

ORANGE COUNTY FAIR & EVENT CENTER

BOARD OF DIRECTORS

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Regarding )  
BOARD OF DIRECTORS MEETING, )  
\_\_\_\_\_)

OC Fair & Event Center  
Administration Building  
88 Fair Drive  
Costa Mesa, California

Thursday, January 16, 2020

5:30 p.m.

Reported by:

LUIS R. HERNANDEZ

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1 APPEARANCES OF ATTENDEES:  
2 BOARD OF DIRECTORS:  
3 BOARD CHAIR SANDRA CERVANTES  
4 VICE CHAIR ANDREAS MEYER  
5 DIRECTOR BARBARA BAGNERIS  
6 DIRECTOR ASHLEIGH AITKEN  
7 DIRECTOR NEWTON PHAM  
8 DIRECTOR NATALIE RUBALCAVA-GARCIA

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ALSO PRESENT:  
JOSH CAPLAN, ESQ.  
MICHELE RICHARDS, CEO  
DOUG LOFSTROM, VP OF BUSINESS DEVELOPMENT  
KEN KARNS, VP OF OPERATIONS

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E X H I B I T S

None

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1 Costa Mesa, California, Thursday, January 16, 2020

2 5:30 p.m.

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6 VICE CHAIR MEYER: Folks, we're going to get started.  
7 If you take your seats. Good evening. Call the meeting to  
8 order.

9 All matters noticed on this Agenda in any category may  
10 be considered for action as listed. Any item not so noticed may  
11 not be considered. Items listed on this Agenda may be  
12 considered in any order at the discretion of the Chair.

13 The mission of OCFEC is celebration of Orange County's  
14 communities, interests, agriculture, and heritage with results  
15 justifying resources expended. Pledge of Allegiance. Director  
16 Rubalcava, if you could lead us, please.

17 DIRECTOR RUBALCAVA-GARCIA: Please stand. Put your  
18 right hand over your hear. Ready, begin.

19 (Pledge of Allegiance recited)

20 VICE CHAIR MEYER: Okay. Roll call, please.

21 MADAM SECRETARY: Chair Cervantes?

22 CHAIR CERVANTES: Here.

23 MADAM SECRETARY: Vice Chair Meyer?

24 VICE CHAIR MEYER: Here.

25 MADAM SECRETARY: Director Bagneris?

1                   DIRECTOR BAGNERIS:   Here.

2                   MADAM SECRETARY:   Director Ruiz?

3                                       (No response)

4                                       Director Aitken?

5                   DIRECTOR AITKEN:   Here.

6                   MADAM SECRETARY:   Director La Belle?

7                                       (No response)

8                                       Director Pham?

9                   DIRECTOR PHAM:    Here.

10                  MADAM SECRETARY:   And Director Rubalcava-Garcia?

11                  DIRECTOR RUBALCAVA-GARCIA:   Here.

12                  VICE CHAIR MEYER:   Thank you.   Michele?

13                  MS. RICHARDS:    And thank you.   Good evening, everyone.

14                  Our first evening Board meeting; right?   A few quick updates.

15                         Right after the December Board meeting -- I know it  
16                         seems like a million miles in the rearview mirror -- but it was  
17                         just a month ago.   Right after that meeting, we were honored to  
18                         welcome to Heroes Hall, Bill Oxford, who is the gentleman in the  
19                         middle.   The newly elected National Commander of the American  
20                         Legion.   He and his team visited us on December 13th.

21                         Commander Oxford was accompanied by several of his  
22                         national officers and local American Legion members and received  
23                         a tour of the exhibits and grounds of Heroes Hall.   Heroes Hall  
24                         Supervisor, Carol Singleton, and Ken Karns who are pictured as  
25                         well, and I, talked about the history and purpose of Heroes Hall

1 and how the museum and education center serves the community.

2 And Bill's visit was part of a national tour that he  
3 was doing as a newly elected National American Legion Commander.  
4 So we were very privileged to have him at Heroes Hall.

5 Last week, we received an email from the California  
6 Department of Food and Agriculture, CDFA, regarding the  
7 executive order issued from the Governor's Office to address the  
8 homeless crisis. Working with several other state agencies,  
9 CDFA has been directed to conduct an initial assessment of  
10 fairgrounds throughout the State near jurisdictions where they  
11 believe a shelter crisis is an effect.

12 CDFA also indicated that in the coming weeks, they  
13 will be contacting fairs individually to gather information. It  
14 is not clear at this point whether or not the OC Fair would be  
15 on the list of the fairgrounds to be assessed, but we stand  
16 ready to participate, if called, to participate in the  
17 assessment.

18 It is a wrap for Winter Fest 2019-2020. Winter Fest  
19 hosted their last event here on Sunday, January 5th. The cold  
20 and rainy weather over Christmas impacted their attendance a bit  
21 during the holiday, but a strong closing weekend helped to close  
22 the gap a bit. Preliminarily, numbers on our end for parking  
23 revenue indicate a 1.8 percent increase over last year. So that  
24 was a good showing for Winter Fest.

25 A few weeks ago, we received notice from the promoters

1 at the Annual Labor Day Cruise at OC Fair & Event Center that  
2 after 37 years here, they have decided to end the event.  
3 Promoters, Darrell and Tim Moore, indicated that the decision  
4 was not taken lightly and that they thanked staff that helped  
5 make the event a success for 37 years. So they are retiring the  
6 event.

7 While losing a 37-year event client is never easy, it  
8 represents an opportunity for the sales team to introduce new  
9 events to the property on that choice, Labor Day Weekend. So  
10 stay tuned for more on that.

11 We are putting the final plans together for our  
12 participation at the 2020 Western Fairs Association Convention,  
13 January 19th through the 23rd, in Reno Nevada. This is an  
14 annual opportunity for staff and Board members to learn more  
15 about our industry, network with colleagues at other fairs, and  
16 to hold important meetings with our fair partners and State  
17 officials.

18 The OC Fair & Event Center sponsors the educational  
19 content for the convention, and three of our own employees will  
20 be facilitating workshops and participating on panels related to  
21 strategic planning, guest services, and recruitment of  
22 volunteers.

23 Pollstar, the trade publication for the concert  
24 industry, recently published their year-end review of concert  
25 venues. In the category of amphitheater venues, the

1 Pacific Amphitheater placed 18 out of the top 100 amphitheaters  
2 worldwide -- 18 worldwide.

3 Many of these venues are twice the size of the Pac Amp  
4 and most operate March through November. So it is particularly  
5 noteworthy that we have reached such a high placement, given our  
6 relative small size and the very small window of operations. So  
7 congratulations to all for that. Yes. Thank you.

8 (Applause)

9 December 2019 sales set a new record with 1,755 Super  
10 Passes already sold in the first month. A 56 percent increase  
11 over the same month in 2018. Congratulations to our  
12 entertainment and marketing teams for retooling the 2020  
13 Super Pass with added benefits and a rollback price resulting in  
14 record initial sales. So we're very happy to report that.  
15 Yeah. Lots of stocking stuffers; right?

16 OCFEC has been a long-standing member of the  
17 Costa Mesa Chamber of Commerce. I'm happy to report that  
18 Ken Karns has been unanimously elected to serve on the Chamber  
19 Board of Directors. In that capacity, Ken will also serve on  
20 the Chamber's Government Affairs Committee where he can help  
21 create a bridge between government and business.

22 The OC Fair generates over \$300 million of economic  
23 impact annually benefitting the local economy and creating a  
24 ripple effect of economic benefit for the area. It's important  
25 for us to have a seat at the table and Ken's service on the



1 Chamber Board will help contribute to that effort. So  
2 congratulations for that.

3 (Applause)

4 And, lastly, our new Centennial Farm piglets have been  
5 weaned from their momma and are ready to hit the road as animal  
6 educators to help spread our agricultural message throughout  
7 Orange County. They will currently -- they are currently on  
8 display through March 10th at Knott's Berry Farm where visitors  
9 from all over the world will see them and they'll help promote  
10 the Centennial Farm and the OC Fair & Event Center brand. So,  
11 yay, little piggies; right? Okay.

12 Let me give a quick financial update, too. Generally,  
13 our year-end numbers -- we don't report until February -- but  
14 our accounting team has done an amazing job of wrapping things  
15 up and getting numbers to us. So wanted to report that for the  
16 12 months ended December 31st, our year-to-date revenue number  
17 is 51,092,000. That is an unfavorable -- unfavorable to budget  
18 by a little over a million.

19 And you might remember, we've been reporting that  
20 that's largely due to those two Pacific Amphitheater concerts  
21 that were budgeted for, but we didn't book those.

22 The better news is that our year-to-date expenses  
23 budgeted over 48 million, but we came in just under 47 million.  
24 So we were favorable to budget by 1.25 million. So the staff  
25 did a great job of holding expenses, particularly, in the last

1 few months. So our net proceeds, we're \$173,000 favorable to  
2 budget. So yay, team, for that effort.

3 Our cash-on-hand at the end of the year was 1.5  
4 million, investments of 53,431,000, for a total cash and cash  
5 equivalence of 54.9 million. That's a \$4.7 million increase  
6 year over year with a 9 percent increase. So we're in the year  
7 quite favorably.

8 DIRECTOR BAGNERIS: Congratulate the team for getting  
9 those numbers to us so quickly.

10 MS. RICHARDS: Yeah. You know, I have to go back and  
11 brag a little bit about the team on that 173,000. So if you  
12 remember back in October, we reported August numbers that were a  
13 \$307,000 deficit against budget. So the team was able to turn  
14 that into 173,000 favorable number against budget. So did a  
15 great job on that.

16 Okay. I'd like to turn it over to Ken at this point  
17 for an operations update.

18 MR. KARNS: Thanks, Michele. A couple of items this  
19 month.

20 The OC Fair & Event Center will be hosting Maintenance  
21 Mania. Operations staff from California Fairs will be here,  
22 February 4th through the 6th, to learn about various subjects:  
23 HVAC, welding, landscaping, irrigation, waste management,  
24 project development, et cetera.

25 Secondly, the Equestrian Center management company

1 here at the OC Fair Event Center also owns a large facility in  
2 San Juan Capistrano -- the Sycamore Trails. The family has  
3 announced their intention to sell that facility. It is likely  
4 to take several months, and at that time, we'll make other  
5 decisions regarding the company.

6 For now, staff and the Facilities Committee will stay  
7 in communication with them. Happy to answer any questions.

8 (No response)

9 And if there's none, I'll turn it over to Doug.

10 MR. LOFSTROM: Good evening.

11 DIRECTOR BAGNERIS: Good evening.

12 MR. LOFSTROM: I'm going to spend a little time  
13 sharing some information about the upcoming shows.

14 The first one is the Great Train Show. And that is  
15 the -- it's a nationwide, coast-to-coast show where you can go  
16 see exhibits, you can buy accessories, and they have activities  
17 for children.

18 This year, I put my trains up around the tree for my  
19 nephew's children. And it was amazing to watch a  
20 year-and-a-half-old and a three-and-a-half-year-old really get  
21 mesmerized by trains. I haven't had them up in years. So if  
22 you have interest in getting a train set to put around a  
23 Christmas tree, that would be a show to go see.

24 The next one is the Pacific Coast Sportfishing  
25 Festival. And this is the 11th year here at the facility. And

1     this is what we would call the blue water fishing show. A  
2     little different than you might see at Fred Hall. You'll see  
3     some of this at Fred Hall. But this is the magazine, Pacific  
4     Coast Sportfishing, and the editor and the publisher are the --  
5     they are the producers of this show.

6             So if you're interested into what we call blue water  
7     ocean fishing, this is a high-end show. And you'll see some  
8     very quality equipment there. They have seminars. And this is  
9     a good show to go see.

10            Fight Club OC. They're going to have a special  
11     televised show. Oscar De La Hoya and the Golden Boy Promotions  
12     will be doing a televised show on DAZN which is D-A-Z-N,  
13     Network. And I know a group of us put the show last time. And  
14     what Roy and Golden Boy do to that building, it's probably the  
15     premiere minor league boxing in the United States. It's a great  
16     presentation.

17            The next show is the PTO Today Live. That is a  
18     private show. But what's unique about that show is for parent  
19     organizations, it's educationally based. It's like a trade  
20     show. So people can go there and see fundraising groups.  
21     They'll see equipment -- playground equipment and software  
22     services. So it's a private show. But it's somewhat of a  
23     unique show. And, of course, the Gem Faire.

24            Next one. Just a couple comments about the slides. I  
25     know EV Entertainment have just started the docent training at

1 Centennial Farm. The docent training Tuesday, Wednesday, and  
2 Thursday. I know a couple of us had a chance to go over and  
3 thank the docents for what they do for the farm.

4 Heroes Hall. Actually, I'm looking forward to next  
5 week. I'm going to reconnect with Nick and the Foundation. And  
6 I'm going to go to their Foundation meeting as we return home  
7 from Reno. So I'm looking forward to learning more about where  
8 I left off on the project and where it is today.

9 And on the Market Place. We're spending time working  
10 with them on process of how we can streamline and improve a  
11 process to help them with their special events. We want to do  
12 what we can to support them, but we also want to make sure that  
13 the special events at the Market Place is producing, is not  
14 presenting any sort of a conflict with the events that we  
15 already have booked.

16 In the business development area. Just a couple of  
17 comments. We've already started the planning for Imaginology.  
18 We had a strategic management team meeting and then we had a  
19 kick-off meeting a couple weeks ago and involving our partners.  
20 We believe it was important to have our partners early in on the  
21 planning process so everybody knows what we're doing. So that  
22 went very, very well.

23 In the actual business development group, what we're  
24 focusing on is how we use our market survey information to make  
25 customer-driven decisions. Ruby has shared with us that on our

1 We Care Wednesday program. She is working with, like, the  
2 Good Will, the food bank. What we're trying to do is to have  
3 those groups help us promote the fair, not only at fair time,  
4 but prior to the fair. So she's come up with some very special  
5 programs. We'll be having more information to share with you as  
6 we finalize that.

7 And what's really important about that spring giveaway  
8 program or extended giving is it really furthers the the fair  
9 message. We're not just waiting until June and July. We want  
10 to keep the fair in the mindset of our customers all year long.  
11 And any other item is -- I made on a weekly basis with the  
12 Tandem sales team.

13 And the big focus now is with us not having, using --  
14 coming back in the Labor Day Car Cruise. The importance of  
15 focusing on looking at some of the more major events that we can  
16 bring here.

17 The other opportunity we have is we do have the  
18 exclusive use of weekends with the Market Place agreement.  
19 That's how we had Barrett Jackson come here. But those events  
20 are usually 18 to 24 months out when we start to focus on that  
21 because it will be those large events that will help us make a  
22 difference with our revenue and our net. And that's my report.

23 MS. RICHARDS: That's our report.

24 VICE CHAIR MEYER: Thank you. I do have a comment  
25 card from Reggie Mundekis.

1 MS. MUNDEKIS: Withdrawn.

2 VICE CHAIR MEYER: Okay. Any questions from the Board  
3 or staff?

4 (No response)

5 Then we can move on to the minutes. Thank you for the  
6 report. Any comments on the minutes? We have two sets in here.

7 (No comments)

8 If not, we need a motion to approve.

9 DIRECTOR AITKEN: So moved.

10 CHAIR CERVANTES: Second.

11 VICE CHAIR MEYER: Roll call the vote, please.

12 MADAM SECRETARY: Chair Cervantes?

13 CHAIR CERVANTES: Here -- yes.

14 MADAM SECRETARY: Vice Chair Meyer?

15 VICE CHAIR MEYER: Yes.

16 MADAM SECRETARY: Director Bagneris?

17 DIRECTOR BAGNERIS: I wasn't here. I'm abstaining.

18 MADAM SECRETARY: Director Aitken?

19 DIRECTOR AITKEN: Yes.

20 MADAM SECRETARY: Director Pham?

21 DIRECTOR PHAM: So there's two sets of minutes? I was  
22 present for one of them, and not for the --

23 VICE CHAIR MEYER: So let's do the November one first  
24 then.

25 DIRECTOR BAGNERIS: Start over.

1 VICE CHAIR MEYER: So you got a "yes," a "yes," an  
2 abstain a "yes."

3 MADAM SECRETARY: I'm sorry. Director Pham, which one  
4 were you abstaining? The November?

5 DIRECTOR PHAM: Yes, from the November. Abstaining  
6 from the December.

7 MS. RICHARDS: Yeah. And noted that I typed.

8 MADAM SECRETARY: And Director Rubalcava-Garcia?

9 DIRECTOR RUBALCAVA-GARCIA: Yes.

10 VICE CHAIR MEYER: Thank you.

11 DIRECTOR BAGNERIS: So -- may I ask a question?

12 VICE CHAIR MEYER: Yes.

13 DIRECTOR BAGNERIS: So five is needed?

14 VICE CHAIR MEYER: Three is needed.

15 DIRECTOR BAGNERIS: It's who's present? Four?

16 MR. CAPLAN: Only four -- four "yeses." It's just the  
17 majority of the -- the members of the quorum. The quorum that's  
18 present at the meeting.

19 DIRECTOR BAGNERIS: Okay. Present and voting. Okay.  
20 Thank you.

21 VICE CHAIR MEYER: I think we carried both motions.

22 DIRECTOR BAGNERIS: Yeah.

23 VICE CHAIR MEYER: Matters of Public Comment are up  
24 next.

25 Public comment is allowed on issues not on the current



1 Agenda; however, no debate by the Board shall be permitted on  
2 such public comments and no action will be taken on such public  
3 comment items at this time, as law requires formal public notice  
4 prior to any action on a docket item.

5 Speakers are requested to sign in prior to the start  
6 of the meeting and are limited to three minutes. Comments will  
7 be accepted on Agenda items during the meeting. Speakers  
8 wishing to address the Board on items on the Agenda are  
9 requested to sign in prior to the start of the meeting and  
10 identify the Agenda items you would like to address the Board.  
11 Speakers are limited to three minutes.

12 First up is Reggie Mundekis, followed by Doug Ames.

13 MS. MUNDEKIS: Hi. I'm Reggie Mundekis and I'm  
14 speaking to Item 7, Public Comment.

15 I -- I am taking this opportunity to thank the  
16 Governance Committee. We had a great meeting. I appreciate all  
17 the work you put into those policies, and the organization is  
18 starting to move in the right direction. So thank you very  
19 much.

20 And, you know, while I'd like to congratulate  
21 Mr. Karns on being elected to the Costa Mesa Chamber of Commerce  
22 Board, that comes with a caution because that comes with a lot  
23 of public money being used to fund the Costa Mesa Chamber of  
24 Commerce Board.

25 From 2017 to 2019 -- August 2019, we spent almost

1     \$41,000 in addition to annual dues on the Costa Mesa Chamber of  
2     Commerce because Kathy Kramer was on the Board. That included,  
3     you know, paying for them to have their Cornhole toss fundraiser  
4     during the fair. You had to pay a fee that went to the Chamber  
5     of Commerce and we let them do that for free; you don't extend  
6     that to other groups.

7             We also spent money on golf. We also paid money for a  
8     political event which was a meet and greet for the new City  
9     Council members. And buying full tables of -- at \$1,800 for the  
10    State of the city luncheon. Spending \$5,000 being the title  
11    sponsor on student awards.

