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ORANGE COUNTY FAIR & EVENT CENTER
BOARD OF DIRECTORS

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MEETING OF THE OCFEC BOARD OF)
DIRECTORS 32nd DISTRICT AGRICULTURAL)
ASSOCIATION,)
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OC Fair & Event Center
Administration Building
88 Fair Drive
Costa Mesa, California
Thursday, July 23, 2020
9:00 a.m.

Job no. 4139289
Reported by: LUIS R. HERNANDEZ
Pages 1 - 51

1 APPEARANCES OF BOARD MEMBERS:

2 Sandra Cervantes, Board Chair
Natalie Rubalcava-Garcia, Vice Chair
3 Robert Ruiz, Director
Ashleigh Aitken, Director
4 Doug La Belle, Director
Nick Kovacevich, Director

5
6
7
8 STAFF:

9 Michele Richards, CEO
10 Ken Karns, VP of Operations
Joan Hamill, Chief Business Development Officer
11 Summer Angus, Board Clerk
12
13
14

15 APPEARANCE OF COUNSEL:

16 OFFICE OF THE CALIFORNIA ATTORNEY GENERAL
BY: JOSHUA CAPLAN, ESQ.
17 600 West Broadway, Suite 1800
San Diego, California 92101-3375
18 619-738-9000
619-645-2271, Fax
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PUBLIC SPEAKERS:

Reggie Mundekis
Jeanine Robbins
Mike Robbins
Jerilynn
Cindy Massaro

1 Costa Mesa, California, Thursday, July 23, 2020

2 9:00 a.m. - 10:36 a.m.

3
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5
6 CHAIR CERVANTES: Good morning, everybody. I now call
7 this meeting to order.

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

13 The mission of the OCFEC is celebration of
14 Orange County's communities, interests, agriculture, and
15 heritage with results justifying resources expanded.

16 I would like to go ahead and ask Director Natalie
17 if she can lead us into the Pledge of Allegiance, please.

18 VICE CHAIR RUBALCAVA-GARCIA: Absolutely. Thank you.
19 Please place your right hand over your heart. Ready,
20 begin.

21 (Pledge of Allegiance conducted)

22 CHAIR CERVANTES: Thank you, Director
23 Rubalcava-Garcia. And, Summer, would you please take roll
24 call.

25 MADAM SECRETARY: Chair Cervantes?

1 CHAIR CERVANTES: Present.

2 MADAM SECRETARY: Vice Chair Rubalcava-Garcia?

3 VICE CHAIR RUBALCAVA-GARCIA: Here.

4 MADAM SECRETARY: Director Ruiz?

5 (No response)

6 Director Bagneris?

7 (No response)

8 Director Aitken?

9 DIRECTOR AITKEN: Here.

10 MADAM SECRETARY: Director La Belle?

11 DIRECTOR LA BELLE: Here.

12 MADAM SECRETARY: Director Pham?

13 (No response)

14 And Director Kovacevich?

15 DIRECTOR KOVACEVICH: Here.

16 CHAIR CERVANTES: Thank you, Summer. We will go into
17 Closed Session while Summer puts together and organizes
18 all the participation with the public comments. Thank
19 you.

20 (Closed session)

21 CHAIR CERVANTES: Okay. Well, I think we need to go
22 ahead and get started.

23 MADAM SECRETARY: Okay.

24 CHAIR CERVANTES: All right. Calling the meeting back
25 to order. The 32nd DAA Board of Directors have considered

1 the advice of legal counsel on the items identified in the
2 Closed Session portion of the agenda and have nothing
3 further to report.

4 I'm going to turn it over to Michele for a CEO,
5 update.

6 MS. RICHARDS: Great. Thank you. Good morning,
7 everyone.

8 Beginning on Saturday, June 6th, the OC Fair &
9 Event Center parking lot has been transformed into the
10 most amazing emergency food assistance operation thanks to
11 a partnership between OC Food Bank and the Power of One
12 Foundation.

13 Since that time, in just six Saturdays of
14 operation, they have provided free, farm fresh produce
15 meat, cheese, and milk and some of that produce coming
16 from Centennial Farm, by the way, to 23,499 households
17 that's representing 117,495 individuals that have been
18 served.

19 The man behind this amazing community service
20 work is Andre Roberson, the Executive Director of the
21 Power of One Foundation which is a non-profit that aims to
22 fight hunger and poverty through food assistance. And I
23 see Andre is on the call with us today. I just wanted to
24 thank you, Andre -- on behalf of our staff and Board of
25 Directors. Many of whom have been volunteering with us on

1 Saturdays -- and the whole community for your service.
2 We're very happy to be a part of it. So thank you so
3 much, Andre. I don't know if you want to say a few words.

4 MR. ROBERSON: You're so welcome. And what us and the
5 Foundation want to do, we want to thank the Orange County
6 Fairgrounds for opening the grounds up to us because the
7 work that we're doing in the community is very important,
8 and there's so many people that are hurting right now.
9 Letting use the grounds to be able to continue to help the
10 community has really been a blessing to us, and so we
11 really want to thank you guys and look forward to future
12 opportunities with you as well.

13 MS. RICHARDS: Awesome. I'll see you on Saturday.
14 Okay. Take care. Thank you so much.

15 MR. ROBERSON: You're so welcome.

16 MS. RICHARDS: As we've discussed in previous Board
17 meetings, we received a letter from Spectra indicating
18 their is intent to step away from their current agreement
19 for the operation of the OC Market Place.

20 The 32nd DAA responded with a letter indicating
21 our position that the agreement is valid and it is our
22 expectation that Spectra continue to operate the
23 OC Market place.

24 So, obviously, there's some agreement but we are
25 attempting to move forward on a solution. To help

1 mitigate the impact to the vendors, we're inviting
2 OC Market Place vendors to apply to be part of our 2020 OC
3 Virtual Fair which is going on right now, by listing your
4 businesses on our fair shopping online page on the
5 website. And our staff has begun to reach out to those
6 vendors and will do so over the next couple of days.

7 We are in final preparations for use of the
8 OC Fair & Event Center as a large-scale COVID testing site
9 by the OC Health Care Agency. There is a significant need
10 in Orange County -- as we've all read -- to step up the
11 testing. And as part of our emergency use agreement with
12 the county, we are activating for this purpose beginning
13 in early August.

14 The current agreement with the county is for
15 medical response to a bioterrorism emergency. On the
16 Consent Calendar today is an amendment to that agreement
17 to allow for use of the fairgrounds by the county for any
18 health related emergency, including what we're
19 experiencing right now.

