUARY 27, 2025** ITEM: **9B**

SUBJECT: **Update on Outreach to Stakeholders for Feedback on Five-Year Strategic Plan**

DATE: February 21, 2025

FROM: Michele Richards, CEO

PRESENTATION BY: Michele Richards, CEO

Information Item

BACKGROUND

At the January 2025 meeting, the Board of Directors approved the DRAFT 2025-2029 Strategic Plan. Staff developed a plan to reach out to various stakeholders and the community to solicit feedback on the plan. Following is a list of how the draft plan was distributed:

1. Following the January 2025 Board meeting, the draft strategic plan was posted on the ocfair.com web site, along with a portal to collect direct feedback from visitors to the web site.
2. An eblast was sent on February 13 inviting over 7,800 stakeholders to click on a link which takes them to the draft strategic plan and portal for providing feedback. The list included:
 - a. OC elected officials and City Managers
 - b. Costa Mesa Chamber, OC Black Chamber, OC Hispanic Chamber
 - c. OC Fair merchants and concessionaires
 - d. Education stakeholders from Orange Coast College, Newport Mesa School District, Vanguard University, OC Dept. of Education, officials from Davis Elementary, Costa Mesa Middle School and High School
 - e. Law enforcement contacts
 - f. Centennial Farm Foundation and Heroes Hall Foundation Board members
 - g. Agriculture community from OC Farm Bureau, 4H/FFA
 - h. OCFEC event promoters and sponsors
 - i. Media contacts
 - j. Entertainment contacts
 - k. California Fair CEOs
 - l. Fair industry contacts from WFA, IAFE, IFEA

- m. Past OCFEC Board members
- n. RCS, Oak View Group and OC Wine Society
- o. Arts community contacts from Arts OC, Pacific Symphony, Segerstrom Center
- p. CA government contacts at CA Dept. of Food & Agriculture, CA Fair Services Authority, CA Construction Authority, and CalHR
- q. Neighborhood churches
- r. OC Veterans Groups

3. Visitors to the ocfair.com web site see a pop-up on the home page inviting them to provide feedback on the draft strategic plan. The pop-up includes a link which takes visitors directly to the plan and the feedback portal.

The deadline for submitting feedback is Friday, March 13. Staff will provide the Board with copies of the comments submitted by stakeholders and recommendations for any amendments to the strategic plan at the March Board of Directors meeting.