12            It's really difficult in the face of you guys want to  
13    raise ticket prices of you just deciding that some groups like  
14    the Costa Mesa Chamber Commerce -- while it is a deserving group  
15    to be a member of -- deserves to have just a lot of public money  
16    poured into it. Meanwhile, you're asking everybody else to pay  
17    for it.

18            And I really -- I'm really having a hard time with  
19    this. I don't know why we're paying for Cornhole. I don't know  
20    why we're paying for golf. So I just caution you on that  
21    Costa Mesa Chamber of Commerce Board that we dial it back.

22            Yes, you could pay the annual membership fees, but  
23    we're not becoming one of the major bill payers over there.  
24    Thank you.

25            VICE CHAIR MEYER: Thank you. Next up is Doug Ames,

1 followed by Vincent Pollmeier.

2 MR. AMES: Good evening. My name is Doug Ames. I'm  
3 an employment attorney, and I represent Adam Carleton.

4 Adam Carleton is the current Vice President of Finance  
5 and Administration for the OC Fair. You might not know that  
6 because he's been out of the building -- having been thrown out  
7 of the building -- by Ms. Kramer as of December of 2018, but he  
8 still is the Vice President of Finance and Administration.

9 Since that time, Mr. Carleton has been subjected to --  
10 well, in December of 2018, Ms. Kramer locked him out of the  
11 building and placed him on administrative time out. He's been  
12 on paid administrative time out for 13 months. He has undergone  
13 all kinds of investigations by Haynie & Company, Morley &  
14 Company which I would like to be able to address later.

15 But now, the OC Fair has wasted up to \$500,000 when  
16 you include over \$200,000 in this investigations of  
17 Mr. Carleton. The fact that his salary has been paid even while  
18 he sits at home watching the paint dry. There's been absolutely  
19 no finding of anything that Mr. Carleton did wrong.

20 In fact, he was vigorously protecting the OC Fair  
21 against Ms. Kramer and her fraudulent and attempted illegal  
22 conduct. And what's his thanks? He's been thrown out and sits  
23 at home.

24 This organization should stop Mr. Carleton's lockout.  
25 They should bring him back and let him contribute to the Fair.

1     Because the Fair has not treated Mr. Carleton fairly at all, we  
2     have now filed a complaint with the State Personnel Board to try  
3     to force him to come back as well as for damages.

4             And 60 days after that SPV investigation, we're in  
5     court. We're going to Superior Court and filing a whistleblower  
6     complaint against the Fair if we don't get relief.

7             I urge you to consider bringing Mr. Carleton back and  
8     let him contribute to the Fair; that's all he wants. He doesn't  
9     want to go to court and have a multi-million dollar lawsuit  
10    against the Fair. He wants to come back and contribute. And I  
11    urge you to do that. Thank you very much.

12            VICE CHAIR MEYER: Next up is Vincent Pollmeier,  
13    followed by Jay Humphrey.

14            MR. POLLMEIER: Good evening.

15            I just wanted to make -- in terms of the Matter of  
16    Public Comment -- I first would like to thank the Board and  
17    thank the Chair for having this meeting in the evening. I'm  
18    hoping -- we have a limited number of evening meetings scheduled  
19    this year. I'm hoping that this would become more the norm than  
20    the exception.

21            I also want to say that for the past two months -- for  
22    the past two months, we've really seen -- I've really seen a sea  
23    change in, sort of, attitude. We had a very productive budget  
24    workshop. Also, I might point out -- and we had a really, I  
25    think, incredibly productive Board Governance Workshop.

1           And these, I think, are clearly indicative of what I  
2     hope would be an ongoing trend toward openness, public  
3     responsibility, and public responsiveness as we go forward.

4           And so I just wanted to -- since I've been up here  
5     often criticizing this Board and criticizing staff, I wanted  
6     to -- I wanted to say -- take the opportunity to say thank you  
7     and job well done.

8           And I also want to say one other thing: I made a  
9     comment last -- a meeting or two ago -- about the fact that in  
10    all the letters I had ever sent to the Board, the one thing I  
11    never received -- and emails I'd sent to the Board and to the  
12    staff -- I'd never received a response from the CEO.

13           I now can say that I have not sent an email or letter  
14    to the -- to the CEO -- the -- since our -- Michele was  
15    appointed -- that has not been responded to. So I want to  
16    give -- I want everyone to know what a good job she's doing.  
17    Thank you.

18           VICE CHAIR MEYER: Thank you.

19           (Applause)

20           Mr. Humphrey?

21           MR. HUMPHREY: Good evening, Board. Jay Humphrey,  
22    Costa Mesa resident.

23           I'm just going to mirror the comments that were just  
24    made a second ago. Interesting, it looks like it's even a  
25    bigger than it normally is during the daytime, and it is clearly

1 dark outside. So you guys are doing a great job on this issue.

2 Like everybody else, we'd like to be able to  
3 participate and to participate with a part of our community  
4 that's very important to us. And this gives more of us the  
5 opportunity to do that, and I thank you very much for it. We've  
6 seen some very productive activities over the last couple of  
7 comments and quite honestly, it's been great. So keep up the  
8 good work. I appreciate it very much.

9 Unfortunately, I have to leave because of a prior  
10 meeting before this one got scheduled. But that's just what  
11 happens. But the reality is I wouldn't miss been here tonight  
12 for this meeting to start off with because it's important that  
13 you recognize that the community also would like to see this.

14 So I don't expect to be a hundred percent, but I would  
15 love to see a good sharing of that time in the evening. Thank  
16 you all very much.

17 VICE CHAIR MEYER: Thank you. Next up is  
18 Mary Spadoni, followed by Adam Carleton.

19 MS. SPADONI: Good evening. And I'm happy to say good  
20 evening. We got a good turnout tonight. I want to thank you on  
21 behalf of the residents for having this evening meeting.

22 And the next item I'd like to talk about is I'm really  
23 delighted that you have 173,000 surplus. And maybe with that  
24 173,000 surplus, you could do something about charging \$7.50 for  
25 the public to use your Wi-Fi. Because when I come here, I'd

1 like to have my iPad, but they charge \$7.50 for the "per event,"  
2 not month. So if you could undo that, I would be very happy as  
3 well as maybe a few others would as well. And it sounds like  
4 maybe you could afford it. So that's my request.

5 I also want to tell you that the Governor's Executive  
6 Order mentioning the County Fairgrounds as a possible homeless  
7 location has certainly stirred up a lot of comments. And on one  
8 comment on next door which is a very local community thing, we  
9 had over 230 comments about what was going to happen to the  
10 Fairground, how it was going to be administered, how the  
11 decisions will be made between here and Fairview Developmental.

12 So there's -- I hope somewhere down the road -- we'll  
13 be able to clarify and maybe see what you have planned currently  
14 that will spill over and fulfill some of those requests that are  
15 being made by the Governor. Thank you.

16 VICE CHAIR MEYER: Thank you. Next is Adam Carleton.

17 MR. CARLETON: Thank you, Board. Thank you, public.

18 Hello. My name is Adam Carleton, and I am your  
19 Vice President of Finance Administration here at the  
20 Orange County Fair.

21 And when Kathy Kramer hired me, she told me of many,  
22 many problems she faced: Reports, computer systems that did not  
23 work well, if at all, payroll and timekeeping system  
24 implementation that had failed, pep project, under box event  
25 tracking software system, and a new outside sales department to

1 fix long-acclaimed issues.

2 She complained about customers that didn't have  
3 contracts and perceived loss revenues. And she told me of an  
4 accounting staff that were burned out from long hours and lack  
5 of tools, and that the books were over three months behind, yet  
6 what she didn't tell me was she was the very person who had  
7 refused to rehire the accounting supervisor position that is at  
8 the heart of the failed 2016 Audit.

9 And in December of 2018, the old CEO Kramer, she  
10 locked me out. She put me on ATO, suspending me after I refused  
11 what appeared to be her "legal orders." I've contacted the  
12 Attorney General's Office, the State Auditor's Office, and the  
13 CDFA auditors regarding these matters. Matters that are only  
14 now showing up on the audit findings. Because as we know, the  
15 audits have been delayed for often over two years. Findings  
16 that will only soon be coming out.

17 So for over a year -- yes, over a year -- the CEO had  
18 sought to ruin my professional reputation and manufacture a  
19 cause for termination by investigating me.

20 And let me tell you, in the finance industry, being  
21 investigated for financial impropriety of misconduct is a death  
22 sentence, yet we know that the old CEO Kathy Kramer -- she knows  
23 about investigations. All anyone has to do is just Google "OC  
24 Fair CEO." Google it.

25 And yet after spending over 200,000 of investigative



1 and legal services dipped in absolutely no findings of any  
2 wrongdoing or misconduct, yet the ATO continues. And now, it's  
3 been over four months -- almost four months -- and this Board  
4 continues to keep me on ATO with no end in sight.

5 Later, in Item 9D, I'm supposed to address some of  
6 those matters. So now, I had to have my attorney file with the  
7 State Personnel Board seeking to be reinstated. No  
8 investigation should take over a year. This was a two-hour  
9 matter.

10 And so I had to file with the State Personnel Board.  
11 I've filed with the Auditor's Office. And I can tell you as the  
12 fourth CFO, I can personally attest to many, many bad contracts  
13 and business deals.

14 And I ask the Board to do the right thing. It's been  
15 nearly 14 months and the only reports of financial wrongdoing  
16 are in the press and they're from the old CEO. It's time to end  
17 my suspension and put me back to work. The old CEO is gone.  
18 Please stop wasting more of the State's money and let's put this  
19 place back on track. Thank you.

20 (Applause)

21 VICE CHAIR MEYER: That concludes Public Comment.

22 We will -- let us turn to the Consent Calendar.

23 All matters listed under Consent Calendar are  
24 operational matters about which the Board has governing  
25 policies, implementation of which is delegated to the CEO.

1           They will be enacted in one motion. There will be no  
2 discussion of these items prior to the time the Board votes on  
3 the motion, unless members of the Board, staff, or public  
4 request specific items to be discussed separately and/or removed  
5 from the section.

6           Any member of the public who wishes to discuss Consent  
7 Calendar items shall notify the Chair at the time requested and  
8 be recognized by invitation of the Chair to address the Board.  
9 I'll start with you, Michele.

10           MS. RICHARDS: Yes. We need to pull -- under Standard  
11 Agreements -- 8A. Agreement SA00620YR. That is a contract with  
12 XXX melt water. A company that does media, monitoring,  
13 analytics, and reporting for us. We're pulling it because it's  
14 not ready to go yet. We're still working out some terms and  
15 conditions. So we will bring that back to the Board next month.

16           I would also like to point out -- not to pull, but  
17 just to point out to the Board -- in Section B under Rental  
18 Agreements, you see quite a few rental agreements that are  
19 amendments.

20           Those agreements were all sent back out to promoters  
21 to resign because they include the new template -- the boiler  
22 plate that we reviewed a few months ago -- that rental agreement  
23 template which now includes the larger print in compliance with  
24 ADA guidelines, new insurance requirements.

25           It includes the item on the emergency use of the

1 property and it includes the updated non-discrimination clause.  
2 So we updated all of the boiler plate, sent it back out to each  
3 of these promoters and ask them to resign the rental agreements.

4 And then one other point of clarification under E,  
5 CDFA Correspondence, the 2020 State Rules for California Fairs  
6 are the rules that oversee or provide guidelines for the public  
7 competitive exhibits and entries for the fair; quilts, all the  
8 baking, photography, artwork. And so those are the rules that  
9 we use for judging and now they're ready to send out to the  
10 public so that we can get lots of great entries for the 2020 OC  
11 Fair.

12 VICE CHAIR MEYER: Thank you. Do any Board members  
13 wish to pull?

14 DIRECTOR BAGNERIS: Now, what was the first one you  
15 said you were pulling?

16 MS. RICHARDS: Yeah. It's at the bottom of the page.  
17 It's SA00620YR.

18 VICE CHAIR MEYER: We do have a comment card from  
19 Vincent Pollmeier.

20 MR. POLLMEIER: Thank you. I actually have comments  
21 on two of the items. And I'll take the first one is the  
22 Standard Agreements, 8A.

23 I just wanted to point out that if you look at the  
24 standard agreement contract amendments that are in the  
25 attachment, they do not match the ones that were agendized. I'd

1 just point that out.

2 The amendments -- the standard agreement amendments  
3 identified in the Agenda -- the published Agenda -- are not  
4 listed there. They're not included. And the ones that are  
5 listed there aren't the ones that are listed on the --  
6 amendment -- on the Agenda. So I'm just pointing that out. I  
7 don't know what the -- I'll leave it up to your Counsel to  
8 figure out what the legal significance of that is.

9 And then going forward, I'd like to seek some  
10 understanding. I know that I -- on behalf of my organization --  
11 have sent a number of letters and communications to the Board  
12 and to the CEO -- copies to the Board -- and, of course, none of  
13 these have been -- regarding Agenda items. And none of these  
14 are actually listed on the correspondence.

15 Now, that may be because they came in too late, but I  
16 just wanted to -- in the future, I'd like to see -- we'd like to  
17 seek clarification. Is there a time deadline? You know, what's  
18 included in that for inclusion and correspondence because this  
19 isn't actually the first time that we've noted this. Anyway,  
20 those are my comments. Thank you.

21 MS. RICHARDS: I'm sorry. Can we -- can we get  
22 clarification on -- yeah. Would you show me.

23 MR. POLLMEIER: Yeah. If you look at the -- pull the  
24 Agenda. Go to Standard Agreements. Go to the next page. We  
25 have Standard Agreement Amendments. Those aren't the

1 amendments.

2 MS. RICHARDS: Yeah, yeah. I see. I see.

3 MR. POLLMEIER: Maybe it's just a typographical error.

4 DIRECTOR RUBALCAVA-GARCIA: It is wrong. It looks  
5 like sub-item "I" has the wrong ones, but the ones above are  
6 correct. The amendments are not there.

7 MR. CAPLAN: Well, if the -- if the content is not  
8 identified on the Agenda -- are not correct, you can't just  
9 simply swap them out because they're incorrect. Even if  
10 incorrect, amendments are part of the Board packet. It's the  
11 Agenda that has to provide notice to the public on whether to  
12 attend meetings and to provide feedback.

13 And so for those standard agreement amendments that  
14 are mis-numbered on the Agenda, if it's just under subdivision  
15 "I," those should be removed from the decision today or tabled  
16 for the next meeting so that we can get the correct contract  
17 numbers in there.

18 DIRECTOR BAGNERIS: So we can take that first.

19 I move that we table those items until the next  
20 meeting. I move that we table those items until the next  
21 meeting.

22 VICE CHAIR MEYER: So those are -- the standard  
23 agreements -- new. Those ones are correct.

24 DIRECTOR RUBALCAVA-GARCIA: Those are correct, but the  
25 amendments are not correct.

1 VICE CHAIR MEYER: But the standard agreements --  
2 DIRECTOR BAGNERIS: So we just need a second.  
3 DIRECTOR RUBALCAVA-GARCIA: Oh, I second. Sorry.  
4 VICE CHAIR MEYER: Okay. Roll call to vote on the  
5 motion to table Section 8AI.  
6 MADAM SECRETARY: Chair Cervantes?  
7 CHAIR CERVANTES: Yes.  
8 MADAM SECRETARY: Vice Chair Meyer?  
9 VICE CHAIR MEYER: Yes.  
10 MADAM SECRETARY: Director Bagneris?  
11 DIRECTOR BAGNERIS: Yes.  
12 MADAM SECRETARY: Director Aitken?  
13 DIRECTOR AITKEN: Yes.  
14 MADAM SECRETARY: Director Pham?  
15 MS. RICHARDS: I'm sorry. We're tabling 8AI or 8B?  
16 DIRECTOR RUBALCAVA-GARCIA: "I."  
17 DIRECTOR BAGNERIS: "I."  
18 DIRECTOR RUBALCAVA-GARCIA: "A."  
19 DIRECTOR PHAM: The amendments.  
20 MS. RICHARDS: Got it. Okay.  
21 MADAM SECRETARY: Director Pham?  
22 DIRECTOR PHAM: Yes.  
23 MADAM SECRETARY: And Director Rubalcava-Garcia?  
24 DIRECTOR RUBALCAVA-GARCIA: Yes.  
25 VICE CHAIR MEYER: Thank you for the meticulous

1 attention. Mr. Pollmeier, appreciate it.

2 DIRECTOR BAGNERIS: Mr. Chair, I would move that --  
3 excluding the ones that are being pulled -- that we approve the  
4 rest of the Consent Calendar.

5 DIRECTOR AITKEN: Second.

6 VICE CHAIR MEYER: Roll call the vote, please.

7 MADAM SECRETARY: Chair Cervantes?

8 CHAIR CERVANTES: Yes.

9 MADAM SECRETARY: Vice Chair Meyer?

10 VICE CHAIR MEYER: Yes.

11 MADAM SECRETARY: Director Bagneris?

12 DIRECTOR BAGNERIS: Yes.

13 MADAM SECRETARY: Director Aitken?

14 DIRECTOR AITKEN: Yes.

15 MADAM SECRETARY: Director Pham?

16 DIRECTOR PHAM: Yes.

17 MADAM SECRETARY: And Director Rubalcava-Garcia?

18 DIRECTOR RUBALCAVA-GARCIA: Yes.

19 VICE CHAIR MEYER: Michele, can we also follow up on  
20 the comment about when correspondence needs to be submitted by?  
21 Just to make sure that we clarify the rules around that. That  
22 would be great. Thank you for getting those rental agreements  
23 amended. And I know it was a member of the public who reminded  
24 us on that. So we thank you for the comment. I think it was  
25 Reggie who reminded us to make sure those got amended.

1           Very good. Any further discussion on this item or  
2 should we move on?

3           (No response)

4           All right. We are now on 9A. "A" are the committee  
5 reports.

6           To assure compliance with Bagley-Keene, committee  
7 reports are only for the purpose of the Committee Chair, ad hoc  
8 committee members, or liaisons to provide a verbal update.  
9 Should the Board want to discuss any committee work item not  
10 already on the Agenda, those would need to be agendized for a  
11 future Board meeting.

12           We do have cards, but I think we'll start with the  
13 reports and then have the comments. I see a report from the  
14 Community Engagement Committee. Director Rubalcava-Garcia?

15           DIRECTOR RUBALCAVA-GARCIA: Thank you.

16           So just a recap of what the Community Engagement  
17 Committee is doing, is we put a pot of \$150,000 away -- or  
18 aside -- so that we can review sponsorships which I think will  
19 really mitigate some of the issues that you mentioned, Vince,  
20 regarding the chamber.

21           So currently, the process that we're looking at is  
22 including staff as well as Board members who will collectively  
23 at the process. We will likely have an application process that  
24 will require any non-profits or anybody who's seeking funding  
25 for an event or some other initiative that they might have come



1 before the Board or the Committee. We'll review and then we'll  
2 bring it to the Committee for full approval. So anything to  
3 add?

4 MS. RICHARDS: No. I think you said it perfectly.

5 DIRECTOR RUBALCAVA-GARCIA: And we -- and the reason  
6 why we did this, and I -- I just want to mention it -- we've had  
7 had some issues in the past with agencies or our groups getting  
8 funded that may not align with the Fairgrounds and what we  
9 represent.