20 We have alerted our partners at the
21 City of Costa Mesa and the Equestrian Center and we will
22 provide details to the surrounding community when
23 available. The testing is scheduled to take place daily
24 from 8:00 a.m. to 4:00 p.m. for 60 days, and it's by
25 appointment only. And those being tested will not be

1 allowed to leave their vehicle.

2 On another emergency use note: Unfortunately,
3 the previously scheduled blood drives with the
4 American Red Cross have been put on hold for now. We've
5 been having some challenges with them signing our COVID
6 waivers. But we all hope to have that worked out soon so
7 the blood drive can be rescheduled as soon as possible.

8 Yesterday afternoon, Bobby McDonald, President
9 and Executive Director of the Black Chamber of Commerce,
10 received a framed copy of the OCFEC Board of Directors
11 Solidarity Proclamation. And you can see that
12 presentation in front of The Hangar building. We were
13 properly distant and wearing masks. A copy of the
14 proclamation is also framed and displayed in our OC room
15 for everyone to see when it's safe to hold our in-person
16 Board meetings again.

17 Next Friday and Saturday night, the Fab Four will
18 appear live and in-person at OC Fair & Event Center when
19 the first Autosonic Concert debuts. Ticket holders will
20 arrive in their vehicles and remain in their vehicles
21 during the live performance of one of concert goers
22 favorite tribute bands. This is the first in a series of
23 shows that we hope to host at OCFEC put on by
24 Autosonic Concert. Tickets are still available for next
25 weekend. So check out our website for that.

1 And stay tuned for more fun this summer as our
2 staff continues to work on plans for hosting drive-in
3 movies and fair food eats and treats. The hurdles with
4 the Health Department and State Fire Marshal are proving
5 to be very challenging, but we are making progress. So
6 stay tuned, everyone.

7 Life goes on at Centennial Farm -- abundantly --
8 in anticipation of re-opening Centennial Farm once it's
9 safe to do so. Our farm crew has built this amazing red
10 barn handwashing station that you see on the left-hand
11 side of the screen. And look at those seven crates of
12 peppers that were just harvested from the farm. Those
13 were all donated to OC Food Bank and some of them even
14 ended up in the crates of food that were given out last
15 Saturday during the food distribution.

16 We have a new litter of piglets that is due next
17 week, and a calf due the first week of August. Their fans
18 can watch the current litter of piglets any time through
19 the pig cam on our website.

20 And last but certainly not least, we kicked off
21 the 2020 OC Virtual Fair last Friday and we're having a
22 ton of fun with it. Joan will be up later in the meeting
23 to give everyone a brief update.

24 Now, for our current financial. Year-to-date,
25 June 2020 revenue is unfavorable to budget by \$4.1

1 million. Not unexpected. This is wholly due to effect of
2 business cancellations and the cancellation of the fair
3 due to COVID-19.

4 Some revenue was recognized from June. There
5 were storage fees from Cirque de Soleil and rents for the
6 fireworks stand in addition to the Equestrian Center --
7 rental. Expenses are favorable by \$5 million. Management
8 continues to look for ways to decrease our operating
9 expenses.

10 So for the year-to-date period ending June 30th,
11 year-to-date net proceeds are actually favorable to budget
12 by \$920,000. A re-forecast as of June accompanied our
13 financials this month. And as I reported last month, it's
14 our plan to continue to report out on a monthly basis what
15 our re-forecast will be.

16 So looking at six months of actuals and then six
17 months of projected revenue and expenses, we now project a
18 net deficit against our budget of \$17,305,852 which is
19 actually an improvement from last month of 791,000.

20 Okay. Cash-on-hand. Total cash and cash
21 equivalence is now at 48,687,505. That is a 9.93 percent
22 year-over-year decrease. Additionally, our interest rate
23 earnings continue to decrease as does our (unintelligible)
24 you can see.

25 Again, keeping the board and public aware of our

1 ongoing financial status each month, we now project an
2 ending cash and cash equivalent balance at the end of 2020
3 to be \$37,813,499.

4 And I think we can all agree with Doc Brown from
5 Back to the Future when he tells Marty McFly, "Whatever
6 you do, don't set it to 2020." So we continue to manage
7 accordingly.

8 So that concludes my report for this month.
9 Sandra, I'll turn it over back to you.

10 CHAIR CERVANTES: Thank you, Michele.

11 I would like to ask the Board of Directors if I
12 have a motion to approve the Board minutes held June 11th
13 and June 25th.

14 DIRECTOR AITKEN: This is Ashleigh. I'll make that
15 motion.

16 DIRECTOR LA BELLE: This is Doug. Second.

17 CHAIR CERVANTES: Thank you, Doug. Summer, roll call,
18 please.

19 MADAM SECRETARY: Chair Cervantes?

20 CHAIR CERVANTES: Yes.

21 MADAM SECRETARY: Vice Chair Rubalcava-Garcia?

22 VICE CHAIR RUBALCAVA-GARCIA: Yes. Sorry.

23 MADAM SECRETARY: Director Ruiz?

24 (No response)

25 I know Director Ruiz is on. Star 6 if you're

1 muted. Okay.

2 (No response)

3 Director Bagneris is not on the call yet.

4 Director Aitken?

5 DIRECTOR AITKEN: Yes.

6 MADAM SECRETARY: Director La Belle?

7 DIRECTOR LA BELLE: Yes.

8 MADAM SECRETARY: Director Kovacevich?

9 DIRECTOR KOVACEVICH: Yes.

10 MADAM SECRETARY: And Director Ruiz? One more time?

11 (No response)

12 Okay.

13 CHAIR CERVANTES: Okay. Did we have enough people

14 for --

15 MADAM SECRETARY: Yes, we did.

16 CHAIR CERVANTES: Okay. Perfect. Thank you. All
17 right. Summer, would you please call for the names that
18 we do have for public comment.

19 MADAM SECRETARY: Yes. I'll call each one for the
20 cue. So we can Reggie Mundekis, followed by
21 Jeanine Robbins, Mike Robbins, Jerilynn, and then
22 Cindy Massaro. Reggie, when you're ready.

23 MS. MUNDEKIS: Hi. Good morning. And this is
24 Reggie Mundekis.

25 I'd like to thank everybody for finding a way to

1 make it work. And that includes the Board, the staff, and
2 everyone else who is associated with the Fairgrounds.
3 It's tough, but you guys are hanging in there and finding
4 a way to make it work.

5 Very glad to see that you're having drive-in
6 concerts and drive-in movies. And those -- when I see
7 other venues doing those -- those work well and they're
8 very popular.

9 And I'd also like to congratulate Director Pham
10 on his commercial debut. He's featured in a commercial
11 for California Bank and Trust highlighting his work with
12 Portola Coffee Roasters during the pandemic.