10 So moving forward, we will have a mission statement  
11 that will really help us steer the decisions that the Committee  
12 makes. So we'll be very mindful of how we spend the State's  
13 money.

14 VICE CHAIR MEYER: Can I ask that when the Committee  
15 has developed its process around this -- including the mission  
16 statement -- that be agendaized for an action item so the public  
17 can weigh in on the process.

18 MS. RICHARDS: Absolutely.

19 DIRECTOR RUBALCAVA-GARCIA: And we actually plan to  
20 include the public in the process. For the most part, we want  
21 this process to be very transparent so that we don't run into  
22 any of the issues that we've had in the past.

23 VICE CHAIR MEYER: The next Committee we have a report  
24 for is Governance which is that Committee.

25 And I can just say that Director Bagneris and I were

1 happy to start our first governance workshop that -- which we  
2 reviewed a robust set of policies on important topics, including  
3 code of ethics, institutional values, reporting wrongdoing,  
4 discrimination, harassment, and, kind of, just set the framework  
5 for our new policy manual.

6 And I really want to thank all of the members of the  
7 public who spent a lot of time, clearly, preparing for the  
8 meeting sharing in-depth comments. We took careful notes of  
9 those comments and we'll be addressing those in a revised set of  
10 drafts. They will be agendized at the February Board meeting  
11 for a first read by the Board.

12 If the Board is satisfied and comments from the public  
13 have been adequately addressed, we can adopt them at that time.  
14 But we're not in a rush to do that. If it feels like there's  
15 some still conversation that needs to be had, we will bring it  
16 back for a second read in March.

17 In the meantime, the Governance Committee is turning  
18 its attention to the next set of policies which are going to  
19 address our drafting and signature authority functions and other  
20 related finance functions. So that's my report.

21 Director Bagneris, anything to add?

22 DIRECTOR BAGNERIS: I have nothing to add.

23 DIRECTOR AITKEN: I have a question. Are we going  
24 to -- from the first set that was set before the meeting, are we  
25 going to have a redline version that incorporates changes or

1        comments so we know the difference between the -- what was  
2        originally proposed and then what we're going to be approving in  
3        February?

4                VICE CHAIR MEYER:    Exactly right.    So that would be  
5        a -- the consultants are going to prepare a redline copy and a  
6        clean copy.    And if the Board decides to approve.    If not, we'll  
7        come back and do more work on it.

8                DIRECTOR AITKEN:    Thank you.

9                DIRECTOR RUBALCAVA-GARCIA:    I just want to say thank  
10       you to the two of you for -- and to staff -- for this  
11       undertaking because I know its been a lot of hours dedicated to  
12       making sure that we have the right processes in place and  
13       policies in place.

14               And I was unable to make the public meeting, but thank  
15       you to all those who attended as well because this is something  
16       that we needed.    And I think it will help move us forward in a  
17       positive way.

18               VICE CHAIR MEYER:    The next committee is the  
19       Facilities Committee.    Director Aitken and Director  
20       Rubalcava-Garcia?

21               DIRECTOR AITKEN:    We have a more detailed item number  
22       coming up where we can cover most of the things from the  
23       facilities.

24               VICE CHAIR MEYER:    Great.    I believe the final three  
25       Committees also have an Agenda item separately, but are there

1 any committee reports --

2 DIRECTOR RUBALCAVA-GARCIA: Nothing to report at this  
3 time.

4 VICE CHAIR MEYER: Branding Committee. We'll talk  
5 about that when we get to the Agenda item.

6 Storage, Parking and Traffic Committee. I do have an  
7 Agenda item on that one as well. Oh, I'm sorry. Is there a  
8 report for that committee?

9 DIRECTOR BAGNERIS: I'm going to refer to Ken. We've  
10 met several times. You want to give any specifics.

11 MR. KARNS: We have lots of initiatives underway that  
12 we're working on the committee. Twelve on parking and storage,  
13 six on traffic. We just returned from meetings in Sacramento  
14 and we're putting that summary together. So more to come.

15 VICE CHAIR MEYER: Okay. We have comment cards. Are  
16 there any other comments from the Board or from staff on the  
17 Committee reports?

18 (No response)

19 First is Reggie Mundekis, followed by  
20 Vincent Pollmeier, and then Beth Refakes.

21 MS. MUNDEKIS: Hi. I'm Reggie Mundekis. I'm speaking  
22 regarding the Committee Reports.

23 So thank you, again, to the Governance Committee. And  
24 regarding the Governance Process, I'm letting you know we're  
25 sending over some suggested language for the policy that deals

1 with neighborhood relations. So look for that coming over.

2 VICE CHAIR MEYER: Thank you.

3 MS. MUNDEKIS: I'm disappointed that the 2018 Audit  
4 hasn't been brought forward. I'm concerned that we're falling  
5 back into our bad habits as far as just not wanting to deal with  
6 audits. But we need to get that audit wrapped up before the  
7 auditors come in. They usually come in around March. Get the  
8 2018 done before -- and wrapped up -- before the 2019 Audit  
9 begins.

10 I was really surprised that there is no report under  
11 Legislative Monitoring because there's a really great bill which  
12 is AB1841 and it's an ethics bill by District Agricultural  
13 Associations. And I can send you a copy of it. And it deals  
14 with ethics training for CEOs and Board members and putting in  
15 policies and procedures to prevent waste of public funds and  
16 also requires reporting of certain salaries to the State  
17 Controller's Office which is something that other State  
18 organizations are required to do.

19 So I'll send you a copy of that. It's a great bill.  
20 You guys to need support it. And I hate to tell you this but if  
21 there's a trade organization that doesn't want to support it, we  
22 need to get out of that trade organization because they don't  
23 have the best interests of this Fairgrounds and the public in  
24 mind. So I'm hoping that nobody does that. It's a great bill.  
25 Everybody should be able to get on board.

1 VICE CHAIR MEYER: What was the bill number?

2 MS. MUNDEKIS: It's AB1841. I'll send a you copy.

3 VICE CHAIR MEYER: Thanks.

4 MS. MUNDEKIS: And then, you know, every month we hear  
5 the same thing of, "We're working on storage and parking and  
6 traffic issues," and there's no specifics. Fair is coming up.  
7 We need specifics. Okay.

8 We can't have OCTA buses going through local  
9 neighborhoods because the 55 Freeway is jammed to Paularino. We  
10 need to find additional places to park people, and we need to  
11 find additional shuttle bus service. We need these parking lots  
12 during the week, as well as on the weekends.

13 You know, I know everybody is working over there, but  
14 we need to start to see some specific stuff because the fair is  
15 starting to get close and you're running out of time to teach  
16 your 2020 fairgoers where they can park besides this piece of  
17 property. And, you know, some of the other ways to get here  
18 besides driving here and parking. So thank you, guys.

19 DIRECTOR RUBALCAVA-GARCIA: May I just mention about  
20 the audit.

21 So we are -- thank you for bringing it up, Reggie. We  
22 are working on getting the 2018 Audit finally. So it is on our  
23 radar. We -- the Audit Committee is -- meets frequently and we  
24 do discuss that, so we are definitely working with our State  
25 Auditor to make sure that process continues to move forward.

1           VICE CHAIR MEYER: Thank you. Vincent Pollmeier,  
2 followed by Beth Refakes.

3           MR. POLLMEIER: I just had two things I wanted to say:

4           The first was -- I was going to -- I was going to ask  
5 that circumstances where over and above, you know, special  
6 programs and stuff -- but any time that we give a special  
7 benefit to an organization like blocks of free tickets to the  
8 fair. Things like that. But that any sort of gift like that go  
9 through the same community engagement or a very -- on the  
10 community engagement process.

11           But it sounds to me like, Director Rubalcava-Garcia,  
12 indicates that you're already thinking about that. So thank you  
13 for anticipating that.

14           The second thing I wanted to ask about is there's a  
15 list here of 11 ad hoc -- the Committees. Now, other than the  
16 two foundations that are on there, these Committees do not have  
17 regularly scheduled -- do not have, to my knowledge -- and as I  
18 think it's pretty evident I tend to pay close attention to  
19 things -- they don't have announced meeting times. They don't  
20 have regular meeting locations.

21           So my question is: Are these committees open to the  
22 public -- are these committee meetings open to the public? Or  
23 are they closed to just Board members, Board and staff members?

24           If they are open to the public, how is the public to  
25 know when and where the meetings are being held? I know this

1 because of the size in the meetings, there's no need to do a  
2 formal, you know, agendized whole public meeting process.

3 But I think it would be useful -- as we are  
4 discovering with Governance and as we've discovered with the  
5 Budget -- it's often useful to get public input earlier, rather  
6 than later.

7 So I would ask that -- that somehow that be addressed.  
8 Thank you.

9 VICE CHAIR MEYER: Okay.

10 MS. REFAKES: Good evening. And it's great to have a  
11 meeting in the evening.

12 I just wanted to thank the Governance Committee for  
13 having the public workshop. I did attend it, and I think it was  
14 very, very worthwhile. And I think that you had a feeling of  
15 where the community is coming from on some of these issues and  
16 how -- some of the problems that you had in the past can be  
17 avoided.

18 So once again, I do thank you for having the public  
19 workshop and especially in the evening as well. It makes it a  
20 lot easier for some people. And I know I go to quite a few  
21 meetings and the -- having them in the evening makes it just a  
22 lot easier and everything.

23 So I think that your openness in the public workshop  
24 seemed to be -- some of the issues that were raised by the  
25 community members that were here. I think that it's a great way



1 to move forward and it appears that there's a different attitude  
2 among a lot of the Board members. So keep up the good work.  
3 Thank you.

4 VICE CHAIR MEYER: Thank you. I would encourage --  
5 and this is just my point of view, I don't know if the Chair  
6 would agree or not -- but any of the committees who believe that  
7 they can incorporate the public periodic, I mean, every meeting  
8 can't possibly be public. That's not practical. But to the  
9 extent that there can periodic formal meetings that are noticed,  
10 I thought that that was a very productive -- for our Governance  
11 Committee workshop.

12 And any other committees that feel that there are  
13 occasions where that kind of solicitation of input could be  
14 helpful, I think it's very positive. And, certainly, the  
15 community engagement. I know that's your intention around that  
16 committee.

17 DIRECTOR RUBALCAVA-GARCIA: Well, I think there would  
18 be enough information to discuss to have a public meeting. But  
19 in some of our meetings, it's informational. You know, it's not  
20 as robust discussions like Governance that required a public  
21 meeting. But absolutely, we will do that for community  
22 engagement.

23 DIRECTOR BAGNERIS: A lot of our committees are for  
24 oversight and so there may not be a reason to have a public  
25 meeting, but agreed. We felt on Governance that we need to

1 bring things forward. We don't have specific information  
2 necessarily on traffic and safety and parking on all that right  
3 now, but as soon as we do, we want to make sure that gets out.

4 DIRECTOR RUBALCAVA-GARCIA: And once we start looking  
5 at Master Site Plan stuff as well, we'll definitely make sure  
6 that does are /

7 DIRECTOR BAGNERIS: So we will keep that in mind.  
8 That's practical. These committees are for us; our purposes.

9 CHAIR CERVANTES: Well, I definitely agree with  
10 Director Meyer. And I really agree also with the public that we  
11 can never stop learning. So we do learn and I think that the  
12 more that we're able to talk to each other, there's things that  
13 we want to go ahead and change for transparency.

14 So I certainly feel really good about all the "what  
15 if" policies to go ahead and entertain them.

16 VICE CHAIR MEYER: That concludes Committee Reports.

17 Move now to 9B. This is Consideration of and Vote on  
18 2020 Fair Admission Ticket Prices, Merchant Space Rental, and  
19 Year-round Parking. Michele?

20 MS. RICHARDS: Okay. So you might remember during  
21 last month's Board meeting, the Board approved the proposed 2020  
22 operating budget but voted to table the discussion regarding  
23 options for increases to Fair admission ticket prices, fair  
24 merchant space rates, and year-round parking fees until January.

25 So we're, once again, bringing that to the table.

1 It's another opportunity for the Board to discuss and for their  
2 to be public input and certainly staff is here to answer any  
3 remaining questions.

4 We have on the screen several scenarios that were  
5 requested. Scenario 1 which, by the way, the -- this list is  
6 all of the different ticket types that are offered during the  
7 annual fair.

8 You'll see a column with ticket sales. That's the  
9 number of tickets in each category that were sold. What the  
10 2020 budgeted ticket price was for each. And please keep in  
11 mind we did not include a ticket increase in the budget. So  
12 this would be separate from what was already approved.

13 Scenario 1 includes an increase of the weekday  
14 admission to match weekend admission. So right now the weekday  
15 price is \$12, weekend is \$14. But it would move both ticket  
16 types to \$14. So it would cost the same amount to go on a  
17 Wednesday as it does to go on a Saturday or Sunday, for example.

18 The next column over is Scenario 2 which would  
19 increase both weekday and weekend admission by a dollar. So  
20 that would take weekday from 12 to \$13, weekends from 14 to \$15.

21 And then Scenario 3 would be a dollar increase just to  
22 the weekend admission which would leave weekdays at \$12, weekend  
23 to \$15. And you can see the resulting additional revenue on  
24 each. Okay. The next table involves increasing merchant space  
25 rates by 10 percent. That would yield an additional \$63,507.

1           And then the final scenario is increasing year-round  
2     parking which is currently at \$9, increasing it to \$10 which  
3     would yield another \$187,521. So happy to answer any questions  
4     the Board wants to discuss.

5           DIRECTOR BAGNERIS: I have a question. What was the  
6     labor rate increase this year from last year?

7           MS. RICHARDS: The minimum wage increase will result  
8     in about a \$1.8 million.

9           DIRECTOR BAGNERIS: Was it a dollar or two dollars? I  
10    can't remember.

11          MS. RICHARDS: Oh, it's a dollar. It goes up a  
12    dollar.

13          VICE CHAIR MEYER: Comments from the Board?

14          DIRECTOR RUBALCAVA-GARCIA: We'll take public comment.

15          VICE CHAIR MEYER: Sure.

16          First up, we have Reggie Mundekis followed by  
17    Vincent Pollmeier and Beth Refakes.

18          MS. MUNDEKIS: Hi. I'm Reggie Mundekis. I'm speaking  
19    regarding the possible 2020 OC Fair admission increase.

20          I don't know if you guys saw it but this week,  
21    Los Angeles County Fair announced that they're not increasing  
22    their prices for 2020. They're holding the prices the same.

23          And they looked at admissions and they realized that  
24    during the week, their admissions were being driven during the  
25    day by free admission -- very low paid admission -- so that

1 opening later on Wednesdays and Thursdays. And by closing for  
2 those four hours -- for those weeks -- they're going to be  
3 reducing their labor costs.

4 And I'm, you know, I'm -- you guys need to sit down  
5 and understand the dynamics of your customer. You need -- you  
6 should look at what the free admission is and when its used and  
7 also the percentage of it, and also understand when people come  
8 to the fair and when they don't come to the fair.

9 It may -- you may not be making enough money during  
10 the periods which are driven -- where admission is driven by  
11 free admission. You may not be making enough money from your  
12 concessions and carnival commissions to actually break even, let  
13 alone turn a profit.

14 I'm having a really hard time with this admission  
15 increase for several reasons, while I do understand there's a  
16 minimum wage increase coming your way. For several years, you  
17 didn't do anything about Kathy Kramer's out of control spending  
18 on groups that she was a part of which did add up quite  
19 substantially.

20 And I think that we need to take some time and study  
21 and see if there's other ways of getting efficiencies before we  
22 go back to the public. If you look at the number of discount  
23 permits you have to get into the fair, what that says is that  
24 your price is too high. Your rate is too high and that you need  
25 to -- and an increase is just to going push people into one of

1 those discount tiers or coming in free.

2 And, also, just over this afternoon, I was able to  
3 find 316, \$148 in cost savings that could be implemented  
4 immediately which could eliminate the need for any price  
5 increase. But I think we really need to look at pricing more  
6 than just, "Oh, let's raise it because we can raise it." Let's  
7 raise it because Disneyland charges more. That -- that's, kind  
8 of, what I call "let them eat cake" thinking. And we can be  
9 smarter than that. We can be much smarter than that. Thank  
10 you.

11 VICE CHAIR MEYER: Thank you. Mr. Pollmeier, followed  
12 by Beth Refakes.

13 MR. POLLMEIER: I also want to speak to -- to  
14 encourage you to not raise admission rates.

15 Now, personally, anything which encourages people to  
16 find alternative ways other than driving here, if that includes  
17 increasing the parking rate from 9 to \$10, I'm okay with that,  
18 as long as you also make sure that that isn't achieved by people  
19 parking in the neighbors and preventing the neighbors from being  
20 able to enjoy their properties because people are parking  
21 there -- as they do every year -- during the fair to avoid  
22 paying the \$9.

23 The online community, Reddit, in their Our Orange  
24 County -- in their Orange County sub Reddit, there's actually a  
25 discussion going on in the last several days. Ever since The

1 Voice of OC published an article about this considerate in  
2 hiking ticket prices.

3 And I think it be useful -- since I don't know if most  
4 of you read there -- to understand what some of those comments  
5 that are being posted on.

6 On Reddit, people up-vote comments that they agree  
7 with and that are popular. The most popular comment in this  
8 subject, "OC Fair. It's like a cheap, knock-off Disneyland that  
9 ends up being more expensive than Disneyland." One of the  
10 second most commented said -- that comment, was a reference to  
11 that comment said, "That couldn't be more true." Another highly  
12 uploaded comment, "I probably wouldn't go to the Fair if I had  
13 to pay full price at current prices. I always feel like I'm  
14 paying money to spend more money."

15 And this one is just sad: "I haven't been there since  
16 2006. One of my favorite childhood memories were at the Fair,  
17 but now it seems like it's not worth it considering the price."  
18 And then this one: "I hate the OC Fair. In the daytime, it's a  
19 hot, sweaty asphalt ridden barrage of heat and at nighttime,  
20 there's way too many people who enjoy the overpriced food, the  
21 fixed games, or the questionable safe rides. To which somebody  
22 responded, "and don't forget the drunken brawls."

23 We're supposed to be celebrating Orange County's  
24 communities. That's all of our communities, not just the ones  
25 that for whom prices isn't an issue. We need to learn -- we

1     need to make this Orange County Fair really reflect  
2     Orange County, both in its content and who -- and the people who  
3     come here.

4             I strongly encourage you, let's look at -- before we  
5     go and do the simple thing which is to just do increase in  
6     revenues, increase in prices -- let's look at where we're  
7     spending money. What we're spending money on. Let's do things  
8     like, you know, here is a radical notion: Let's not spend the  
9     tens -- actually, the tens of thousands of dollars on free VIP  
10    tickets to the Pac Amp to go to -- to Board members and their  
11    friends and family. That's an idea.

12            VICE CHAIR MEYER: Thank you. Beth Refakes?

13            MS. REFAKES: I agree with the previous speakers on  
14    some of this. I don't have -- particularly have a problem with  
15    the raising the parking a dollar to \$10 because it's actually a  
16    more efficient method of getting the cars out of the cueing and  
17    into parked spaces because they don't have to stop and make  
18    change. It's a lot easier just to do \$10. Or even if somebody  
19    gives you a \$20 bill, you don't have to, you know, it's very  
20    simple to take care of that. So I don't particularly have a  
21    problem with that.

22            But I do have a problem with raising the prices,  
23    especially when there is a large amount of free stuff. And I'm  
24    not a big fan of just actually free stuff. I think people have  
25    to have some -- so I think you need to look at where the -- what



1 kind of revenue you're actually getting by giving out free  
2 tickets.

3 Because are these people coming in and are they  
4 spending a lot of money on other things? And if you're not able  
5 to gain that back in any way, then, to me, it's a waste of -- a  
6 wasted effort. So I think that you really need to do a deeper  
7 analysis of the free stuff.

8 I also -- and this was brought up at the Governance  
9 meeting as well about the prime tickets for the concerts going  
10 to Board members, instead of having those sold. Because then  
11 you're gaining additional revenue, and so I think that you need  
12 to think about those things before you start raising the  
13 admission price.

14 And, like I said, I don't have a problem with the  
15 dollar increase on the parking. And you also need to -- as one  
16 of the previous speakers mentioned -- make sure that the  
17 attendees are not parking in the neighborhoods where they  
18 shouldn't be and they actually have a way to park on the grounds  
19 or at offsite locations.

20 And, also, encourage people to take alternate methods  
21 of transportation so that there isn't really any parking. So I  
22 think that that should help keep you from having to raise the  
23 admission tickets for the community and the residents who do  
24 attend the fair. Thank you.

25 VICE CHAIR MEYER: Thank you. That wraps up the

1 Public Comments.

2 VICE CHAIR MEYER: I'm willing to kick it off by  
3 saying that with respect to gate increases, I don't think they  
4 should be considered a vacuum. I really think that we need to  
5 look at them in the context of our strategic plan for the  
6 property -- a financial strategic plan -- and think about it in  
7 the context of what our goals as a property are. Really getting  
8 away from the idea of net profit being in and of itself  
9 something of value, but rather net profit as value.

10 Does it enable us to do something that we want to set  
11 as a priority on the property? Whether that's stewarding the  
12 property appropriately, supporting community initiatives that we  
13 believe align with our institutional values or what not, but I  
14 personally don't think that we should increase gate ticket  
15 prices until we have clear big picture plan as to how those fit  
16 in.

17 I don't object to the parking increase. I think it's  
18 nominal and it probably will overflow in terms of handing over a  
19 ten rather than having to give change on it.

20 DIRECTOR AITKEN: I'll just start off with what I do  
21 agree.

22 I thought it was a -- I thought it was an interesting  
23 point when we talk about the ease of staff trying to -- and the  
24 people that we hire -- to get people in the parking lot faster  
25 when we don't have an odd number. So I do think that making it

1 easier and having just as a flat \$10 does make it easier for  
2 people that are coming in.

3 And as far as the gate tickets, I think considering  
4 that, you know, I think it's always been a source of pride for  
5 the Orange County Fair that we are below market when compared to  
6 the fairs that bookend us. The San Diego, we have always  
7 traditionally been lower and more cost-effective than San Diego.  
8 We are much less expensive than the L.A. Fair. That's always  
9 been a source of pride for us.

10 And I know over the last few years it comes up, but I  
11 feel like every other year, "Should we increase tickets prices?  
12 Should we increase ticket prices?"

13 And I think considering that we have a new CEO, we are  
14 spending a lot of time as a Board, kind of, lifting up the hood,  
15 seeing what's going on. There are probably other areas that we  
16 could look at and streamline and be more cost-effective and  
17 maybe cut some costs in other areas.

18 But until we really have our new CEO wrap her arms  
19 around what is going on, what our budget is going to look like,  
20 I think we should hold off on that. I'm not naïve enough to  
21 think that over the next four, five, or six years we're going to  
22 never have ticket prices. We shouldn't make such a, you know,  
23 make a promise like that.

24 But I think until we really -- as you said -- kind of,  
25 look at it as part of a larger budget analysis and have our new

1 CEO really weigh in, maybe this is something that we could push  
2 off till next year if that's -- if it's determined that we have  
3 to push this onto our consumers and onto the public.

4 We do value being a family-friendly, cost-effective  
5 destination. We've always really tried to make it as easy for  
6 people to access the fair as possible compared to other  
7 entertainment venues and the county, and I wouldn't want to do  
8 anything to tarnish that reputation we have in the community.

9 DIRECTOR RUBALCAVA-GARCIA: When was the last time we  
10 had a gate increase?

11 MS. RICHARDS: It was three fairs ago.

12 DIRECTOR RUBALCAVA-GARCIA: I mean, I think when I  
13 came on board -- it's been about a year -- and this discussion  
14 and topic came up, and I think I heard the board say similar  
15 comments about not increasing the gate be -- as participating in  
16 the budget review that we had, it became very apparent to me  
17 after seeing the financial wellbeing of the fair and the fact  
18 that we've been so sustainable over time and really, I say -- I  
19 think that you've done a great job managing it so far. It  
20 became clear that we need to do something.

21 So it would be my recommendation that we, as a Board,  
22 at least consider Scenario 3 this year with -- I mean, because  
23 there are clear expenses that have already increased. And I do  
24 agree that we can cut back in some areas; however, a healthy  
25 business, whether it's public or private, does require some

1 additional revenue sources or at least an area of consideration.

2 So I would urge the Board to at least consider gate --  
3 a gate increase that is at the 3 percent increase. We have the  
4 minimum wage increase that we're affected by, and I believe  
5 there's another one coming in a couple of years that will get us  
6 to another dollar.

7 So I would at least ask the Board to take that into  
8 consideration. I also agree with my fellow colleagues that we  
9 should do the parking increase. But Scenario 3, I think, would  
10 be the least burdensome to the community, but it will also help  
11 the financial wellbeing of the fair.

12 We have a responsibility as a Board to make sure that  
13 we are putting our employees in a good position and also making  
14 sure that we're making good strategic decisions for the  
15 wellbeing of the fair. So that would be my two cents.

16 DIRECTOR BAGNERIS: I agree. Except I was thinking  
17 Scenario 4 but only the top line; 10 percent increase and 5 is a  
18 no-brainer for me; parking. Which would offset the dollar  
19 increase.

20 DIRECTOR PHAM: Agree. Five is a no-brainer. Kind of  
21 on the fence with regards to Scenario 3 or just, kind of,  
22 holding off and having a greater understanding.

23 We had raised prices in three years. There's  
24 something called inflation. You have to keep inflation over  
25 time as well -- as well as the minimum wage increase, you know,

1 the 3 percent increase doesn't sound extremely unreasonable.  
2 Three percent every four years. Weekend only as well. Not  
3 impacting, you know, a lot of weekdays.

4 But at the same time, I do understand. I want to  
5 understand a little bit more and see more analysis on what we  
6 think the supply and demand are and, you know, if there's --  
7 there's other things we can, kind of, do to enhance  
8 profitability.

9 And not necessarily, like, you know, taking back what  
10 you were saying earlier, understand if you want to be like this  
11 extreme profit-seeking entity or you want to just focus on the  
12 community or somewhere in between.

13 So, you know, if it was me right now, I think just off  
14 the top of my head -- off the top of my head, just number 5 is a  
15 no-brainer and on the fence on number 3. So I'm not ready to  
16 vote for anything other than number 5 at this point in time.

17 VICE CHAIR MEYER: Okay. Barbara and then Ashleigh.

18 DIRECTOR BAGNERIS: I was going to make a motion but  
19 I'm not sure if that's what you're trying to --

20 DIRECTOR AITKEN: Yeah. I mean, I guess my concern,  
21 too, is that considering we've already started selling the Super  
22 Passes, people are already talking about the Fair. What would  
23 be the deadline in 2020 for us to, kind of, look at a price  
24 model that we could have in place for 2021 that includes --  
25 before we start selling Super Passes?

1           Because I feel like we should really look at that all  
2 together. That's not part of the analysis at all. I haven't  
3 thought about the one comment about not giving away as many free  
4 tickets. I don't know if they were talking about the -- let's  
5 say if you donate a book or you bring canned food, do we want to  
6 look at maybe giving somebody a 50 percent off ticket voucher  
7 versus just a free ticket? I hadn't thought about that.

8           You know, maybe looking at some of those community  
9 giveback programs as a way that gets us half the way there, as  
10 opposed to just increasing weekends. My one concern with just  
11 increasing adult rate weekends is that's when families can come  
12 with both parents.

13           And if you have working families, people that are  
14 working 9:00 to 5:00, they can't come to the Fair during the  
15 weekday, and then the one time they can, we're hitting both  
16 parents up when they're just trying to have family time. So  
17 that was my little bit of concern about who actually comes on  
18 the weekends.

19           So, you know, what would be the, I guess, the date for  
20 2020 when we would have to have a decision for 2021 that, you  
21 know, would be our, kind of, hard fast deadline?

22           MS. RICHARDS: Yeah. I think it's -- it coincides  
23 very well with the budget cycle. So we try to get the Super  
24 Pass on sale prior to the holidays because it makes a great  
25 stocking stuffer and we do see really robust Super Pass sales in

1 December.

2 But our budget discussions start in August, September.  
3 So I would say, you know, if we're going to consider for 2021,  
4 we really need to start having those conversations during the  
5 summer.

6 DIRECTOR BAGNERIS: And the other comment I would make  
7 is that I know we have to do something. Because at some point,  
8 something is going to happen and we're going to have to increase  
9 it by a larger amount which may not be appealing to the public  
10 as well.

11 My only other comment -- and I really want to get a  
12 motion on the floor because we could discuss after the motion as  
13 well, but so that we can move this piece along --

14 CHAIR CERVANTES: I have a comment before you --

15 DIRECTOR BAGNERIS: Now, just let me finish.

16 But when you're looking at this, Michele, I would --  
17 the military family increases, I'm not trying to do that right now  
18 at any circumstance.

19 CHAIR CERVANTES: I think that the year-round, the \$1  
20 dollar increase is the only thing that I would favor. At this  
21 point in time, I don't think that it's probably convenient to  
22 address everything else without further completely evaluating  
23 everything and probably setting it more the following year.

24 DIRECTOR RUBALCAVA-GARCIA: But that's what we did  
25 last year. So that's my concern is that we're going to be here



1 next year and we're going to say the exact same thing.

2 And, I mean, I would rather agendize it for another  
3 upcoming meeting so that we can do some further analysis. Maybe  
4 look at it without military families in here or other families  
5 that might be impacted and look at what do the free days look  
6 like and what's the impact.

7 My opinion is the weekday one dollar increase is not  
8 significant and it likely who will not deter a family from  
9 coming who would have come and it's minor increase at this  
10 point. I mean, Newton mentioned inflation. But it's also gate  
11 control; right? I just think that we should at least consider  
12 that amount because this is exactly what we did last year.

13 CHAIR CERVANTES: And I agree with you. It needs to  
14 be agendized. And I think that we are not going to get the same  
15 result because we don't have the same CEO.

16 VICE CHAIR MEYER: I think that's a fair comment.

17 And the reason I say that is because I remember --  
18 like you -- a bit of déjà vu and I had the same reaction then  
19 which was that this seems like very limited information to make  
20 what is a very significant decision on.

21 And I think to be fair to our new CEO, we'd like to do  
22 more robust work around this this coming year, I think, so that  
23 when we have this in the picture not just of our budget and our  
24 financial planning, but also in the context of our community  
25 engagement, in the context of all the ways of making the Fair

1 affordable and accessible. So I'm with you on that.

2 DIRECTOR RUBALCAVA-GARCIA: Yeah. I think that if  
3 we're going to go that direction, we need to give Michele clear  
4 direction as to what exactly we want her to come back with.

5 Because, I mean, I feel like we're just sending her  
6 back and saying, "Gives us more." She comes back with a fully  
7 modeled outcome of what would increase and what the impact would  
8 be, and then we're sending her back with, "Come back with  
9 something else and we could tell you no again."

10 So, I mean, I think that the Board really needs to  
11 reassess what our objective is and figure out how we're going to  
12 move forward. Because right now, I just don't want to be here  
13 next year and then we're in financial, you know, we're putting  
14 the Fair in a bad situation. We're not extremely profitable.  
15 We do a very good job with these added expenses on the payroll  
16 side. We're putting ourselves into a risky situation in a  
17 couple of years.

18 DIRECTOR PHAM: It's going to escalate.

19 DIRECTOR RUBALCAVA-GARCIA: Right.

20 DIRECTOR AITKEN: Would this be something that would  
21 be appropriate similar to what we've done with the Equestrian  
22 Center or Governance that we actually have a separate workshop?

23 And I don't know what the date would be? Would that  
24 be August when we have -- we won't have, I guess, 2020 Fair  
25 numbers by August. Maybe September, doing a separately

1 agendized workshop on really what are all of the -- because I do  
2 agree with your comment that we're going to have to increase  
3 ticket prices eventually. That's just the way it's going to be  
4 with increased labor costs and what not and inflation.

5 But I think there's so many different formulas and  
6 ways that we could go about looking at this that it might be  
7 something that want to address as its own separate topic when we  
8 look at how, what is the impact, and additional 2020 numbers,  
9 how close are we to breaking even. That's what would be really  
10 good information. And what are the different ways, you know,  
11 how many people are coming in because of the canned goods or  
12 books, or what not, on free tickets?

13 Would we want to maybe just do 50 percent off tickets  
14 and just look at it as a larger issue in a separate workshop,  
15 not just once a year, bring it up in a Board meeting when we're  
16 all trying to figure out, you know, what would be the formula  
17 that we could get full Board consensus on.

18 Because I don't know what the reaction would be if we  
19 instead of doing free tickets for people that did our community  
20 givebacks, to doing 50 percent. What would the public, you  
21 know, feel about that? What would the public feel about having,  
22 you know, weekdays versus weekends and what families are  
23 affected by each one? I just think maybe it's something we  
24 could address in a workshop.

25 DIRECTOR RUBALCAVA-GARCIA: On the free days, usually

1 on days that are not high-volume days; right?

2 DIRECTOR BAGNERIS: I agree with this workshop  
3 session. I know last time we did this, we had -- you showed  
4 where the prices increased, how much they were. We saw a trend  
5 over time; that was very helpful. I'm not really seeing that  
6 this time. So if you could add that to it.

7 I'd like to make a motion. And because I'm hearing  
8 two things, there may be a second motion, but I feel like we can  
9 talk about this all night. So if we don't a get motion on the  
10 floor, we're going to be here all night.

11 And so I'd like to move that we go with Scenario 5,  
12 with an increase of the parking for \$1.

13 DIRECTOR RUBALCAVA-GARCIA: I second.

14 VICE CHAIR MEYER: Any further discussion on the  
15 motion?

16 (No response)

17 Roll call to vote, please.

18 MADAM SECRETARY: Chair Cervantes?

19 CHAIR CERVANTES: Yes.

20 MADAM SECRETARY: Vie Chair Meyer?

21 VICE CHAIR MEYER: Yes.

22 MADAM SECRETARY: Director Bagneris?

23 DIRECTOR BAGNERIS: Yes.

24 MADAM SECRETARY: Director Aitken?

25 DIRECTOR AITKEN: Yes.

1 MADAM SECRETARY: Director Pham?

2 DIRECTOR PHAM: Yes.

3 MADAM SECRETARY: And Director Rubalcava-Garcia?

4 DIRECTOR RUBALCAVA-GARCIA: Yes.

5 DIRECTOR BAGNERIS: Okay. I have a second motion.

6 And if it doesn't get a second, it will die. And if it does get  
7 a second, we could discuss it more.

8 But Scenario 2, the \$1 increase for weekend -- weekday  
9 and weekend admissions.

10 DIRECTOR RUBALCAVA-GARCIA: Weekday and weekend  
11 admissions?

12 DIRECTOR BAGNERIS: Yeah. The Scenario 2.

13 DIRECTOR RUBALCAVA-GARCIA: I second that motion.

14 DIRECTOR BAGNERIS: So now we can have a little  
15 discussion, but there's a motion on the floor. Do we like that  
16 or we don't? Should we wait for this workshop?

17 VICE CHAIR MEYER: I'm not ready personally to commit  
18 to that. I really feel like I need to understand this in a  
19 bigger picture. And I do take the point very seriously. We can  
20 just keep kicking a can down the road.

21 But I do think that if we had been with the current  
22 executive team that we have today a year ago, we maybe would  
23 have been at this stage looking at more robust information, have  
24 that entire year's worth of planning gone into preparation for  
25 the topics.

1           DIRECTOR RUBALCAVA-GARCIA: And that's fair. But in  
2     that case, before we move on, we need to give Michele clear  
3     direction as to what exactly we want to see so that we can have  
4     enough information.

5           I think that's the challenge. We're not articulating  
6     what is going to get us over the finish line to make the  
7     decision or justify, you know, the vote. So I think we need  
8     to -- before we leave this room tonight, we need to tell her  
9     what we need so that we can have a conversation about it.

10          DIRECTOR BAGNERIS: I agree. And we had the budget  
11     meeting and we pushed this aside when we could have made that  
12     decision a little bit earlier.

13          VICE CHAIR MEYER: Well, and maybe we could refer not  
14     just the topic to a committee for workshop but the preparation  
15     for the workshop to a committee. So let's start that work this  
16     coming month or next month and really develop the kinds of  
17     information that we want to make sure we're considering so that  
18     all of those range of factors are assessed in the workshop --  
19     all that information in the fall.

20          DIRECTOR RUBALCAVA-GARCIA: And we could send it to  
21     the Audit Committee if you think that's a good idea or the  
22     Finance Committee.

23                 (Public laughing)

24          DIRECTOR PHAM: I was waiting for Ashleigh.

25                 (Public laughing).

1           DIRECTOR BAGNERIS: I agree. The Finance Committee.

2           DIRECTOR PHAM: That's why I was looking that way.

3           VICE CHAIR MEYER: Can we put this into the regular  
4 Finance Committee work and then build up and keep reporting back  
5 on it as something that we'll -- how we're going to process it  
6 out, all the information. Each month, the Board can also  
7 provide additional information they'd like to see.

8           DIRECTOR PHAM: I think that's just the logical thing  
9 to do.

10          DIRECTOR BAGNERIS: With that, I call for the previous  
11 question so we can vote on this motion that's on the floor.