13 So thank you, guys. And good to see that you're
14 hanging in there.

15 MADAM SECRETARY: Thank you. Thank you, Reggie.
16 Jeanine Robbins, when you're ready.

17 MS. ROBBINS: Good morning. My name is
18 Jeanine Robbins, and I believe this is the fourth meeting
19 that I have spoken out regarding the fact that hundreds of
20 small businesses are currently out of business because we
21 are caught up in the middle of the dispute between the
22 Fairgrounds and Spectra.

23 We need you to come to an agreement so that we
24 can get back to work when it is safe to do so. Individual
25 vendors are hundreds of thousands of dollars in debt

1 because merchandise has to be purchased so far in advance.

2 For example, spring and summer clothing lines
3 must be purchased in the winter. Obviously, COVID-19 was
4 an unexpected event. When we first closed, I believe it
5 would be for a few weekends and we would re-open in April.
6 Well, here we are five months later stuck in limbo.

7 The swap meet is a community institution, albeit,
8 a smaller one than in years past. We are still the
9 Fairgrounds' longest tenant. The Market Place is still
10 larger than South Coast Plaza, and we generate hundreds of
11 thousands of tax dollars to local and state government
12 each and every year.

13 I said it before and I'll repeat it again:
14 Everyone across the country is doing all they can in this
15 time of COVID-19 to save small businesses. Somebody just
16 mentioned Newton Pham talking about a small business that
17 he, himself, in the banking industry is helping save, yet
18 we are still out of work.

19 It is -- contracts are being renegotiated, rental
20 payments are being waived, help is being provided, and yet
21 we are still out of work. Please come to an agreement.
22 We need to get back to work. Thank you.

23 MADAM SECRETARY: Thank you, Jeanine. Mike Robbins,
24 when you're ready.

25 MR. ROBBINS: Hi. This is Mike. You know, the Fair

1 Board members and everybody really know what's going on.
2 Since the last Fair Board meeting, more people have died
3 in the United States than died in the D-Day invasion.
4 2,500 men died in the D-Day invasion. Thousands of people
5 -- thousands of people died yesterday. 50,000 people died
6 in World War I -- our soldiers. 50,000 men died in
7 Vietnam. 144,000 people have died in this COVID-19. This
8 is the greatest crisis of our lifetime, and they're
9 arguing over some rent at Market Place which is just --
10 that's just insane.

11 You got \$50 million in the bank and they're
12 talking about, "Oh, get some money from Spectra." These
13 are Market Place vendors. When they go back to work, they
14 have to know there's going to be something there. It
15 shouldn't be about money. It should be about how much
16 you're going to pay the Market Place vendors to come back.
17 Like the govern -- the government doesn't have any money
18 and they're paying people money.

19 The Fairgrounds has \$50 million. They have a lot
20 of money in the bank. If they're not going to pay vendors
21 to come back, they should definitely not ask them for
22 money to come back.

23 If I were to tell the Fair Board members what to
24 do and they've -- and Fair Board members in the past have
25 come to me and said, "Mike, what do we do? What do we do

1 about the sale of the Fair? Or the Fairgrounds or what
2 else?"

3 This is what you do: You put it on the agenda
4 next month that Spectra is going to get a dollar a
5 weekend. That's how much they're going to pay -- for an
6 empty parking lot for a year. And then they can do with
7 it whenever they have to open. Whenever they can open,
8 they can open. When they don't open, they don't open.
9 And what they charge the vendors, that's up to them.
10 Hopefully, they'll charge them nothing and hopefully
11 everybody will come back to work and get some sense of
12 community back to the community again in this
13 incredible -- ridiculously incredible emergency that --
14 that some people are missing in this particular instance,
15 especially with -- with Market Place vendors and merchants
16 who have been there for decades. And what's going on in
17 the Market Place right now and the Fairgrounds and we want
18 to bring these people back. And the Fair Board members
19 can do this.

20 You put it on the agenda. You say one dollar a
21 weekend for a year and you also have to consider the Fair
22 -- the Fair vendors, too. Because it's going to come down
23 to the Fair when the Fair comes around next year that they
24 might need some support, too, and this might be the
25 beginning of that. A whole concept of support for all of

1 the merchants that sell at the Fairgrounds all year long
2 for the next year or even a couple years. We have the
3 money. Let's use it.

4 The Fair Board members have the ability to say,
5 "Let's use it. Let's do it now." Let's make sure
6 America -- America and American merchants can survive this
7 -- this great emergency. And that's my pitch, you guys.
8 And you can do it and this is the ability of the Fair
9 Board to do that, so I suggest --

10 MADAM SECRETARY: Okay, Mike. That is time.

11 MR. ROBBINS: Okay. Stand up and do it, guys.
12 Thanks.

13 MADAM SECRETARY: Okay. Jerilynn, when you're ready.

14 JERILYNN: Good morning, Board. My name is Jerilynn.
15 I'm a resident of Costa Mesa for the last 27 years. And
16 this is my first time coming to this meeting.

17 During my time in Costa Mesa, I've had the
18 pleasure of visiting the OC Fairgrounds on countless
19 occasions, enjoyed the Fair, and a plethora of other
20 special events the Fairgrounds offered. For that, I'd
21 like to thank each of the Board members for your service
22 to the Fairgrounds and for keeping it such a great family
23 place for our community.

24 My experience with the OC Fairgrounds began in
25 1992 when I attended the Steve Miller concert on a first

1 date. What a great evening that was. We had so much fun,
2 and it was a night to remember as that handsome young man
3 would later become my husband.

4 After getting married, we rented an apartment on
5 Elden Avenue that's right across the street from the
6 Fairgrounds. We lived there for the next five years and I
7 would regularly walk over to the swap meet every Saturday
8 and Sunday and do my shopping with the regular and known
9 vendors. Additionally, due to our close proximity to the
10 Fairgrounds, we (unintelligible) free tickets to the Fair
11 each year to come and enjoy the festivities every night.

12 Then in 1998, we purchased our first home in
13 Costa Mesa and (unintelligible) but we continue to make
14 our annual (unintelligible) to the fair. As well, our
15 connection to the Fairgrounds became even stronger in the
16 early 2000s when our church on the west side
17 (unintelligible) (echo) temporary facility for our Easter
18 services.

19 This is when we began our partnership with the
20 OC Fairgrounds to utilize the amphitheater for our Easter
21 services. Our church members will spend days in advance
22 at the Fairgrounds setting up the stage, food, and
23 preparations for the thousands of people who would be
24 attending. As part of the preparation, we would walk the
25 whole grounds and pray for the Fairgrounds, our city, and

1 for all those who would be attending from across
2 Orange County. During these walks, I felt how special
3 these grounds were and how blessed we were to have a
4 special place to worship out in the open and under the
5 clear (unintelligible). These are the wonderful memories
6 that I have of the Fairgrounds.