12          MADAM SECRETARY: The first motion?

13          DIRECTOR BAGNERIS: This one. The second one.

14          DIRECTOR RUBALCAVA-GARCIA: The second one.

15          MADAM SECRETARY: Okay.

16          VICE CHAIR MEYER: Second. And the motion being to  
17 approve Scenario No. 2.

18          DIRECTOR BAGNERIS: Right.

19          VICE CHAIR MEYER: Roll call to vote, please.

20          MADAM SECRETARY: Chair Cervantes?

21          CHAIR CERVANTES: No.

22          MADAM SECRETARY: Vice Chair Meyer?

23          VICE CHAIR MEYER: No.

24          MADAM SECRETARY: Director Bagneris?

25          DIRECTOR BAGNERIS: No.

1 MADAM SECRETARY: Director Aitken?

2 DIRECTOR AITKEN: No.

3 MADAM SECRETARY: Director Pham?

4 DIRECTOR PHAM: No.

5 MADAM SECRETARY: Director Rubalcava-Garcia?

6 DIRECTOR RUBALCAVA-GARCIA: Yes.

7 DIRECTOR BAGNERIS: And I know that it seems strange  
8 that I made that motion and I voted no, but it was to get it on  
9 the floor so we wouldn't talk about it all night. So --

10 VICE CHAIR MEYER: Okay. Well, we do have consensus  
11 driven here, so does it satisfy --

12 DIRECTOR RUBALCAVA-GARCIA: You know, my whole thing  
13 is let's articulate what we want. I mean, this is inevitable.  
14 I mean, let's just not -- I think what every -- my sense is it's  
15 unpopular, so it's difficult for some people to say, "yes." But  
16 I think that we need to give clear directions. So that it has  
17 to happen.

18 CHAIR CERVANTES: Absolutely. Agree.

19 MS. RICHARDS: Thank you very much.

20 DIRECTOR BAGNERIS: So what? We're going to leave it  
21 for the Chair and Vice Chair or do we want to --

22 VICE CHAIR MEYER: Yeah. We voted on Scenario 5;  
23 right? That was a unanimous "yes." Two was voted in this most  
24 recent roll call.

25 MADAM SECRETARY: Okay.



1           VICE CHAIR MEYER: And then the final piece, I think,  
2 we're referring this to the Finance Committee.

3           MS. RICHARDS: Thank you. I think that would be  
4 extremely helpful.

5           VICE CHAIR MEYER: Very good. That takes care of 9B.  
6 Next, 9C. Facilities Committee Recommendations on Cap-X,  
7 Special Projects for Oversight and Full Board Updates. Ken, is  
8 this you?

9           MS. RICHARDS: Yes, Ken.

10          MR. KARNS: So whoever wants to kick it off, I'll be  
11 happy to have a good discussion.

12          DIRECTOR AITKEN: Yeah. If you want to kick it off.

13                 I mean, the Facilities Committee has been meeting.  
14 We've had a lot of, you know, teleconference calls, in-person  
15 meetings to just -- but we do want to bring back and I think  
16 it's a good thing to, kind of, bring back and let the public  
17 know where we are at some of these projects and what the  
18 timeline is going to be, especially as we start getting more  
19 information back from the Infrastructure Audit.

20                 So if you'd like to just give us an update on where we  
21 are in some of these projects.

22          MR. KARNS: So coming out of the budget, there was a  
23 recommendation to lift up some of the bigger projects. So we've  
24 had some discussion about what those are and what do we want to  
25 bring back and we're trying to -- on all projects -- keep that

1 committee updated. But there are some that it's great to have  
2 in this room so that there's further input.

3 So in consultation with the Committee, we created a  
4 list -- because we said we would. So this is up for Board  
5 discussion. Are these the right ones? Did we miss one? We're  
6 happy to do whatever the Board wishes.

7 Some of them, you know, they're not all like Skyhawk.  
8 That went on for a long period of time. So there was a lot to  
9 talk about. Some of these are simple; however, very pertinent.  
10 So we want to make sure they have the time.

11 The other thing that we looked at was the amount of  
12 items on the Facilities Committee list. So we did recommend  
13 that a couple of the projects fit with the Parking, Storage, and  
14 Traffic Committee, that we can keep them updated on those  
15 projects for discussion.

16 So except for the Infrastructure Audit and the reports  
17 we've done and the meetings we've had, I don't have a lot to  
18 share on. The rest are in the works. Don't have a lot to  
19 share. But the Infrastructure Audit, we can report on because  
20 we've had ongoing on that.

21 But I think the first thing is, yes, we can talk about  
22 every project all the time, and we will do that. I think we did  
23 that. We had a committee meeting where we wrapped up 2019 and  
24 Jerry and I went through with you every single project.

25 And, again, we've -- I think we've put on the calendar

1 standardized meetings so we can continue that information  
2 sharing for the Committee and the committee's behalf.

3 Whatever -- whoever wants to come back into the Board room.

4 Again, we're lifting up these -- are a little more  
5 important. Not that nobody cares, but scissor lift is a little  
6 more simple than some of these and we can report what's done.  
7 So, again, at the Committee's indulgence or whatever the Board  
8 would like.

9 DIRECTOR RUBALCAVA-GARCIA: Thank you. And just to  
10 expand on what Ken just said, so Ashleigh and I do have pretty  
11 frequent meetings with Ken and team. And one of the things that  
12 we heard the public say is we want to have more discussion about  
13 the capital expenditures and what those project are, and that is  
14 why we've asked Ken today to highlight some of these and bring  
15 them to the public's attention, as well as the Board's  
16 attention. So --

17 VICE CHAIR MEYER: Were there any items that didn't  
18 make the list that you guys were on the fence about?

19 DIRECTOR RUBALCAVA-GARCIA: Not that I can recall, no.  
20 We're happy.

21 DIRECTOR AITKEN: I mean, I think it will change, too,  
22 if something goes on and we decide to expand like the Skyhawk,  
23 we'll just let people know. I think what we're more interested  
24 in is just being open about is if we're starting something, when  
25 do we think it's going to end and who are we going to be

1 partners with?

2 If it's something that we need to have a lot of  
3 outreach with City Hall and we're going to be going to other  
4 meetings, making representations of our timelines to Costa Mesa.  
5 We just want to make sure everyone's, kind of, on the same page.  
6 You know, being consistent with what we say it's going to cost  
7 and what it actually costs and then when we say it's going to  
8 done and when it's actually done.

9 MS. RICHARDS: So this is an action item. I think the  
10 Committee is asking for the Board's approval on the five major  
11 projects of seven.

12 VICE CHAIR MEYER: We do have some comment cards here.  
13 So why don't we turn there next. Reggie Mundekis, followed by  
14 Vincent Pollmeier.

15 MS. MUNDEKIS: Hi. Reggie Mundekis. I'm addressing  
16 Item 9C on Capital Projects.

17 So I appreciate the work in bringing more visibility  
18 and sunshine into the capital projects process. It's a big  
19 change from five words and a several hundred thousand dollar  
20 bill for the project and that's all you know. So thank you.

21 There's a couple projects that need public  
22 involvement, public oversight, and input. For instance, the  
23 desilting basing, EQC. You need to be meeting with the  
24 equestrians to make sure that they're on board with what the  
25 changes are.

1           Because the worst thing to do is -- as we have learned  
2     the hard way -- is to go out with a project and then it's  
3     something that really negatively impacts people and then the  
4     Board just starts getting barraged with phone calls from angry  
5     people.

6           So please have meetings with the equestrians about the  
7     desilting basin that you're changing back there. On the Pac Amp  
8     berm landscape, please have meetings with people and let people  
9     know what you're doing up there. We've wasted a lot of money on  
10    landscape because of various reasons. So let's try to get  
11    something that works up there.

12           And on the way-finding signage program, the Costa Mesa  
13    Planning Commission said there was supposed to be public  
14    meetings about the signage program. And what that means is not  
15    a meeting where they tell you what you're getting and that you  
16    have to like it. You're supposed to take the input from public  
17    meetings to make changes to the signage program to make it more  
18    compatible with the neighborhoods. Those aren't happening.

19           I'd also like to point out a flaw in the signage  
20    program. The signage program is relying on proprietary drawings  
21    which can't be set out to any other company besides Continental  
22    Sign for bidding. So this is a backdoor soul source contract to  
23    Continental Sign. So we need to start over with a new design  
24    that can be built by any contractor. And there needs to be  
25    public input on that because that's going to negatively impact

1 the neighborhood and I'm really concerned about the signage  
2 project because it's of minimal value and a concern and compared  
3 to the problems that we face with traffic and parking, I have no  
4 idea why you're prioritizing signage over actually coming up  
5 with solutions for traffic and parking issues. Thank you.

6 VICE CHAIR MEYER: Thank you. Next up,  
7 Vincent Pollmeier.

8 MR. POLLMEIER: Yeah. I have three comments on this  
9 item.

10 The first one is general comment. While I appreciate  
11 what Director Aitken said, it's important to know when we're  
12 going to start and when we're going to finish and how much we're  
13 going to spend. It's also important to know what the hell  
14 you're going to do.

15 We have for the property way-finding and signage  
16 program, we had to go a public meeting at City of Costa Mesa to  
17 see fully realized development plans with signs on it that we  
18 had never seen.

19 It's not merely enough that Ken comes in, as well as  
20 Ken may be, Ken comes in and speaks verbally as to what the  
21 status of it is. Or he presents to you guys what the plans are  
22 in private at your committee meetings. The public needs to know  
23 how -- what's being planned?

24 For example -- and this is my second point -- the  
25 property way-finding and signage and parking lot repairs and

1 striping. From informal conversations I've had with staff  
2 members, those are going to have -- potentially, those two  
3 items -- are potentially going to have major impacts. They're  
4 far beyond just repainting parking spaces. They're going to  
5 major impacts, potentially, on the way traffic flows on the  
6 property and how it impacts back onto the streets. That's  
7 something the public needs to know about.

8 And those two items should be moved up to full Board  
9 attention and reports. And there should be a report and a plan  
10 and explaining what we're going to do.

11 And then finally -- and this was in a letter I sent to  
12 the Board or I sent earlier this week -- we just let a contract  
13 for nearly a million dollars to repave Lot G. Lot G has been a  
14 money pit over the past several years. We've spent far more on  
15 Lot G than we have on Lot A which is more than twice as large.

16 And we need to understand why Lot G -- it should only  
17 be about 60 percent -- 60 percent or so way through it's design  
18 lifetime. So we need understand: Is there something defective  
19 about Lot G? Or is -- there's something about the way we're  
20 using Lot G that's causing it to run those costs up.

21 But over and above that, we have an issue that we've  
22 already talked to California Construction Authority and we've  
23 already written them a check for Lot G paving and what's now in  
24 our budget for capital improvement next year? Lot G utilities.  
25 Think about that. We're going to run the utilities under a lot

1 we just paved. Okay.

2 I worked for the Federal Government for a number of  
3 years and I saw that happen all the time. You would pave the  
4 street and they would come through the next day -- next year and  
5 cut it open to run lines down.

6 We need to bring those two items up. Stop whatever  
7 work has been done on that paving and figure out what's going on  
8 with Lot G. We have an opportunity here to do things more  
9 efficiently.

10 VICE CHAIR MEYER: Thank you. So I will share a  
11 reaction of my own which is I do think it would be useful. I  
12 suspect that's what's been suggested. So that the -- in  
13 addition to the committee monitoring these projects -- that as  
14 the Board is being updated, that we have more written materials  
15 with regard to these project. Their progress, renderings,  
16 lockups, where the budget is. If we're on track. That would be  
17 really helpful and that way it's easier for everyone to see.

18 And I'm assuming the two items that are being referred  
19 to the Storage, Parking, and Traffic Committee are not going to  
20 have any less robust oversight from what the Facilities  
21 Committee is looking at. It's just that committee is looking at  
22 those two, so you guys don't get --

23 DIRECTOR RUBALCAVA-GARCIA: Correct. We're sharing  
24 the love.

25 VICE CHAIR MEYER: And I also don't think those two



1 items are representing the entire Agenda of the Storage,  
2 Parking, and Traffic Committee. Those are supplemental. Okay.  
3 Any additional comments?

4 DIRECTOR BAGNERIS: Are you looking for us to make a  
5 motion on these or we just needed -- you just needed more  
6 information?

7 VICE CHAIR MEYER: I think this is agendized as an  
8 action item, so --

9 DIRECTOR BAGNERIS: At the Board's discretion?

10 VICE CHAIR MEYER: Right.

11 DIRECTOR BAGNERIS: I move that we approve the  
12 recommendation -- recommendations for 9C.

13 VICE CHAIR MEYER: Is there a second?

14 CHAIR CERVANTES: Second.

15 VICE CHAIR MEYER: Roll call vote.

16 MADAM SECRETARY: Chair Cervantes?

17 CHAIR CERVANTES: Yes.

18 MADAM SECRETARY: Vice Chair Meyer?

19 VICE CHAIR MEYER: Yes.

20 MADAM SECRETARY: Director Bagneris?

21 DIRECTOR BAGNERIS: Yes.

22 MADAM SECRETARY: Director Aitken?

23 DIRECTOR AITKEN: Yes.

24 MADAM SECRETARY: Director Pham?

25 DIRECTOR PHAM: Yes.

1 MADAM SECRETARY: And Director Rubalcava-Garcia?

2 DIRECTOR RUBALCAVA-GARCIA: Yes.

3 VICE CHAIR MEYER: Thank you. That wraps 9D.

4 And, actually, in the way that we have standing  
5 reports in here related to finances, related to Consent  
6 Calendar, and so forth, I think some regular written status  
7 regarding major projects would be helpful.

8 DIRECTOR RUBALCAVA-GARCIA: Well, and I think now that  
9 the Board has approved those capital projects, we can have those  
10 on the Agenda as an informational item or action item, depending  
11 on what the issue is next time. But that was the whole purpose  
12 of this exercise. It was to bring awareness of the projects.  
13 What you're saying is fully realized at this point that more  
14 information -- make sure we have that information.

15 DIRECTOR BAGNERIS: Sure. And/or the CEO's Update can  
16 address some of it.

17 VICE CHAIR MEYER: Where's the infrastructure review  
18 at in terms of the process?

19 DIRECTOR RUBALCAVA-GARCIA: Do you know that? Go  
20 ahead, Ken. Please.

21 MR. KARNS: So we're well underway -- fully engaged  
22 with the Facilities Committee. We had three meetings. We had  
23 kick-off meetings. We had some discovery meetings and engaged  
24 with the consultants and started with a test draft of a zone --  
25 which we created seven zones -- which included this facility and

1     our maintenance facility.

2             We have received a copy of that draft and it was a  
3     very preliminary rough draft to see what things might look like.  
4     We have gone through it in detail, sent the -- shared that  
5     information with the Committee, sent the consultants back with  
6     all the information we provided so that we can have a better  
7     draft which we will then have the Committee do a full review,  
8     ask all the questions that they need to ask. What do we want to  
9     change? What do we want to see different? What more -- and  
10    that will set the table for the rest of the documents. So doing  
11    a little more front end work so that when we get to the finish,  
12    this will be a pretty thick document that it's a better tool.

13            So a lot of time spent on rounding out what a draft --  
14    what the final product will look like. So their team is also  
15    then scheduling and fully-engaged in doing all the reviews of  
16    all the facilities and gathering all the information. So both  
17    things are happening at the same time.

18            So I am sure by the time we're back from the  
19    conference, we should, hopefully, see that draft so we can have  
20    input and report further out on what we like and what we don't  
21    look and if there's any issues, and keep that project moving  
22    forward.

23            So it's well underway and I think going okay so far  
24    out of the gate. They're indicating that they don't believe,  
25    you know, the full 16 weeks that we anticipated will be

1 required. They're throwing resources at it and moving on.

2 DIRECTOR RUBALCAVA-GARCIA: And just a reminder for  
3 the Board members and for the public, the Infrastructure Audit's  
4 primary purpose is to help us get to the Master Site Plan. So  
5 it will be shared in its entirety with the public and the Board  
6 once its complete.

7 And it's really just a directional roadmap for us to  
8 understand what really needs to be done, what facilities on the  
9 fairgrounds are in tact, what we need to do to -- so we can move  
10 forward with the Master Site Plan.

11 So at this point, there's really nothing to share in  
12 detail with the public, but we will make sure that that is a  
13 part of the process.

14 VICE CHAIR MEYER: Could I ask and tell me if you  
15 think this is important: Would it be possible for the report to  
16 be brought in draft form to the Board for review so that the  
17 Board has an opportunity to identify areas that they may want to  
18 see additional analysis on, and for the public to comment on it  
19 before?

20 MR. KARNS: Sure. Yeah. And we were just trying  
21 to report to the Committee and then if the Committee says, "You  
22 know what, it looks like a draft that's reasonable, let's get it  
23 agendized." Happy to do that.

24 DIRECTOR RUBALCAVA-GARCIA: And things that might --  
25 it would have to come back to the Board anyway if there was use

1 for cameras to look at piping and stuff like that. So it will  
2 definitely be -- if -- we are paying close attention to what is  
3 being given to us at this point, so it will definitely come to  
4 the Board.

5 DIRECTOR BAGNERIS: You think in February, March,  
6 April, May?

7 MR. KARNS: It would be great if we have it agendized  
8 and have that draft agendized for all to look at -- the  
9 Committee to look at first so that we're happy with the  
10 direction we're going to be on the -- which then we can draw  
11 even further feedback to the consulting group and then drive on  
12 through the March, April months to finish a complete document.

13 DIRECTOR RUBALCAVA-GARCIA: Do you think that -- do  
14 you think we'll be -- I mean, I think we're being aggressive to  
15 say that we can have it by February. I would be more inclined  
16 to say we can probably have it by April.

17 MR. KARNS: Oh, no. I think we're in good shape. I  
18 mean, I don't want to paint it that it was awful. We just  
19 fine-tuned it -- anything that was glaring, so that, you know,  
20 we did our homework before we gave it to the Committee.

21 DIRECTOR BAGNERIS: So as soon as February? I'm not  
22 looking for the final.

23 MR. KARNS: Yeah. We'll strive for that. Absolutely.

24 VICE CHAIR MEYER: Well, let's make sure. I think if  
25 we -- if you find it really jamming up against the document

1 posting deadline, we'll put it on the March.

2 MR. KARNS: It's 223 pages. It's a robust document.  
3 And it's just, you know, two buildings. So there's a lot of  
4 information to digest.

5 VICE CHAIR MEYER: So maybe we can plan on doing it  
6 in --

7 DIRECTOR RUBALCAVA-GARCIA: Yeah. Because it is a  
8 leap year but it's already January.

9 DIRECTOR BAGNERIS: I think that just gives us a  
10 better idea, you know, as opposed to just saying, "Well, this is  
11 going to happen some time." It could be a couple months before  
12 we actually see something.

13 MR. KARNS: We'll keep working and keep driving  
14 forward.

15 VICE CHAIR MEYER: That sounds great. Does this  
16 review also address the equestrian facility?

17 MR. KARNS: It's the entire facility.

18 DIRECTOR RUBALCAVA-GARCIA: Yeah. And that was --

19 DIRECTOR BAGNERIS: So that's a question I have. Even  
20 before the desilting basin, are we working with Rick Hanson on  
21 all of this? He knows about it and he's making input?

22 MR. KARNS: Absolutely. And this is to improve  
23 anything that would happen to work its way to the back bay. So  
24 it takes what -- the existing desilting basin. That's been  
25 there for years -- that's antiquated technology -- and replaces

1     it with new modern technology in different locations. So we're  
2     getting some land back and a better servicing of the -- what is  
3     required. So it's a win for everyone.

4             DIRECTOR BAGNERIS: So the first stop is Rick Hanson?

5             MR. KARNS: Yeah.

6             DIRECTOR BAGNERIS: Okay. All right. Just making  
7     sure.

8             DIRECTOR AITKEN: And just to be clear, we -- I think  
9     the staff has done any extraordinary job. We don't do any work  
10    involving the Equestrian Center. We don't just show up with  
11    jackhammers and start moving stuff. We have a great  
12    notification process. We've had nothing but positive feedback.  
13    We're trying to be as open with them as possible. So we're not  
14    doing anything that is not announced and working with the  
15    notification group that we set up.

16            MR. KARNS: Yeah. For example, on the infrastructure,  
17    they'll be a team of engineers going down there and we let them  
18    know. They'll see a few strange faces.

19            VICE CHAIR MEYER: And it would be following that and  
20    the Master Site Review that we would consider other capital  
21    programs? I mean, updating those -- Equestrian Center, for  
22    example. That's the stage at which we would consider those  
23    kinds of projects?

24            MR. KARNS: Yeah. You could almost think of this in  
25    two-fold: Life cycle and the reoccurring Cap-X and highlighting

1 some things but then knowing full well in the life cycle of a  
2 building from youth to adolescence to old age -- building is the  
3 same. What you might expect to spend so you can plan better and  
4 then we can see what the overall berm is and then identifying  
5 other things that aren't where we need them to be today and do  
6 we want to invest in them.

7 And that will help discussions on -- on the overall  
8 Master Site Plan and what do we want to change. So it would be  
9 a good tool for a few reasons.

10 VICE CHAIR MEYER: That answers all my questions.  
11 Anyone else?

12 (No response)

13 Good. Thank you. Moving on next to 9D. Update on  
14 Contract Amendments Previously Pulled from Consent Calendar for  
15 Haynie & Company and Morley Group, Vote on Whether to Approve.  
16 I believe that we referred this to the Audit Compliance  
17 Committee; is that correct?

18 MS. RICHARDS: That's correct.

19 DIRECTOR RUBALCAVA-GARCIA: So the Audit and  
20 Compliance Committee did review it. And after assessing, I  
21 believe that you were able to negotiate a reduced amount tying  
22 to Haynie. And after further review, we did realize that it has  
23 to be paid either way. The issue has been resolved so we're not  
24 going to need their services any longer.

25 So it would be the recommendation of the Audit



1 Committee for the Board to approve this amount so that we can  
2 get it paid and closed.

3 DIRECTOR BAGNERIS: Is that a motion? Oh, public  
4 comment. I'm sorry. I'm sorry.

5 VICE CHAIR MEYER: Michele, anything in addition?

6 MS. RICHARDS: No. So Haynie, we were able to  
7 negotiate a 50 percent discount in the amount owed and Morley as  
8 waived the additional amount needed. So we were able to cancel  
9 that contract. The contract that is here for approval is for --  
10 sorry -- for \$4,861 to complete the Haynie contract.

11 VICE CHAIR MEYER: So the work is done.

12 DIRECTOR RUBALCAVA-GARCIA: The work is done and we  
13 are recommending that it be paid at this reduced amount and  
14 closed.

15 VICE CHAIR MEYER: Good job, Michele.

16 Okay. We'll start with our public cards;  
17 Reggie Mundekis, followed by Vincent Pollmeier.

18 MS. MUNDEKIS: Hi. I'm Reggie Mundekis. I'm speaking  
19 regarding Item 9D, regarding the contacts for investigations.

20 I'd like to thank this Board for finally ending these  
21 useless contracts which were used to carry out very expensive  
22 personally motivated investigations.

23 It's never was -- it was never clear to the public why  
24 these investigations were needed or what they were looking for.  
25 And I'm hoping that the days of when retribution against

1 employees happens at the Fairgrounds, I'm hoping those days are  
2 now ending.

3 As these contracts were paid for with public money, I  
4 would like you to release complete un-redacted copies of the  
5 invoices and the work product so we can understand where  
6 hundreds of thousands of dollars of public money went to and  
7 what was being hunted down and what was not found. Thank you.

8 (Applause)

9 VICE CHAIR MEYER: Thank you. Next is  
10 Vincent Pollmeier, followed by Adam Carleton.

11 MR. POLLMEIER: There's only one word on this  
12 recommendation that doesn't give me pause. And that word is  
13 "final."

14 I'm glad to see this finally ending. I hope we can --  
15 I completely echo everything that was said previously. We need  
16 to -- we need to end the practice of retaliatory investigations.  
17 There's no reason why a State agency should have had to hire a  
18 private investigator.

19 If there was belief that there was criminal conduct by  
20 anybody, there are plenty of people and organizations within the  
21 State that can do criminal investigations that we could have  
22 referred this to.

23 Now, this was about retribution. This was about  
24 someone going after their enemies. Now, I understand we had to  
25 pay for work done. But one thing I would like to see -- and I'd

1     like to make a recommendation to you, Director Meyer -- is I'd  
2     like to see a policy that we never do this again. Ever.

3             And finally, I'd like to see us put this ugly, nasty  
4     chapter behind us. And unless these investigations found  
5     something -- and I don't believe they did or something -- or you  
6     would have acted on it -- I think I'd like to see Adam Carleton  
7     back to work tomorrow morning. Thank you.

8             (Applause)

9             VICE CHAIR MEYER: Next is Adam Carleton, followed by  
10    Doug Aimes.

11            MR. CARLETON: Thank you, Board. Thank you, public.  
12    And Monday would be just fine.

13            So, yes, I did. I sat down for three different  
14    sessions with the Morley Group. He's an ex-FBI special agent.  
15    And Haynie & Company. They're a high-end accounting -- they're  
16    doing accounting. And, oddly, it took some six months before  
17    they ever wanted to talk to me.

18            So during that time, I imagine the old CEO had a  
19    chance to read through all the emails. I'm lucky enough to have  
20    handful of them. I hope that when I get done with public  
21    records request and such if it's necessary that all those ones  
22    that are still there match the ones I have. And they  
23    desperately wanted me to turn in what I had and I said, "No, I  
24    can't." Because I knew the day I did, things would disappear.

25            And so Mr. Morley spent a lot, a lot of time

1 questioning me on things, yet he wouldn't give me any of the  
2 underlying information. He wouldn't let me see any of the  
3 affidavits and it was, kind of, like looking into a fun zone  
4 mirror where he had the story a little bit wrong, and so I  
5 corrected it.

6 And there are transcripts. It was recorded. There's  
7 full transcripts. And we covered all sorts of stuff. We  
8 covered the '15 Audit that was failed. We covered the '16 Audit  
9 that was failed. The '17 Audit that was failed.

10 For instance, it talks about legal expenses. The  
11 Board never said what was those legal expenses for or how much  
12 money was it. The '18 Audit being held up for six months. I  
13 know there's been more findings on that. And some day the '19  
14 Audit comes up, they'll be findings on that.

15 And so the old CEO and I, we didn't see eye-to-eye on  
16 a lot of things. In my line of business, I have to do the right  
17 thing, even when it's not popular. And it was very, very  
18 difficult.

19 And so those transcripts are out there, and they'll be  
20 something that could be subpoenaed. But we covered everything.  
21 We covered in detail. I'm not afraid of the evidence; I do fear  
22 the process.

23 And this case, you had the wolf guarding the hen  
24 house. And what it really came down down to it, Morley &  
25 Company, there was nothing there. There really wasn't anything

1       there. And then he ends up, "Well, we'll get back to you."  
2       Well, that was six months. He's never gotten back to us. Never  
3       got back to us. There's been no report. Nothing should ever  
4       take this long, other than you're trying to stall. Perhaps just  
5       wait out the statute of limitations.

6               Like in the 2016 Audit, it specifically says that a  
7       gift of public funds has a three-year statute of limitations and  
8       that'll be at the end of this January. I think you guys could  
9       look that up. The last payment to that employee that was  
10      illegal would be ending. The statute of limitations, I believe,  
11      at the end of January 2020. Thank you.

12             VICE CHAIR MEYER: Thank you. Finally, Doug Aimes.

13             MR. AIMES: Thank you. Again, I am Adam Carleton's  
14      attorney.

15             And the reason -- first, Adam Carleton does not oppose  
16      the Board's approving the additional contract expense to Haynie  
17      & Company. They've spent over \$200,000 -- Morley & Company and  
18      Haynie & Company -- investigating Mr. Carleton. I wanted to  
19      briefly show you just how much government waste there has been  
20      by Mr. Morley.

21             Mr. Morley employed a process that I've certainly  
22      never ween in more than 20 years of employment litigation and  
23      investigations. He tape recorded the interviews. He wouldn't  
24      let us tape record the interviews, even though Ms. Kramer said  
25      we could.

1           He then took these tape recordings, sent them to a  
2       court reporter or stenographer who transcribed the tape  
3       recordings. Then he took the transcript and he -- Morley  
4       prepared two -- two 200-paragraph declarations that he wanted  
5       Mr. Carleton to sign. He prepared this. I've never heard of  
6       anything so crazy in my life and unprofessional.

7           The way this is done -- as almost anybody would know  
8       -- you have a deposition. You have a court reporter, takes down  
9       everything under oath. The witness gets a chance to review  
10      the -- the -- the transcript of the -- the -- deposition.

11          What Mr. Morley did probably added 10 -- 20 times to  
12      the expense compared to just using a court reporter to depose  
13      this. And, of course, I would not recommend Mr. Carleton sign  
14      these completely abhorrent-without-foundation-declarations  
15      that -- that Mr. Morley wrote up. It's a complete total waste  
16      of government funds what Mr. Morley engaged in.

17          Now, just one of the subjects that came up during the  
18      investigations was the RCS Contract. The RCS Contract needs a  
19      legal review desperately. There's no provisions in there for  
20      progress payments or how they're supposed to be administered  
21      with RCS which is just ridiculous.

22          And another thing, Mr. Carleton was fighting with RCS  
23      tooth and nail about was that there's 300,000 in merchant credit  
24      card fees which RCS was foisting on the Fair. Mr. Carleton was  
25      fighting them about that.

1           Ms. Kramer, of course, that was her little project.  
2       Her little contract. You need a legal review of that RCS  
3       Contract. Thank you.

4           VICE CHAIR MEYER: Any further comments from the  
5       Board?

6           DIRECTOR BAGNERIS: I would move that we pay the final  
7       contract for the Haynie & Company. The other is gone. I move  
8       that we approve that payment.

9           CHAIR CERVANTES: Second.

10          VICE CHAIR MEYER: Roll call vote.

11          MADAM SECRETARY: Chair Cervantes?

12          CHAIR CERVANTES: Yes.

13          MADAM SECRETARY: Vice Chair Meyer?

14          VICE CHAIR MEYER: Yes.

15          MADAM SECRETARY: Director Bagneris?

16          DIRECTOR BAGNERIS: Yes.

17          MADAM SECRETARY: Director Aitken?

18          DIRECTOR AITKEN: Yes.

19          MADAM SECRETARY: Director Pham?

20          DIRECTOR PHAM: Yes.

21          MADAM SECRETARY: And Director Rubalcava-Garcia?

22          DIRECTOR RUBALCAVA-GARCIA: Yes.

23          VICE CHAIR MEYER: Thank you.

24               Next up, Agenda Item 9E. Consideration of and Vote on  
25       Recommendations for Property Name Based on Branding Focus Groups

1 Results. Michele?

2 MS. RICHARDS: Okay. So the Branding Assessment is a  
3 very subjective process. Everybody has preferences. It's very  
4 important to get feedback from the community that uses our  
5 property and those that are -- that attend our events.

6 And so in November of 2019, IMW agency -- the agency  
7 contracted to assist in this process -- conducted a series of  
8 five community focus groups to gather input from the public  
9 regarding the OC Fair & Event Center brand. And there were  
10 several layers to the questioning during the focus group. We're  
11 going to take it step-by-step.

12 Again, because it's a subjective process, I think if  
13 we throw everything out at one time, it can be a little  
14 daunting. So we're going to present the first part of the  
15 results in this Board meeting and we'll bring back pieces for  
16 each upcoming Board meeting.

17 But this first part focuses on how those focus groups  
18 stated preferences or communicated their preferences for the  
19 name of the property. So there are no graphics here, but rather  
20 what were their thoughts on the name of our property?

21 So there was a clear preference to either change the  
22 name to the "OC Fairgrounds" or to keep the "OC Fair & Event  
23 Center" name. There were several options that were presented  
24 and focus group attendees participants were asked to choose  
25 their two top preferences.



1           These were the two top references. No other naming  
2           option came even close to these two. So 75 percent of the focus  
3           group participants voted for "OC Fairgrounds" as either their  
4           top one or two; 69 percent voted to keep "OC Fair & Event  
5           Center" as their top one or two. So keep that in mind as we  
6           look at the rest of the the information.

7           So it kind of begs the question: Is there a strong  
8           rational for changing the "OC Fair & Event Center" operating  
9           name? At this point, probably not. You saw the strong  
10          feedback.

11          So given the even comments between the two options,  
12          the support for the business development team selling approach  
13          requires a more progressive term to aid in selling the venues to  
14          promoters and to compete against other area venues.

15          Neither naming option -- either the "OC Fairgrounds"  
16          or "OC Fair & Event Center," would impact -- would have any  
17          impact on the OC Fair event itself. We're still the OC Fair.

18          Another question: What about the idea of using  
19          OC Fairgrounds nomenclature? We heard lots of comments about,  
20          "Well, that's what it is, isn't? That's what people call it  
21          the OC Fairgrounds." Even though, you know, our official name  
22          currently is "OC Fair & Event Center."

23          So there is a case for tying in all the brands under  
24          that OC Fairgrounds banner. But to allow for the business side  
25          of what we do -- to attract new promoters, new users of the

1 property -- that "Event Center" is very important. So we put  
2 forth an idea about really doing both. Naming programming piece  
3 of what we do at the OC Fairgrounds.

4 So the "Events Center" at the "OC Fairgrounds."  
5 "Centennial Farm" at the "OC Fairgrounds." The "Equestrian  
6 Center" at the "OC Fairgrounds," et cetera. "Heroes Hall" at  
7 the "OC Fairgrounds."

8 So there's that identifier that people preferred in  
9 "OC Fairgrounds," but using the "Event Center" when we're doing  
10 business as a venue that people can rent.

11 So if we can make some decisions about, you know, the  
12 name or the preference -- the Board's preference after hearing  
13 the results of those focus groups, then that will allow us to  
14 move onto part 2 which would be developing some graphics around  
15 that and the focus groups had some very definite feedback on the  
16 graphic presentation of our property name as well.

17 I don't know if the Committee wanted to add anything  
18 more about that.

19 DIRECTOR AITKEN: Yeah. I mean, my initial comments,  
20 I think, at the beginning of this process when we first sat down  
21 and talked about, you know, why we were doing this and where we  
22 wanted to end up.

23 You know, I think it was important not to take the  
24 process -- we're very sensitive about not taking the process as  
25 just two people. We really wanted to have it out in the

1 community and get honest feedback and make sure it's not just  
2 two people driving this process.

3 And I think initially, you know, my gut reaction has  
4 always been that when we talk about the "Event Center," nobody  
5 knows what that means. And we talk about the Honda Center, it's  
6 because there's one center. We talk about the Staples Center,  
7 it's one center. We have so many different venues, so many  
8 different buildings that it's not really clear what we're  
9 referring to when we say the "Event Center." And I really like  
10 just about talking the Fairgrounds because it encompasses the  
11 whole property -- all four corners and everything in it.

12 We definitely have a lot of different things going on  
13 in the four corners of the property, but when we talk about the  
14 Pacific Amphitheater when you say it's at the OC Fairgrounds,  
15 we're being very clear about what we're talking about.

16 Because even when we talk about the "Event Center" at  
17 the OC Fairgrounds, I don't know what we're talking about. So I  
18 like that we're really -- I like tying it into the  
19 OC Fairgrounds. I think it really ties to a mixture of a lot of  
20 things going on, but it's, generally, it's open space. It is a  
21 traditional fairgrounds that is not to be overdeveloped. It's  
22 not to be filled in all the corners in a specific location that  
23 people know where it's at.

24 So those are just kind of my additional -- my initial  
25 thoughts when we were looking over this. I like the change of

1     tying all of our programs in all of our, you know, very, very  
2     unique corners of the property into the physical location which  
3     is the Fairgrounds as a whole.

4             And I'm not a big fan of the "Event Center" part. I  
5     mean, and -- I don't know how we work with that because I don't  
6     know if -- are we talking the buildings? Are we about talking  
7     The Hangar? Are we talking about -- what are we talking about  
8     when we say the "Event Center"?

9             MS. RICHARDS: I think that is meant for the teams  
10    that work on promoting our event business. You know, it's a way  
11    for it to come up in as searches, for example, so that we can  
12    compete with other events.

13            But to your point, there's The Hangar at the  
14    OC Fairgrounds. There's Main Mall at the OC Fairgrounds.  
15    There's the Action Sports Arena at the OC Fairgrounds. So  
16    you're right. We're a collection of separate venues.

17            DIRECTOR BAGNERIS: And the events are like  
18    Winter Fest and Imaginology and the gun show and the pet show.  
19    Those are the events. It's not just the Fair.

20            So are we saying don't change the overall name? But  
21    then for marketing purposes, we add "At the OC Fairgrounds" to  
22    those individual items? Are you saying we want to change the  
23    name to OC Fairgrounds so we could market that way? That's what  
24    I'm not sure.

25            MS. RICHARDS: I'm not making a specific

1 recommendation at this point.

2 DIRECTOR RUBALCAVA-GARCIA: It seems like it's the  
3 recommendation from -- this is the overarching brand means the  
4 same and then adding -- so that's, kind of, what I heard, too.

5 DIRECTOR BAGNERIS: Yeah. Which I like, actually. I  
6 like. Leave it "OC Fair & Event Center." It's been that for  
7 how long?

8 MS. RICHARDS: For 12 years.

9 DIRECTOR BAGNERIS: 12 years. But as we market these  
10 individuals, "The Hangar at the OC Fairgrounds." The  
11 Main Mall -- whatever those items are and you're marketing, we  
12 use that. Add that to the marketing.

13 DIRECTOR AITKEN: And I don't know if that's  
14 necessarily -- we were talking about redesigning the logo. I  
15 don't think it's clear. That's why this is so important to  
16 bring this back at the beginning before we get much further. Do  
17 we want to be the "OC Fair & Event Center" or just  
18 "OC Fairgrounds"? Those would be different. Those are two  
19 different lanes.

20 So we would -- instead of saying "Centennial Farm at  
21 the OC Fair & Event Center," do we want to just have the main  
22 brand be the OC Fairgrounds? That would be a different logo.  
23 That would be a different way to advertise. That's, kind of,  
24 one of the things that we're exploring but that decision has not  
25 been made to keep "OC Fair & Event Center."

1           VICE CHAIR MEYER: You know, I think that's the point  
2 of discussion today.

3           CHAIR CERVANTES: I personally like the idea of having  
4 the "OC Fairgrounds" first and then everything comes after that  
5 instead of the way that it is right now.

6           I personally don't like "Centennial Farms at the  
7 OC Fairgrounds." I think it should be the other way around.  
8 Everything should be the "OC Fairgrounds" and then  
9 Centennial Farms after that. And the same with the  
10 Equestrian Center and Heroes Hall.

11           And I personally think that the "Event Center" should  
12 really be a separate -- a separate as Centennial Farms and  
13 Heroes Hall and the Equestrian Center. I personally like the  
14 clean just "OC Fair." OC Fairgrounds.