7 Today, I still visit the Fairgrounds when I'm out
8 riding my bike (unintelligible) safe place off the streets
9 to ride around. During these rides, I remember just how
10 special this place is and would like to see the hope that
11 God provides continue to prosper and be represented in
12 this place.

13 With that said, I'm asking the Board to consider
14 adding to the agenda the discussion for including other
15 special interest types flags to the Fairgrounds. My
16 desire is to see the Christian flag flown on this property
17 to represent the many Christians in our community that
18 have utilized the Fairgrounds over the years that may no
19 longer feel quite as welcomed or wanted there.

20 In times like these when hardship is abound and
21 many fall back on our national motto of, "In God we
22 trust," for their comfort, I think it's an excellent time
23 to consider reaching out to those that have faith in an
24 effort of being inclusive.

25 Therefore, I kindly ask the Board members here

1 today to add to next month's agenda the topic of including
2 other flags at the OC fairgrounds. Thank you for your
3 time.

4 MADAM SECRETARY: Thank you. Jerilynn.
5 Cindy Massaro, when you're ready.

6 MS. MASSARO: Good morning. I'm Cindy Massaro.

7 Dear Orange County Fair Board, thank you so much
8 for your service to our community and making our
9 Fairgrounds a place of fun and pride in our city.

10 I live across the street from the Fairgrounds and
11 we've enjoyed living in such close proximity to the
12 Fairgrounds and all the wonderful events that happen
13 there. I really want to thank you for ensuring that the
14 property is well-maintained, it's safe, and it holds
15 events for all kinds of people in our community.

16 I'd like to address you today and ask that you
17 consider adding to your agenda for a future meeting a
18 discussion resolution regarding the flags that are proudly
19 displayed at the Fairgrounds.

20 I am filled with a sense of pride and unity when
21 I walk by or drive by the Fairgrounds each day and see our
22 State of California flag and our national flag.
23 Especially in these times, it reminds us that and we all
24 live in the same state and country and we are really one
25 people; Californians and Americans. It's such a good

1 reminder to me and it lifts my spirits when I feel
2 sometimes that we are so divided.

3 Over the last year, I've noticed that there's
4 another flag that has been permanently added to the
5 United States flag and the state flag and the fairgrounds
6 flag; the gay pride flag. This flag has been -- is being
7 flown year-round, not just during Pride Month.

8 I have read your Board meeting notes as to why
9 you decided to do this and for this one particular special
10 interest flag and appreciate your commitment to inclusion
11 and giving a feeling of welcome.

12 It got me thinking about other groups -- like the
13 person that spoke before me -- that it may not feel
14 included or welcome in our city or on the state
15 Fairgrounds property.

16 I'd like to ask that you consider adding to your
17 agenda at next month's meeting a discussion to consider
18 flying these group's flags, too. As Director -- I hope I
19 pronounce her name correctly -- Bagneris pointed out last
20 year when you met on this, "We all have flags that we are
21 passionate about that we'd like to see flown there, too.
22 Black Lives Matter is a big issue right now, as well as
23 Blue Lives Matters and others. I'm sure those communities
24 would feel safer and more welcomed if they saw a flag
25 representing their interests."

1 I, too, have flags that I'm passionate about and
2 I'm sure there are others that feel the same way. This
3 (unintelligible) the public cannot determine on the
4 agenda, I am requesting, can a Board member here please
5 add this item to your next month's agenda so that the
6 inclusion of other flags can be fully examined and
7 discussed. Thank you so much.

8 MADAM SECRETARY: Okay. Thank you. Chair Cervantes,
9 that's it for public comment.

10 CHAIR CERVANTES: Thank you. Thank you, Summer.
11 Okay. We're going to go ahead and move over to Matters of
12 Public Comment.

13 Public comment is allowed on issues not on the
14 current agenda; however, no debate by the Board shall be
15 permitted on such public comments and no action will be
16 taken on such public comment items at this time, as law
17 requires formal public notice prior to any action on a
18 docket item.

19 Speakers are requested to sign in prior to the
20 start of the meeting and are limited to three minutes.
21 Comments will be accepted on agenda items during the
22 meeting. Speakers wishing to address the Board on items
23 on the agenda are requested to sign in prior to the start
24 of the meeting and identify the agenda items on which you
25 desire to address the board. Speakers are limited to

1 three minutes.

2 I'd like to ask if there's any items on the
3 Consent Calendar that anybody would like to go ahead and
4 pull at this time?

5 MS. RICHARDS: Chair Cervantes, I don't really need to
6 pull it, but I just want to highlight it before the Board
7 discussion. Under Rental Agreement, it's the second one
8 listed -- R023-20, Amendment No. 1. That was the
9 agreement that I referred to earlier in my CEO Update.

10 It is our agreement with the Orange County Health
11 Care Agency for health-related emergencies. So it just
12 amends the current contract that was in place for
13 bioterrorism emergency. But this is being amended to
14 include all health-related emergencies.

15 CHAIR CERVANTES: Thank you, Michele. Any Board of
16 Directors?

17 (No response)

18 Okay. Then I'll -- all matters listed under the
19 Consent Calendar are operational matters about which the
20 Board has governing policy, implementation of which is
21 delegated to the CEO. They will be enacted in one motion.
22 There will be no discussion of these items prior to the
23 Board of Directors votes on the motion, unless members of
24 the Board, staff, public request specific items to be
25 discussed separately and/or removed from this section.

1 Any members of the public who wishes to discuss
2 Consent Calendar items should notify the Chair of the
3 Board at the time requested and be recognized by
4 invitation of the Chair to address the Board.

5 DIRECTOR LA BELLE: Chair Cervantes, this is Director
6 La Belle. I would move the Consent Calendar.

7 CHAIR CERVANTES: Thank you. Do we have a second?

8 DIRECTOR KOVACEVICH: This is Director Kovacevich.
9 I'll second that.

10 CHAIR CERVANTES: Thank you. Summer, roll call,
11 please.

12 MADAM SECRETARY: Chair Cervantes?

13 CHAIR CERVANTES: Yes.

14 MADAM SECRETARY: Vice Chair Rubalcava-Garcia?

15 VICE CHAIR RUBALCAVA-GARCIA: Yes.

16 MADAM SECRETARY: Director Ruiz?

17 (No response)

18 Director Aitken?

19 DIRECTOR AITKEN: Yes.

20 MADAM SECRETARY: Director La Belle?

21 DIRECTOR LA BELLE: Yes.

22 MADAM SECRETARY: And Director Kovacevich?

23 DIRECTOR KOVACEVICH: Yes.

24 CHAIR CERVANTES: All right. We will now move into
25 the committees. And we will go ahead and start with

1 Financial Monitoring Committee. And that will be Director
2 La Belle, and I believe that Director Pham is not on the
3 phone call.

4 DIRECTOR LA BELLE: Chair Cervantes, this is Director
5 La Belle.

6 I think Michele did a very good job of
7 summarizing where we're at in terms of the financial
8 situation. And the Financial Monitoring Committee
9 continues to meet on a monthly basis or more often as
10 necessary. And I would have nothing to add to Michele's
11 earlier comments.

12 CHAIR CERVANTES: Thank you, Director La Belle. Next
13 is the Legislative Monitoring Committee. And that is
14 Director Aitken and Director Ruiz. Anything to report
15 Director Aitken or Director Ruiz?

16 DIRECTOR AITKEN: This is Director Aitken. Michele,
17 can you highlight the new email we just got from the
18 Governor's Office?

19 MS. RICHARDS: We just got an email this morning. Oh,
20 gosh. There we go.

21 CHAIR CERVANTES: We can always come back to it.

22 MS. RICHARDS: I got it here. Sorry.

23 There is a Press Advisory today at 11:30. A
24 press conference from -- from State Representative,
25 Josh Harder, who is introducing a bill today entitled,

1 "Protecting Fairs During Coronavirus Act" and it's a bill
2 to provide ongoing relief for fairgrounds that have been
3 hit very hard during coronavirus, so we will jump on to
4 that call at 11:30 to get more information and certainly
5 report out once we have that.

6 CHAIR CERVANTES: Okay. Great. Thank you.

7 And now we go to Governance Committee. And that
8 is Vice Chair Rubalcava-Garcia, and Director Bagneris is
9 not here.

10 VICE CHAIR RUBALCAVA-GARCIA: Thank you. Just a brief
11 update.

12 So the Governance Committee met on June 30th to
13 review the final group of -- group Board policies. The
14 final edits were made and forwarded to legal for review.

15 The second meeting of the committee was held on
16 July 22nd to review Groups 3 and 5 policies. The
17 committee will complete the review at a later time, but we
18 are working on that.

19 The committee also discussed next steps to
20 include an open public meeting first to review Group 3
21 policies and then we will follow that by a second public
22 meeting to review Groups 4 and 5.

23 And we're doing this because the Group 3
24 policies -- as all the policies -- are very robust, but we
25 feel Group 3 will require some more time, so really just

1 want to break it up and allow the public to comment
2 in-depth on these.

3 Once all of the policies are reviewed by the
4 committee and legal, they will go to the full Board for
5 approval, then combine with Groups 1 and 2 which were
6 previously approved by the Board to create the complete
7 Board Governance Policy Manual.

8 Then just the follow-up piece; the
9 Governance Committee will continue the review process at
10 our next meeting which will be scheduled in a few weeks.
11 And that's all I have.

12 CHAIR CERVANTES: Thank you, Director
13 Rubalcava-Garcia. Now we go to the Facilities Committee.
14 And that is Director Aitken, and Director Pham is not
15 here.

16 DIRECTOR AITKEN: Hi. This is Director Aitken.

17 Ken is going to give us a -- highlight some of
18 the projects we have going on the property. One thing I
19 do want to highlight is we are at the very end of getting
20 our Audit Committee reports done. It's in big sections.
21 Ken was nice enough to deliver four of the largest binders
22 I've ever seen -- to me.

23 We are going to be having a meeting with CC&A
24 just to make sure that everything in it is correct as we
25 go through it. And then similar to governance, we're

1 going to be releasing them to the public, having public
2 meetings, so everyone feels they have time to digest it
3 and go through it in section by section, and going to be
4 soliciting public input at a public meeting.

5 CHAIR CERVANTES: Thank you, Director Aitken.

6 MR. KARNS: Thank you, Director Aitken and Chair
7 Cervantes.

8 That's the first section of the report from the
9 committee. I'll add a few other items from the meeting of
10 the Facilities Committee.

11 The Storm Water Management Project LOU with CCA
12 have been updated. So CCA will now work with successful
13 bidders, all the paperwork required, and to get the
14 project started. Facilities Director Jerry Eldridge will
15 work closely with CCA on these projects and keep
16 communication with the Equestrian Center and that's going
17 fine to-date.

18 The South Lawn Turf Project is complete and
19 looking great. And we might have a couple of photos to
20 pop up while I'm talking.

21 MS. RICHARDS: Ken. I'm so sorry. I'm trying to
22 erase this --

23 (Overlapping speakers)

24 MR. KARNS: So that's looking good. Capital projects.
25 The fire alarm panel in the Costa Mesa building, that's

1 being replaced. It's moving forward. CAL FIRE has
2 approved the drawings, and that is estimated to be
3 installed first week of August.

4 A couple of new items: Staff is working with
5 Spectra on removal of the (unintelligible) structure.
6 It's probably -- by this morning, it might be a hundred
7 percent complete.

8 CFSA carried out their annual inspection and the
9 team is working through any deficiencies. And once that's
10 all done, we'll get that all posted on our website. And
11 staff did send out a construction management level --
12 letter approved by the Board of Directors. And that went
13 out to 142 Orange County CM firms. And that's --
14 concludes the Facilities Committee report.

15 CHAIR CERVANTES: Thank you so much, Ken. And we move
16 to the next item which is San Diego County Fair Loan
17 Proposal Ad Hoc Committee. And that is Director La Belle
18 and Director Kovacevich.

19 DIRECTOR KOVACEVICH: I'd be happy to start.

20 So the committee did our diligence on the
21 proposal for the \$5 million loan to the 22nd DAA. We
22 posted our -- our -- including our recommendation. In
23 short, we -- we looked at this in, sort of, two ways.

24 One, the quantitative component where we dug in
25 deep to the financial economics behind the San Diego Fair.

1 But that wasn't the only component. We also looked at our
2 own finances. And, obviously, a big issue here is just a
3 bunch of uncertainty of knowing how their operations would
4 rebound, but also in knowing how our operations would
5 rebound. And then what the likelihood that we'll be able
6 to get paid back and when.

7 I wanted to say, again, thank you to our
8 Friends and Neighbors of Orange County for the help in
9 providing some of this data that we were able to examine.
10 And also wanted to thank the 22nd DAA for being so open
11 with us and sharing their financial projections and plans
12 so that we could get a better grasp on this.

13 The second aspect that we looked at was a
14 qualitative aspect. And that was considering, obviously,
15 the relationship between the two Districts, the proximity,
16 the -- the wantingness and willingness for us to be able
17 to help a friend that's in need, but also internally --
18 our team, our staff -- being able to also try to measure
19 what the impact of this loan would have internally from a
20 qualitative standpoint.