15           VICE CHAIR MEYER: I think I agree with you, Sandra.

16           The piece of it that I like and what I never liked  
17 about the "OC Fair & Event Center" is that that's a piece of  
18 what we do on this property, but it seems to elevate that  
19 function overall of the other functions that occur here.

20           And I think in a variety of contexts, it's critical  
21 that we, as an organization, kind of, have a back-to-basics core  
22 identity and what is it that we're here to do? And we're an  
23 agency; right? We're a State agency with a public mission. And  
24 I believe that the events that we hold here are very important  
25 because they drive more revenue and what we do with that revenue

1 is very important.

2 But I think that's it's a mistake to get away from  
3 that core fundamental identity of what we are. And I think it  
4 sends a very powerful message to say this is the Orange County  
5 Fairgrounds and these are all of our various activities that  
6 occur here.

7 To me, it reflects a more consistent reflection of the  
8 property's overall mission as opposed to one of its functions.

9 DIRECTOR RUBALCAVA-GARCIA: See, I don't see the  
10 revenue as a big part of the community -- the events. I see  
11 those events as community gathering events that are bringing  
12 people from all across Orange County together. So whether it's  
13 Imaginology or the pet show. Those events are in and of  
14 themselves bringing the community together. So it is fulfilling  
15 the mission of the Fairgrounds.

16 I personally think that we would be taking a step back  
17 if we go back to the Fairgrounds because it does appear to be a  
18 little archaic in its name. I think the  
19 "OC Fair & Event Center" really does represent what we do here.

20 And I personally really like how you added  
21 "At OC Fairgrounds" because that draws it back to the core brand  
22 which -- so my personal opinion is the events side does not take  
23 away from the mission of the organization.

24 We have been -- I think expanding that by not just  
25 having the Fair here for 21 days of the year and then doing with

1 the Fairgrounds which would put our Fairgrounds in jeopardy if  
2 we did not have these events. It might be utilized for other  
3 purposes other than bringing the community together which -- I  
4 mean, we're able to host, you know, religious events, community  
5 events, political events. It is a pretty all-encompassing use  
6 of the property already.

7 And I don't think the naming convention going back to  
8 OC Fairgrounds will make it any more robust or more within our  
9 core values. So I personally think that we keep it the same  
10 because we have some pretty strong brand recognition with that,  
11 but I do recommend that when we market events at Centennial  
12 Farm, we market "At Centennial Farm at the OC Fairgrounds."

13 DIRECTOR BAGNERIS: And just to piggyback on that, (A)  
14 we said our revenue comes from the fair. That's why we exist.  
15 But the rest of the year, we have all these other activities.  
16 So I think it's important that we keep "Event Center" because  
17 that's the other part of what we do.

18 DIRECTOR RUBALCAVA-GARCIA: And it's not -- I think  
19 to -- don't be afraid of the business side of things. Business  
20 drives the economy.

21 And, honestly, we're bringing the community together  
22 for several of these events. And we have Heroes Hall. That is  
23 educational. It brings awareness to veterans in our community.  
24 We now have the Skyhawk here. That's drawing another part of  
25 the community. I have a seven and a 10-year-old. They have no



1 idea. And when we came back then, it opened their eyes to so  
2 much more. We have Imaginology which brings the other  
3 non-profit agencies. It's -- the community comes together.

4 I have attended -- I just think that we're being  
5 shortsighted if we don't think that these events are actually  
6 community events. Revenue-generating. They are because we're  
7 doing it right, but they're also serving the community in a big  
8 way.

9 DIRECTOR PHAM: I agree with that.

10 I do think a lot of the events deserve -- it's a cool  
11 event for anyone who lives around Orange County to go. It  
12 sounds silly to talk about fish and all the other things and it  
13 was appreciated because otherwise, you wouldn't have some sort  
14 of central area to go to do something like that. Or you had,  
15 like, you know, the video game competition where everybody from  
16 the community comes and competes in a video game.

17 So it's not like they're not serving the mission to  
18 provide for the community or what not. On top of that, to  
19 piggyback what you said earlier, with regard to search engine  
20 optimization and it's -- could cost certain issues like that  
21 that we don't know about. Maybe take a look at that.

22 And I think that the "Event Center," it's just helps  
23 sell the business side of it as well when you're talking to  
24 different promoters and what not, I would imagine. And so for  
25 me, I just want to think that through a little more.

1           VICE CHAIR MEYER: We do have some -- a couple of  
2 cards. Any additional comments before we go to comments?

3           DIRECTOR AITKEN: Yeah. And I think that what's hard  
4 is that we're not trying to revamp the mission of what we're  
5 doing here.

6           We're -- and when you're, kind of, looking at  
7 marketing and branding, you're stepping and saying: "How do we  
8 want to be identified?" Whether it's from a hashtag to a serach  
9 term to a revamped logo. So I think what we're -- we can't have  
10 "OC Fair & Event Center" and "At the OC Fairgrounds." We're  
11 trying to pick.

12           Do we want to be "Centennial Farm at the OC  
13 Fairgrounds" or "Centennial Farm at the OC Fair & Even Center"?  
14 But not have "OC Fair & Event Center" and then over here we're  
15 "At the OC Fairgrounds." Because that's the confusion we're  
16 trying to step away from.

17           So not -- don't think of it as, like, what do we want  
18 to -- our mission to be or what part do we want to value more.  
19 It's really like what do we want people to look at? Think of  
20 the Nike Swoosh. And then we go, "That's the OC Fairgrounds."

21           So that's, kind of, why we're saying -- we're trying  
22 to ask and explore with the community of what do we want to be  
23 called? Because I think if it's hashtag "OC Fairgrounds," then  
24 we don't want to keep this logo and have it sometimes be "OC  
25 Fair & Event Center."

1           It's hard to look at this up in a vacuum without  
2   showing the Board, like, when we first started there was so many  
3   different ways that we -- even redesigning this logo and things  
4   that you have to consider like all the dark matter space in here  
5   and all the extra toner and when you're trying to design it.  
6   All these things you don't really think about. How do we try to  
7   update it to make it one identifiable thing.

8           So if it's just "OC Fairgrounds," then we would get  
9   rid of the "Event Center" part of it but everything when we talk  
10   about the "Event Center," will be "At the OC Fairgrounds." Does  
11   that make sense?

12          DIRECTOR PHAM: Yeah. That makes sense. And for  
13   that, I agree. From the aesthetic standpoint, the logo doesn't  
14   look very clean, in my opinion, as well. So to have it more  
15   streamlined and have something like that and have coherent  
16   branding across everything I agree with.

17          I just -- I just don't know. Like, I haven't  
18   personally -- not fan of just the "OC Fairgrounds."

19          DIRECTOR AITKEN: And we can just do it "At the  
20   OC Fair." We can do "At the OC Fair & Event Center" and just  
21   refresh the logo. But that's the space. The space that we were  
22   trying to look at this through.

23          And if the Fairgrounds is too antiquated or it doesn't  
24   really -- we don't feel it really fully encapsulates the message  
25   or what the brand we want to convey into the community, then do

1 we want to just have all of it be "At the OC Fair"? Shorter,  
2 cleaner. Or do we want to keep verbiage where it be the  
3 "Equestrian Center at the OC Fair & Event Center"? I worry that  
4 we get too many words.

5 DIRECTOR RUBALCAVA-GARCIA: Well, I don't know if  
6 we -- from a branding perspective -- I have a background in  
7 marketing, and I don't think that, I mean, I think you can still  
8 keep that "OC Fair & Event Center" as an overarching brand and  
9 then you still have your separate business units with OC Fair --  
10 "At the OC Fair" or something like that.

11 I don't think that violates any branding rules out  
12 there. I do agree that, though, "At the OC Fairgrounds" kind of  
13 makes it a little less plain, but I think you could have "At OC  
14 Fair" and still keep it "OC Fair & Event Center" as the  
15 overarching.

16 Because, I mean, ultimately when you -- our website,  
17 right, people come to it. It's "OC Fair & Event Center" and  
18 then you can scroll down to see all the other things you could  
19 do here -- visit Centennial Farm, Heroes Hall. So I think  
20 public comment. Maybe we should --

21 MR. POLLMEIER: I just want to correct  
22 Director Rubalcava-Garcia. It's ocfair.com. It's not event --  
23 OCFEC.

24 DIRECTOR RUBALCAVA-GARCIA: Well, I didn't -- I  
25 wasn't -- I wasn't --

1 VICE CHAIR MEYER: Let's -- let's keep our decorum.

2 DIRECTOR RUBALCAVA-GARCIA: And I wasn't saying that  
3 that was our website -- URL. I was basically just saying that  
4 that's when someone comes to our site. The branding on the page  
5 is "OC Fair & Event Center." But thank you.

6 MS. RICHARDS: That's the first thing you see.

7 VICE CHAIR MEYER: Let's move to the public comments.  
8 Reggie Mundekis, followed by Vincent Pollmeier and Beth Refakes.

9 MS. MUNDEKIS: Hi. I'm Reggie Mundekis. I'm talking  
10 regarding the branding exercise.

11 So I like what you guys did and I'd like to point out  
12 that almost nobody in the public calls it the "Orange County  
13 Fair & Event Center." They call it the "OC Fairgrounds." And  
14 if you try to tell somebody, "You have to go to the  
15 Orange County Fair & Event Center," and they look at you and go,  
16 "What?" You go, "Oh, it's that place in Costa Mesa. Oh, the  
17 Fairgrounds."

18 So calling it the "OC Fairgrounds" eliminates that  
19 step of explaining. The push to rename "Fairgrounds" as "Event  
20 Centers" started when there was a push to privatize  
21 "Fairgrounds." And that having the "Event Center" name was  
22 seeing as sexier than a fairground name. So that's where that  
23 whole "OCFEC" thing came from historically.

24 So I like what you're doing with the idea of "Heroes  
25 Hall at the OC Fairgrounds." I think that's really great. You

1 have to -- you can't be -- you can't say, "Oh," you know the  
2 brand is Orange County Fair & Event Center but it's "Heroes Hall  
3 at the OC Fairgrounds." That doesn't work. That's the  
4 equivalent -- marketing equivalent -- of telling someone, "Oh,  
5 I'm Nordstroms, but you have to go the women's department at  
6 Ross Dress for Less. It makes no sense.

7 So I prefer the "OC Fairgrounds." I like what you're  
8 doing with the idea of adding the name of the venue and then "At  
9 the OC Fairgrounds." Breaking out the "Event Center"  
10 separately, that's great. And you may want to, you know, make  
11 it a little bit sexier name. We have the "Pacific Amphitheater  
12 at the OC Fairgrounds." Maybe the "Pacific Events Center at the  
13 OC Fairgrounds." So thank you.

14 VICE CHAIR MEYER: Thank you. Next up is  
15 Vincent Pollmeier, followed by Beth Refakes.

16 MR. POLLMEIER: Yeah. In my professional career, I've  
17 been -- had the opportunity to participate in probably four or  
18 five branding exercises. And one of the first things you do is  
19 you focus on at it is you do.

20 32nd DAA engages in a number of different activities  
21 and functions and has a number of different facilities. Its got  
22 Centennial Farm. Its got Heroes Hall Veterans Museum. Its got  
23 Pacific Amphitheater. Its got the Equestrian Center. Its got  
24 the Action Sports Arena. Its got The Hangar.

25 And then it also does some things. It sponsors some

1 events. And really there's two: Imaginology and the OC Fair.  
2 Now, I've heard people talk about Pet Expo and the gun show and  
3 various -- the 32nd DAA doesn't put those on. Those are put on  
4 by third parties. Third parties who lease the facility through  
5 another thing the 32nd DAA does which is the "Event Center."  
6 It's commercial event center operations.

7 And those serve -- that serves those many events and  
8 expositions that are operated by third parties. So you have a  
9 mixture of facilities. You have a mixture of business entity --  
10 the event center -- and you have events that are actually  
11 produced by the 32nd: The Fair and Imaginology.

12 And what do all of those things have in common? Well,  
13 if I was a real estate agent, I would tell you. It's location,  
14 location, location. And they're all here. And Reg was right.  
15 No one outside of this room or this building refers to this  
16 place as "OCFEC" or the "Orange County Fair & Event Center."  
17 They call it the "OC Fairgrounds."

18 And so I really have to say -- and this may come as a  
19 shock to everyone -- I like what the Committee has done. I  
20 think "At the OC Fairgrounds" -- which is the brand you already  
21 have and you can capitalize on -- is a great one. It unites  
22 everything together. And you can use it if you create a  
23 striking visual, you can incorporate that and have separate  
24 logos for all of the events -- the various things. So you can  
25 have the "Fair" at the "OC Fairgrounds." It may sound redundant

1 but you can do it or you can do all these other things.

2 And, finally, one of the reasons why the name "OCFEC"  
3 is fundamentally flawed is it takes two of those myriad  
4 functions of the 32nd DAA that I mentioned: An event and a  
5 business and merges them together; those are separate things.  
6 The "Event Center" really doesn't have anything to do with the  
7 Fair and vice versa.

8 And, finally, if we do this, it gives us an  
9 opportunity -- I don't like the "Event Center." It gives us an  
10 opportunity to brand and market the Event Center which we really  
11 need to do to compete against the Anaheim Convention Center and  
12 other facilities. Thank you.

13 VICE CHAIR MEYER: Thank you. Beth Refakes?

14 MS. REFAKES: Everyone knows the OC Fairgrounds. I'm  
15 sorry. Nobody knows "OC Fair & Event Center." I mean, nobody,  
16 you know, really. You can say, "I'm going to Heroes Hall," and  
17 they'll say, "Where is it?" You say, "OC Fairgrounds." They  
18 know where that is. Okay. And for years, this was known as the  
19 "OC Fairgrounds." Never had anything about "Event Center" in  
20 it. And, personally, I don't really like that tagged on.

21 And -- but I do like the idea of having "Heroes Hall  
22 at the OC Fairgrounds." "Centennial Farm at the OC  
23 Fairgrounds." Because that tells you right where it is. We'll  
24 know where it is. And there's no mistaking about it.

25 The other thing is -- wasn't the most popular one out



1 of all your sessions the "OC Fairgrounds" and not "OC Fair &  
2 Event Center"? So if you want to do what's most popular and  
3 what most people know out of your branding sessions, then you  
4 should go with the "OC Fairgrounds." And I think it's very  
5 clear.

6 And like the previous speaker said, all these items up  
7 here: The Centennial Farm, the Equestrian Center, Heroes  
8 Hall -- are all put on by 32nd DAA. The gun show and other  
9 things that you have here are private businesses that come in  
10 and they rent space. So it's a completely different situation.

11 So the other thing is, I'd also like to see the logos  
12 and the artwork that would go with this as well because it's  
13 kind of hard to tell. I think the general consensus was  
14 everybody likes the little orange. So I would like to see how  
15 that's going to be incorporated in before you go ahead and make  
16 a final decision as well.

17 But for me -- and I know most of the community -- it's  
18 always been the "OC Fairgrounds." So I hope you'll stick with  
19 that. And, you know, use the "Event Center" as a special entity  
20 and not use it as the general name for the OC Fair. Thank you.

21 VICE CHAIR MEYER: Thank you. I expect we agendize  
22 this item that results in robust discussion and different points  
23 of view.

24 DIRECTOR BAGNERIS: The Equestrian Center is private  
25 business; right?

1           VICE CHAIR MEYER: Real quick, let me get  
2       Theresa Sears since she put in a comment card.

3           MS. SEARS: Good evening, everyone. Thanks for the  
4       evening meeting. I appreciate it.

5           The Equestrian Center is a public facility. Happens  
6       to be operated by someone who is a vendor. So it's still a  
7       public facility, it's not private. And that's always been part  
8       of the problem. So that answers that question. But I want to  
9       echo what Reggie and the others said.

10          In 2008, when we were dealing with the Fair Board that  
11       wanted to actually pave this place over and sell it, they were  
12       paving the way to get rid of agriculture, heritage out of the --  
13       our mission statement and they changed the name to start  
14       marketing it differently. And that was part of why it changed.

15          As everyone says here, nobody even knows when I tell  
16       them -- I don't say, "I'm going to the OC Fair & Event Center."  
17       No one even understands that. We do because we see it all the  
18       time when we're here.

19          But when people -- they're going to the "Fairgrounds."  
20       "We're going to the Fairgrounds." That's where we're going.  
21       "Where are you going? We're going to the Fair. Where is it at?  
22       The Fairgrounds." And so that really is what this is all about.

23          And all these other components, obviously, make it up.  
24       But I don't think this is an "Event Center" in the sense of, you  
25       know, Anaheim Convention Center where there's all these events

1 and -- this is a public facility that's super important as we  
2 talked about so many times. It's like our town square and we  
3 should maybe start thinking about it more like that. Kind of, a  
4 Zocalo. A place where people gather. It is very different than  
5 an event center or something else that we have in our community.

6 So I appreciate the work that is being done, but it's  
7 so important to remember, like, where we have been and it's time  
8 to, like, try to make this the model place of the public square  
9 that it really should be. And it is a public facility and it  
10 will always be that as long as most of us are alive as far as I  
11 know. So thank you.

12 VICE CHAIR MEYER: Thank you. We did expect this to  
13 be a robust discussion. I will make one final comment on my own  
14 part and let others speak theirs as well. And I don't think we  
15 need to make a decision on this today.

16 But I think that the business components and the event  
17 promotion components of our property's activities are very  
18 carefully paid attention to.

19 I think we've seen that over the past years that there  
20 has been a very business-oriented approach to the overall  
21 management of the property. I'm not saying that's fundamentally  
22 a bad thing, but what I do personally believe is that we could  
23 have a reorientation around what the purpose of the property is  
24 at its fundamental basis. And I think reinserting that element  
25 of it would probably be very important.

1 I would also suggest that it might be helpful --  
2 especially given that it sounds like the Board has various  
3 points of view on this that we get our additional members who  
4 aren't here tonight -- present before we move forward on our  
5 decision. Barbara?

6 DIRECTOR BAGNERIS: Yeah. I'm just not really to  
7 change the name. Twelve years, we haven't heard that -- I  
8 haven't heard the discussion about a name change. And we've  
9 done other branding, I believe. But I'm not ready to change the  
10 name.

11 And I was going to make a motion, but I, kind of,  
12 there's three people missing -- two?

13 VICE CHAIR MEYER: Two.

14 DIRECTOR BAGNERIS: Okay. My preference -- and I'll  
15 make the motion for my preference, and we can voted up or voted  
16 down or we could table it -- but I hate to keep kicking this  
17 down to the road because if we kick this down the road, we can't  
18 get to the next phase.

19 VICE CHAIR MEYER: Well, maybe we could. Michele, we  
20 could -- the next phase would be logo development.

21 I think that potentially -- as Ashleigh and I were  
22 talking about this -- we thought it was difficult to compare  
23 that without narrowing it down to a name and looking at various  
24 graphic identities with respect to the names. That is the  
25 process we approached it with.

1           But I think we could conceivably parallel track both  
2 names and see if the visuals enable us to reach our decision.  
3 And it's possible that the body would be divided over what the  
4 final outcome should be. And that's okay.