21 And our conclusion that we came to was that due
22 to the uncertainty -- when it comes to the economic side
23 of this, both for the San Diego Fair and also for the
24 Orange County Fair -- made it very difficult for us to get
25 comfortable outlaying this amount of cash, especially

1 without knowing for certain that it will be coming back.

2 And even if it was fully repaid, those payments
3 would not be coming back here within the next year which
4 is really still a big question mark for the OC Fair in
5 terms of what we're going to be able to do on our grounds
6 over the next year.

7 And then coupled by -- when we look at the
8 qualitative side, obviously, the willingness to help -- we
9 suggested -- we suggest other ways that we could help.
10 But, again, we came to the conclusion that lending \$5
11 million would have an adverse effect on our own morale,
12 given that we have employees that are participating in --
13 in -- in pay cuts and -- and it's a trying time for
14 everybody right now.

15 So we felt that in order to keep morale and keep
16 everybody aligned, extending this loan was not in the best
17 interest of that.

18 So in summary, we are recommending -- our
19 committee is recommending to the Board to not proceed with
20 the \$5 million loan to the 22nd DAA at this time.

21 CHAIR CERVANTES: Okay. Thank you, Director
22 Kovacevich, and we'll come back to that for -- in vote as
23 an action item in just a quick second.

24 And just really quickly before the Entertainment
25 and Booking Services which is an ad hoc committee with

1 Director Aitken and Director La Belle, I would like to go
2 ahead and introduce the Diversity Committee which is
3 Director Ruiz and Director Kovacevich.

4 DIRECTOR RUIZ: Hi. Yes, Chair Cervantes. I am
5 really excited by being a part of this committee and I am
6 looking forward to working with Director Kovacevich. We
7 haven't met yet because, obviously, we just got appointed.
8 But it's a committee that I'm really looking forward to
9 working with Director Kovacevich.

10 DIRECTOR KOVACEVICH: And if I can -- thank you,
11 Director Ruiz -- I, too, am really excited to be able to
12 work on this committee. I appreciate the confidence from
13 Chair Cervantes in appointing me to this committee. I
14 think this is a huge opportunity, given where we are as a
15 society right now.

16 There's a lot of work that I happen to be
17 involved in with my day job that would be very relatable
18 to this committee and what we hope to do here for our
19 organization -- the OC Fair.

20 So I'm excited to fire this up and get going.
21 Director Ruiz and I have already spoken about meeting next
22 week and getting into action on this committee. So thank
23 you.

24 CHAIR CERVANTES: Thank you so much. And now the
25 Entertainment Booking Services RFP Ad Hoc Committee.

1 And that is Director Aitken and Director La Belle.

2 DIRECTOR LA BELLE: Chair Cervantes, just to indicate
3 that the first phase of the scoring process will take
4 place next week. And subsequent to that, probably two to
5 three weeks later, interviews as appropriate will be held
6 with the committee. And correspondingly, there will be
7 recommendation coming to the full Board subsequent to that
8 scoring process being completed.

9 CHAIR CERVANTES: Thank you, Director La Belle.

10 And, Summer, I'm going to go ahead and turn it
11 over to you for public comment. I believe we have three
12 or maybe more. Before we move over to a -- to more
13 information on San Diego and a vote.

14 MADAM SECRETARY: Yeah. We have one member of the
15 public that is going to speak on the Committee Reports.
16 And that's Reggie Mundekis. Reggie, when you're ready.

17 MS. MUNDEKIS: Hi. Good morning. It's
18 Reggie Mundekis. I would like to thank Director
19 Rubalcava-Garcia and the rest of the Governance Committee
20 for bringing forward the governance policies -- moving
21 that forward. Thank you. I appreciate it -- because that
22 project is a lot of work.

23 And I would also like to thank Director Aitken on
24 the Facilities Committee for reaching out and working to
25 set up meetings with the public regarding facilities

1 projects. So thank you.

2 CHAIR CERVANTES: Thank you. Okay. Summer, would you
3 please call for the other public comments regarding
4 San Diego.

5 (Overlapping speakers)

6 MADAM SECRETARY: Okay. It's going to be
7 Reggie Mundekis, followed by Jeanine Robbins, followed by
8 Mike Robbins. Reggie, when you're ready.

9 MS. MUNDEKIS: Hi. It's Reggie Mundekis speaking
10 regarding the proposed loan to the 22nd DAA.

11 I appreciate the work that everyone has put into
12 betting and underwriting this loan in determining if this
13 is a good action to take at this time, and I appreciate
14 the sentiments of Director Kovacevich and La Belle in that
15 they went to look forward and find ways to best serve the
16 long-term interest of the 32nd DAA without putting us into
17 an untenable financial position by making a large loan to
18 another agency.

19 I -- I also appreciate the offer of help from the
20 32nd DAA to the 22nd DAA going forward to assist them in
21 their activities. So as I've expressed before, this loan
22 may not be in the best interest of the 32nd DAA. It's not
23 clear how much real benefit is going to be for the 22nd
24 DAA. So I'd just like to thank everybody for their work
25 on this.

1 CHAIR CERVANTES: Thank you, Reggie.

2 MADAM SECRETARY: Thank you, Reggie. Jeanine Robbins,
3 when you're ready.

4 MS. ROBBINS: Actually, Summer, I didn't want to talk,
5 so I'm just going to pass it to Mike.

6 MADAM SECRETARY: Okay. Mike, when you're ready.

7 MR. ROBBINS: Hi. This is Mike Robbins again. I'll
8 try not to be quite as vocal in my presentation.

9 But I will tell you, as Fair Board numbers, you
10 are the stewards of the money. This is not your money.
11 This is the State of California's money. This is the
12 people of California's money. You have \$50 million in the
13 bank. Let's talk about fiscal responsibility. Your
14 fiscal responsibility should be to protect merchants and
15 people out there -- business people -- people of
16 California who are working. People who want to work.

17 And at the Del Mar Fair, they need money right
18 now. And they shouldn't be alone. You got \$50 million in
19 the bank. You put it on the agenda to give them \$5
20 million to support them and the hundreds and thousands of
21 people who work at the Del Mar Fair. The same is at the
22 Orange County Fairgrounds. Now is the time. This is
23 about stepping up, about doing the right thing.

24 And if you have any questions about it, call up
25 the Governor. Call up the Governor and say, "Hey, we got

1 \$50 million in the bank. What should we do with it?
2 Should we give \$5 million to Del Mar Fair so that they can
3 continue to survive and have jobs for thousands of people?
4 Or should we not do that? You tell me, Governor, who
5 appointed me to this office. What should we do with the
6 \$50 million? Should we help these people? Or should we
7 let them just go by the wayside?"

8 It's up to you. This is about America. It's
9 about California. It's about everything. "It's about the
10 job you gave me to do. Now what should I do with it?"

11 Well, you guys know what to do with it. And if
12 you don't know what to do, call the Governor and ask him.
13 He'll tell you what to do with it -- to do with the 50
14 million in the bank.

15 And I did get carried again. Thank you very
16 much. But really. I'm very serious. Put it on the
17 agenda. Give them \$5 million. If you have any questions,
18 call up the Governor who appointed you to the job to do a
19 job for the State of California, for the Fairgrounds that
20 you're appointed to.

21 Thanks so much for listening. Please do the
22 right thing. Thanks.

23 MADAM SECRETARY: Okay. Thank you, Mike.

24 Chair Cervantes, that's it for public comment on
25 Item 10B.

1 CHAIR CERVANTES: Thank you, Summer. I will go ahead
2 and turn it over to Director La Belle and Director
3 Kovacevich and go into the action item vote.

4 DIRECTOR LA BELLE: Chair Cervantes, Director
5 Kovacevich I think articulated very clearly to the matter.
6 The committee spent considerable time in discussing the
7 various issues related to this.

8 I think we are understanding of the dilemma that
9 the 22nd DAA has, but there is significant uncertainty in
10 terms of our future. At the end of this fiscal year --
11 unless things dramatically change -- we're going to be
12 down to cash in the bank and cash on-hand of somewhere
13 around 38 million. With the COVID-19 continues to next
14 year to a any degree that that number will again be
15 significantly reduced.

16 I think Nick clearly articulated the process we
17 went through. And I would also like to thank the
18 Friends and Neighbors of the Orange County Fair & Event
19 Center for providing us with a tremendous amount of
20 information. And I want to thank also Michele and her
21 staff for the hard work they did in researching this
22 matter out.

23 And with that, I would just conclude by saying
24 that it's the recommendation of the committee that we not
25 move forward with any loan to the 22nd DAA, but we work

1 with them as we can in providing kind assistance to,
2 basically, assist the (unintelligible) fairs which are all
3 suffering because of the COVID-19 situation.

4 VICE CHAIR RUBALCAVA-GARCIA: This is Natalie, Doug.
5 And I just want to say thank you for all the work that
6 you -- in looking over the -- recommendation or request
7 with the 22nd. At this time, I'd like to make a motion
8 accept the recommendation not to fund the request from the
9 22nd DAA.

10 CHAIR CERVANTES: And I second that. This is Sandra.
11 Okay. Summer, roll call, please.

12 MADAM SECRETARY: Chair Cervantes?

13 CHAIR CERVANTES: Yes.

14 MADAM SECRETARY: Vice Chair Rubalcava-Garcia?

15 VICE CHAIR RUBALCAVA-GARCIA: Yes.

16 MADAM SECRETARY: Director Ruiz?

17 DIRECTOR RUIZ: Yes.

18 MADAM SECRETARY: Director Aitken?

19 DIRECTOR AITKEN: Yes.

20 MADAM SECRETARY: Director La Belle?

21 DIRECTOR LA BELLE: Yes.

22 MADAM SECRETARY: And Director Kovacevich?

23 DIRECTOR KOVACEVICH: Yes.

24 MADAM SECRETARY: Thank you.

25 CHAIR CERVANTES: Okay. Thank you. We will go ahead

1 and turn it over to Joan for an update on the Virtual
2 Fair. This is an information item only.

3 MS. HAMILL: Thank you. And good morning. Thank you
4 for letting me have the opportunity to do this. And I'm
5 -- Chair Cervantes, I'm going to give the update of the
6 Virtual Fair.

7 And the Virtual Fair opened last Friday, July
8 17th. The same day that the OC Fair would have opened in
9 real life. And, Michele, if you want to go to the next
10 slide. And today is day seven. It's already flying by.
11 Hopefully you've been tuning in online and our social
12 media and participating and have been seeing the many
13 great posts on social media taking place throughout each
14 day -- many times throughout each day. And you can raise
15 your virtual hand if you participated in the Virtual Fair.

16 Social media has been extremely active thanks to
17 our Communications Department, and I think they really
18 deserve a big round of applause (unintelligible) to get it
19 online and all of our social media outlets. And I wanted
20 to just provide you some of the snippet of things that
21 have been presented so far.

22 First of all, I do want to thank the -- I'm sure
23 everyone saw the welcome by CEO Richards and several our
24 of our Board members, Directors Aitken, Ruiz, Kovacevich,
25 Vice Rubalcava-Garcia who had some help from daughters

1 Sophia and Olive. So thank you for doing that to welcome
2 and launch the Virtual Fair on the 17th.

3 I wanted to show you the things that you have
4 seen on social media. If you look at the bottom, there's
5 a video. And that's our Instagram. And that's our
6 friend, Frank Thurston, who has been performing his
7 wonderful magic show at the Fair for over 25 years. And
8 you have no doubt seen him do his shows -- as one of many
9 shows that he does daily -- in the Exploritorium.

10 And right here, you can learn something. You
11 can -- you can learn to fly a pan using a simple rubber
12 band. And I'm sure this will inspire a generation or two
13 of some future magicians. By the way, I tried this, but
14 I, obviously, need more practice because I wasn't able to
15 do that.

16 And then Fair staff has gotten into the act. On
17 the top right, you'll see Evy Young, our Agriculture
18 Education Supervisor. And she did a tour of
19 Centennial Farm with our mascot, Olivia. (Unintelligible)
20 and Leslie is responsible for all the wonderful design and
21 decor that you see on the grounds, not only at fair, but
22 during Imaginology and throughout the year. So she's
23 giving a presentation of how to make -- and those are the
24 types of things that you would see decorated at our many
25 gates and throughout the grounds. So you can learn how to

1 do that.

2 And on the bottom right, you really can't see her
3 very well but you can see her hand. That's our Culinary
4 Specialist, Pam Whuck, doing a demonstration using fruits
5 and vegetables from Centennial Farm.

6 And then this is -- I wanted to show you some --
7 let's see if -- I can get that going. (Unintelligible)
8 turn around here. I don't know if we can play that. I'm
9 going to try this. This is from our Instagram. And what
10 this is, it's one of our ice cream vendors showing how to
11 make s'mores. A s'more sundae, actually. And so there's
12 instructions on Instagram about how to replicate this
13 dessert using store bought or homemade ingredients. And
14 that was done in honor of National Ice Cream Day.

15 And then the next video is -- if we can get that,
16 that's going to be a virtual ride on The Titan. And The
17 Titan made it -- at the time, it was the tallest ride at
18 the fair. And by the way, that's 17 stories high which is
19 30 feet taller (unintelligible). And for many of us, this
20 might be the closest thing to actually getting on that
21 ride. It's pretty exciting, but this is a really fun
22 video to watch and you're actually -- you're going to feel
23 that.