5           DIRECTOR BAGNERIS: If we look at the -- it's very,  
6 very close. It could go one way or the other. And if we didn't  
7 make that decision now, we could make it in the future. I do  
8 love the idea of calling each element at the end "At the OC  
9 Fairgrounds." I do like that. But I don't see changing the  
10 name right now. So I would move that we --

11           DIRECTOR RUBALCAVA-GARCIA: And, Vice Chair Meyer, you  
12 mentioned about it being business-oriented and I respectfully  
13 disagree with part of what you said because I think even though  
14 we've had some of these events here, it doesn't take away from  
15 the agricultural perspective that the Fairgrounds has hosted  
16 over the years.

17           And just because we've allowed third parties to  
18 promote and host events here, I think that we still have done a  
19 great job with Centennial Farm and a lot of the other  
20 initiatives that we have. Even the equestrians.

21           With this new Board that's here now, it has become a  
22 priority for us. We've looked at whether the contracts should  
23 be renewed. We're staying on top of the fact that the current  
24 operator is potentially selling the business and we're looking  
25 to make sure that it stays here with another operator. So I

1 think that we haven't really lost sight of the agricultural  
2 perspective. But we are evolving and this is 2020. We need to  
3 keep that in mind, too.

4 DIRECTOR BAGNERIS: Unfortunately, I didn't make my  
5 motion fast enough, but I can't make it down -- but my motion is  
6 going to be that we keep the "OC Fair & Event Center" name but  
7 use this "OC Fairgrounds" as part of the individual activities  
8 in our March.

9 DIRECTOR RUBALCAVA-GARCIA: I second that motion when  
10 he comes back.

11 MS. RICHARDS: Maybe if I could try to summarize what  
12 we've heard as staff.

13 Because I think it's, you know, as I said, it's very  
14 subjective process and there are lots of opinions. But you  
15 all -- as we were listening to you -- you did have a lot of  
16 things that you were all on the same page about.

17 And I believe there's not a strong argument, possibly  
18 at this point, for changing the name of the property. And maybe  
19 that helps in the business side of it when, you know, when our  
20 teams, you know, go out and identify potential new events here.

21 But there is a, kind of, a strong pull to  
22 "OC Fairgrounds" because it does -- it's locational. It does go  
23 back to heritage for a lot of people, and it does help tie all  
24 of our separate programs together as well. So I might -- can I  
25 make a suggestion to your motion?

1                   DIRECTOR BAGNERIS: I'm willing to listen and my --

2                   MS. RICHARDS: So as I heard it, your motion is to  
3 keep "OC Fair & Event Center" as the proper name -- operating  
4 name of the property as a whole but then use separate venues and  
5 separate programs "At the OC Fairgrounds"?

6                   So perhaps if we use that as direction, then the next  
7 step might be to come back with a refreshed looked -- an updated  
8 look for the "OC Fair & Event Center." Because we also heard  
9 that that it's kind of heavy and maybe it needs a little  
10 updating.

11                  And to the point that several Board members made and I  
12 think members of the public, without seeing the graphics, it's  
13 kind of hard to picture it. But then maybe we play with this a  
14 little bit and have the agency work with us on some graphic  
15 presentations, so that might be the next phase.

16                  DIRECTOR PHAM: It just seems incohesive to me to be  
17 honest with you. I feel like it's just going that way to commit  
18 something and go with it.

19                  CHAIR CERVANTES: That is correct. I think that, I  
20 mean, I personally, when I first joined, you know, understood  
21 that the "OC Fair & Event Center" was the name. And after  
22 talking to a lot of people, there's a lot of clarity that the  
23 name recognition is really the "OC Fairgrounds." It's not the  
24 "OC Fairgrounds & Event Center."

25                  So I think it's worth not making a decision and going

1 back and doing what Director Meyer talked about and maybe  
2 drafting some of the logos and, you know, allow us to see that.

3 VICE CHAIR MEYER: I think there could be some  
4 value --

5 DIRECTOR BAGNERIS: So while you were gone, there was  
6 a motion put on the floor and second it.

7 VICE CHAIR MEYER: I understand. But it does seem  
8 like we have some division on the Board on this, and we do have  
9 two Board members who aren't here.

10 So perhaps -- and I'm not saying this to -- something  
11 that we could consider is dual tracking it and bringing it back  
12 and hopefully we have the full Board at a future meeting to make  
13 the decision. I think that ultimately is the Board's decision.

14 DIRECTOR BAGNERIS: So I'd to like continue with the  
15 motion. And if we voted up or voted down, and then, you know,  
16 we have a next Board meeting. If there's further discussion,  
17 maybe we agendize it again. I don't know. But right now, I'd  
18 like us to make some decision to move forward with.

19 CHAIR CERVANTES: Barbara, do you want to repeat the  
20 motion?

21 VICE CHAIR MEYER: Yes. To keep the "OC Fair & Event  
22 Center" name. And for marketing purposes, we add "At the OC  
23 Fairgrounds" to the different elements.

24 VICE CHAIR MEYER: I really think there's something  
25 disjointed about that.



1           DIRECTOR RUBALCAVA-GARCIA: Could I offer to amend  
2 your motion?

3           DIRECTOR BAGNERIS: Okay.

4           DIRECTOR RUBALCAVA-GARCIA: The logos or -- what you  
5 said, but more development of logo mockups for review.

6           DIRECTOR BAGNERIS: And then we may decide we don't  
7 like it in the mockups because the "OC Fair & Event Center"  
8 doesn't really help the logo and then we could make another  
9 decision.

10          VICE CHAIR MEYER: I mean, I think -- I don't know  
11 that we need to adopt a resolution to keep the property name  
12 what it is without a motion to pass it to change it. The  
13 property name stays what it is.

14          DIRECTOR BAGNERIS: Well, that's what this was. That  
15 was the focus group.

16          VICE CHAIR MEYER: Well, but -- if the Board took no  
17 action, the property name -- so what I would suggest and would  
18 be that we continue working with the agency to develop these  
19 options and then table this to a meeting when we have additional  
20 members of the Board present so that we can really get as  
21 complete of a viewpoint on this.

22                 Because if it turns out that a majority of the Board  
23 does not to want change the name, then the name won't change.  
24 And if it turns out that the majority of the Board does, then  
25 the name should change.

1           DIRECTOR RUBALCAVA-GARCIA: Is the -- somebody from  
2           the agency here who has a marketing background. I mean, I'm  
3           interested in hearing what their thoughts are on what we're  
4           saying. They're the experts.

5           DIRECTOR BAGNERIS: This is part of the discussion to  
6           the motion.

7           MS. RICHARDS: Peter, do you want to come up to the  
8           microphone? This is Peter Bretschger. He's the president of  
9           IMW Agency here in Costa Mesa.

10          DIRECTOR BAGNERIS: As he's coming up, there's no  
11          reason you couldn't say "At the OC Fairgrounds" in your  
12          marketing. You guys could do that anyway; right?

13          MS. RICHARDS: Sure.

14          DIRECTOR BAGNERIS: Yeah. With no motion or anything.

15          MS. RICHARDS: Sure. Currently, we don't allow  
16          promoters to use that because, you know, we want to stick with  
17          the brand, but yeah.

18          DIRECTOR RUBALCAVA-GARCIA: Sorry to put you on the  
19          spot. But I'm just -- as the expert in the room, I'm just  
20          interested in your perspective after you heard the discussion  
21          from the public and from members of the Board. What's your  
22          thoughts on the direction that we're -- we've not gone?

23          MR. PETE: Actually, I think you -- I think you all  
24          are hopping around somewhat close to the same state. It's all a  
25          matter of degrees.

1           If you think about it, Disneyland is at the  
2   Disneyland Resort. There's also California Adventure that is  
3   built into that complex. There are a number of different  
4   centers, hotels, everything else. So it's not uncommon that if  
5   you have a piece of property like this, you would fundamentally  
6   have a corporate operating name like the "OC Fair" and the  
7   "OC Fair & Event Center."

8           But pragmatically, when you're down delivering a  
9   product to the consumer, you would be down at the language of  
10  the customer. And the language of the customer is to call it  
11  the "OC Fairgrounds."

12          There's a very strong business case. When looked at  
13  your comp set of other properties that the "Event Center"  
14  nomenclature does give us a better leverage or greater level of  
15  consideration than just being a fairground because there still  
16  appears to be in one world -- the consumer world -- mixed  
17  feelings about what is a fairground and what is the state of a  
18  fairground.

19          I met my wife at a fairground, so I happen to think  
20  they're the greatest places in the world.

21          (Public laughing)

22          You know, 40 years of being married, I'll go to a  
23  fairground any time. Not to find anybody else, but to join the  
24  fairground.

25          (Public laughing)

1           So -- oh, God. She's watching.

2           (Public laughing)

3           Anyway, I think my -- my -- I think that the level  
4   that you're trying to get to -- this notion of keep your  
5   operating name. The logo up here on the building can stay the  
6   "OC Fair & Event Center." You do two things: You put on the  
7   "OC Fair." That's what your famous for. Then you have this  
8   other complex. So keep that. That's your DBA. Okay.

9           Pragmatically, though, when you deliver all these  
10   individual brands that you have, it is the Pac Center. It is  
11   Pacific Amphitheater at the OC Fairground. It is the  
12   Heroes Hall at the OC Fairgrounds. There's no reason you can't  
13   have both.

14          The thing that causes you the greatest difficulty is  
15   that you don't use the word "fairground." The State uses the  
16   word "fairgrounds." The highway uses the word "fairgrounds."  
17   But you actually tell your suppliers, "Don't use the word  
18   fairground." So we're -- we bury it from ourselves, and by  
19   implication, we do it.

20          So I believe that the two terms can exist. We would  
21   love the opportunity to come back to show you how they're united  
22   graphically. It's a very simple thing to do. We've looked at  
23   it. We wouldn't be here if we didn't think it was going to  
24   work.

25          So I believe where you're going with your -- the

1 motion on the table which is to allow the existence of two words  
2 or two identities and to allow the marketing and sales community  
3 to work out the parameters by which those are used, when they're  
4 used, how they're used, who uses them in those times -- we will  
5 come out with a much stronger entity that is truer to, I think,  
6 the consumer view of the property, as well as what we need for  
7 developing it in the future. That is our professional opinion.

8 DIRECTOR RUBALCAVA-GARCIA: Thank you.

9 DIRECTOR BAGNERIS: Okay. Thank you. Or we call  
10 ourselves the 32nd DAA.

11 (Public laughing)

12 I want to keep my motion on the floor, unless my  
13 seconder convinces me I shouldn't.

14 DIRECTOR RUBALCAVA-GARCIA: No. I second it still.

15 DIRECTOR BAGNERIS: Okay. So I call for the previous  
16 question.

17 VICE CHAIR MEYER: Any further discussion.

18 DIRECTOR PHAM: Yeah. I'd like to, kind of, expand.  
19 I know it's something he just touched on.

20 Honestly, when I talk about the OC Fair in my  
21 involvement and what not, no one usually says "OC Fair & Event  
22 Center" and no one usually says "OC Fairgrounds" or  
23 "Fairgrounds" or anything. It's just -- it's the "OC Fair."  
24 And, "Oh, I didn't know there was other stuff going on there."

25 So the aspect of fairground, I think in terms of

1 demographic or whatever or what not, they don't think of it as a  
2 "fairground." It's just a plot of land. But they do know the  
3 OC Fair.

4 So to say, like, everyone calls it the "OC  
5 Fairgrounds," I don't necessarily think that's true. At least  
6 the people I know.

7 DIRECTOR BAGNERIS: When I think of the fairgrounds, I  
8 think of the Pomona Fair. What do they call it? The --

9 MS. RICHARDS: Fairplex.

10 DIRECTOR BAGNERIS: Fairplex. And that doesn't give  
11 me a real good feeling.

12 DIRECTOR PHAM: It's just not cool-sounding to be  
13 honest with you.

14 DIRECTOR RUBALCAVA-GARCIA: And that's a fair  
15 statement.

16 (Public laughing)

17 DIRECTOR BAGNERIS: I do call for the previous  
18 question.

19 VICE CHAIR MEYER: Okay. Anything further before  
20 we -- let's roll call the vote.

21 MADAM SECRETARY: Chair Cervantes?

22 CHAIR CERVANTES: No.

23 MADAM SECRETARY: Vice Chair Meyer?

24 VICE CHAIR MEYER: No.

25 MADAM SECRETARY: Director Bagneris?

1 DIRECTOR BAGNERIS: Yes.

2 MADAM SECRETARY: Director Aitken?

3 DIRECTOR AITKEN: No.

4 MADAM SECRETARY: Director Pham?

5 DIRECTOR PHAM: No.

6 MADAM SECRETARY: Director Rubalcava-Garcia?

7 DIRECTOR RUBALCAVA-GARCIA: Yes.

8 VICE CHAIR MEYER: So the motion doesn't carry. I  
9 would suggest we table this until a future meeting at which  
10 additional Board members may be here.

11 DIRECTOR RUBALCAVA-GARCIA: But do we want them to  
12 move forward with at least walking it up?

13 VICE CHAIR MEYER: I think we should try to develop  
14 graphic options for both "OC Fairgrounds" and "OC Fair & Event  
15 Center."

16 MS. RICHARDS: Does it need -- so that will need  
17 another motion.

18 VICE CHAIR MEYER: I move accordingly.

19 DIRECTOR BAGNERIS: Wait a minute. I thought that was  
20 the next phase after we came up with the name. But we just  
21 voted the name down.

22 MS. RICHARDS: I think we can dual track it and come  
23 up with lots of options to -- for the Board to look at so that  
24 we're not just looking at words. We're looking at graphics,  
25 too.

1           DIRECTOR BAGNERIS: Okay. I'm good with that. So you  
2 need another motion?

3           MS. RICHARDS: Yes.

4           VICE CHAIR MEYER: I move that.

5           CHAIR CERVANTES: Second.

6           VICE CHAIR MEYER: Roll call the vote.

7           MADAM SECRETARY: Chair Cervantes?

8           CHAIR CERVANTES: Yes.

9           MADAM SECRETARY: Vice Chair Meyer?

10          VICE CHAIR MEYER: Yes.

11          MADAM SECRETARY: Director Bagneris?

12          DIRECTOR BAGNERIS: Yes.

13          MADAM SECRETARY: Director Aitken?

14          DIRECTOR AITKEN: Yes.

15          MADAM SECRETARY: Director Pham?

16          DIRECTOR PHAM: Yes.

17          MADAM SECRETARY: And Director Rubalcava-Garcia?

18          DIRECTOR RUBALCAVA-GARCIA: Yes.

19          MS. RICHARDS: Okay. Well, I know creative people  
20 love to create. So get ready, Peter.

21          (Public laughing)

22          VICE CHAIR MEYER: And finally, 9F.

23          DIRECTOR BAGNERIS: Did you say finally? Oh, Closed  
24 Session. I forgot. I'm sorry. I've been up since 4:00 a.m.

25          VICE CHAIR MEYER: I hear you.



1           So these are contract extensions. These were  
2       previously placed on Consent Calendar for approval and we're  
3       correcting that practice because it's not consistent with the  
4       actual existing Board Policy on option year renewals.

5           And so the existing policy states is that the Tenant  
6       Liaison Committee looks at option renewals and recommends them  
7       for approval. And the Tenant Liaison Committee was not a  
8       committee that is actually appointed by the Chair this year.  
9       But not all of these option renewals actually fall within the  
10      purview of what the Facilities Committee would do or even what  
11      the Tenant Liaison Committee did.

12          And so the recommendation is that for time being until  
13      we get to this piece of the governance process, these will come  
14      to the full Board. And then you see in the packets are details  
15      regarding the evaluations of the contractors and the  
16      recommendation from staff regarding whether to exercise the  
17      option.

18           MS. RICHARDS: That's right.

19           VICE CHAIR MEYER: Okay. We do have a comment card.  
20      Vincent Pollmeier?

21           MR. POLLMEIER: In the interest of speed, just skip.

22           VICE CHAIR MEYER: Any discussion? Can we move the  
23      recommendation?

24           DIRECTOR AITKEN: So moved.

25           CHAIR CERVANTES: Second.

1 VICE CHAIR MEYER: Roll call the vote.  
2 MADAM SECRETARY: Chair Cervantes?  
3 CHAIR CERVANTES: Yes.  
4 MADAM SECRETARY: Vice Chair Meyer?  
5 VICE CHAIR MEYER: Yes.  
6 MADAM SECRETARY: Director Bagneris?  
7 DIRECTOR BAGNERIS: Yes.  
8 MADAM SECRETARY: Director Aitken?  
9 DIRECTOR AITKEN: Yes.  
10 MADAM SECRETARY: Director Pham?  
11 DIRECTOR PHAM: Yes.  
12 MADAM SECRETARY: And Director Rubalcava-Garcia?  
13 DIRECTOR RUBALCAVA-GARCIA: Yes.  
14 VICE CHAIR MEYER: Very good. The Board will adjourn  
15 into Closed Session.  
16 (Closed Session)  
17 VICE CHAIR MEYER: Okay. Reconvening.  
18 During Closed Session, the Board considered the advice  
19 of Counsel on matters listed in the Closed Session portion of  
20 the Agenda as nothing further to report. We will now wrap this  
21 up with Board of Directors Matters of Information.  
22 Director Bagneris, do you want to start?  
23 DIRECTOR BAGNERIS: I'm so tired right now.  
24 (Public laughing)  
25 I'm not sure what to say. And I know I missed two

1 meetings, but I've been actively working on my committee. So  
2 I'm glad to be back.

3 VICE CHAIR MEYER: Thank you.

4 DIRECTOR PHAM: Happy New Year.

5 CHAIR CERVANTES: Yeah. Happy New Year to everybody.

6 DIRECTOR AITKEN: Happy New Year. I don't have  
7 anything to add.

8 DIRECTOR RUBALCAVA-GARCIA: Thank you everybody for  
9 coming out tonight. Thank you staff for a long day.

10 VICE CHAIR MEYER: Yeah. Really appreciate it,  
11 especially since it's gotten late. Very good. We will see  
12 everybody next month. That would be a 9:00 a.m. meeting on  
13 February 27th.

14 DIRECTOR BAGNERIS: I move that we adjourn the  
15 meeting.

16 VICE CHAIR MEYER: Very good. Meeting adjourned.

17 (Meeting adjourned at 8:50 p.m.)

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REPORTER'S CERTIFICATION

I, the undersigned, a Hearing  
Reporter of the State of California, do hereby certify:

That the foregoing proceedings were taken before me at  
the time and place herein set forth; that any witnesses in the  
foregoing proceedings, prior to testifying, were duly sworn;  
that a record of the proceedings was made by me using machine  
shorthand, which was thereafter transcribed under my direction;  
that the foregoing transcript is a true record of the testimony  
given.

Further, that if the foregoing pertains to the original  
transcript of a public meeting, before completion of the  
proceedings, review of the transcript [] was [] was not  
requested.

I further certify I am neither financially interested  
in the action nor a relative or employee of any attorney or  
party to this action.

IN WITNESS WHEREOF, I have this date subscribed my  
name.

Dated: January 30th, 2020



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[abhorrent - allow]

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[conducted - cycle]

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