24 And then at the June Board of Directors meeting,
25 I mentioned the online shopping. And I just wanted to

1 mention that again. And just show you just -- this is --
2 just a few of the exhibitors. Just a handful, I should
3 say. There's many, many more online. But I did want to
4 give our merchants a shout out. And if you're craving
5 something and you were planning to buy something at the
6 2020 Fair, well, you can go online and do a little beach
7 home therapy and some shopping. So you won't miss out.

8 Next, I wanted to highlight a couple of our
9 sponsors. We have two. Sleep Number which was \$5,000 in
10 trade. And they provided an interactive game and donated
11 product and prizes for contest. And we have a cash
12 sponsorships of \$5,000 from Quiet Cool.

13 And I did want to mention -- while it's on
14 sponsorship, I also want to mention that we will be
15 sharing the proceeds from the revenue from the virtual
16 fund as we do every year with the live fair. And that's
17 50 percent of the net proceeds and -- I'll talk about that
18 in a couple of minutes. But it's going very well with
19 participants, and we estimate to earn, I think, over about
20 \$10,000 for the virtual. So along with the sponsorship
21 and budget savings and the Virtual Fun Run, I think we got
22 it covered the Virtual OC Fair budget that was approved.

23 Now going onto media. The Virtual Fair is
24 receiving a wonderful amount of interest from the media --
25 meeting into and now during Virtual Fair by a social and

1 the press and all the major news outlets as you can see
2 here. You can go online and pull all those up.

3 And yesterday was our We Care Wednesday with our
4 partnership with OC Goodwill and a very nice segment was
5 featured with -- on NBC 4 on your morning news. So some
6 preliminary statistics. Now, we're still going through
7 it, so there's going to be more information to come, but I
8 just wanted to give you a little -- a highlight of some of
9 the stuff that we've had so far.

10 It ended up being 3,892 entries submitted by over
11 1,000 exhibitors and online judging is currently taking
12 place. So that will be ongoing. And this will take some
13 time to complete. And we also created some special
14 judging categories. You need to Virtual Fair. And I
15 wanted to call out and thank a few people. I want to
16 thank Directors La Belle and Aitken for volunteering to
17 judge this special category.

18 And we also two community partners that are
19 judging -- helping to judge. And one is Dave Barton who
20 represents Arts Orange County. And Tracy Habiger from
21 City of Costa Mesa Recreation Department who we work with
22 on the ranch program. So those are some unique
23 categories.

24 As I mentioned earlier just a second ago,
25 yesterday was We Care Wednesday and it was a day. It was

1 incredible. Despite the pandemic, the community came out
2 to support Goodwill for the love of OC Fair and for a
3 coupon for one free fish taco generously donated by
4 Wahoo's. And participated -- participants received a
5 voucher for the 2021 Fair. That was a really good day.
6 Some staff, some Goodwill. These are preliminary. We
7 just got these last night. We'll have final reports by --
8 hopefully by the end of the week.

9 But as of last evening, 3,222 people participated
10 in that program. And the top performing cities were
11 Orange, Brea, Placentia, Costa Mesa, Huntington Beach, and
12 Saddleback.

13 And then I wanted to talk about some stats on --
14 that we're receiving on ocfair.com. So, you know, we
15 started promoting Virtual Fair a while back. So so far,
16 as of yesterday -- for the month of July -- there's been
17 47,000 viewers. And now from July 17th -- when we started
18 the Virtual Fair -- that's been close to 30,000. We've
19 had a lot of interest on ocfair.com.

20 And we also had over 200,000 page views. And
21 going back to the comparison from July 17th, that has been
22 and 101 -- sorry. 141,000 pages views since July 17th.
23 So really -- has been due to the Virtual Fair. And 64
24 percent of the traffic is from mobile -- mobile devices.

25 And then coming in delving a little bit into

1 social media as of yesterday, we're averaging about 8,000
2 people reach per post. We're posting two to three posts,
3 plus multiple stories on Instagram and four to five posts,
4 plus multiple stories on Facebook everyday. It's quite
5 active.

6 And then some things. I just -- wanted to thank
7 our Board of Directors and community partners for judging.
8 And I also want to extend a very big thank you to the
9 several OC Fair Department and staff instrumental in the
10 planning and the presenting of the 2020 OC Virtual Fair.

11 And those departments include technology,
12 creative services, marketing, sponsorship and sales,
13 commercial and concessions, exhibits and education,
14 entertainment, communications, of course.

15 And I'm going to take just a second to -- I want
16 to give a very, very special thank you to the person --
17 usually, we don't like to name people because we always
18 leave somebody out -- but I really have to highlight and
19 thank Roxanne Ancona of our Communications Department.

20 She was and is involved in every aspect of the
21 Virtual OC Fair. Everything from social media, getting
22 the content online, coordinating the people's choice
23 judging, Instagram, tracking data, you name it. She
24 responds on social media -- I mean so quickly. So she
25 handles all the posts. And she's just done a wonderful

1 job. So I really wanted to highlight Roxanne. So many
2 other people were involved in this, but I really wanted
3 to do a shout out. Thank you, Roxanne.

4 And also thank you to the Board for allowing us
5 the opportunity to present the Virtual OC Fair. And then,
6 of course, the community for participating and responding
7 so enthusiastically.

8 And while the Virtual OC Fair will be actively
9 going on through July 26th, it will still live on our
10 website through August 16th. So there's plenty of time to
11 enjoy the Virtual OC Fair and all throughout August to --
12 activities, vote on the people's choice contest award, and
13 see the judging results and so much more.

14 So that completes my report. I'm happy to answer
15 any questions.

16 CHAIR CERVANTES: Thank you, Joan. Okay. It looks
17 like we don't have any questions at the moment. So we're
18 going to go ahead and move forward to Matters of
19 Information.

20 If I can go ahead and start with Director
21 La Belle. Anything to share or say before we adjourn?

22 DIRECTOR LA BELLE: No, Chair Cervantes. I have
23 nothing further to add. Just want to thank everyone for
24 their participation in the Board meeting and encourage
25 everyone to stay safe, wear your mask, and we'll -- I

1 guess talk again by the end of August in our Board meeting
2 then. Thank you.

3 CHAIR CERVANTES: Okay. Thank you. And Director
4 Ruiz?

5 DIRECTOR RUIZ: Yes, Madam Chair. Same thing. I just
6 want to echo Director La Belle's comments. I don't have
7 anything other than just hoping everybody stays safe and
8 healthy out there and, you know, hoping we get through
9 this pandemic. Again, everybody wear your mask. And
10 enjoy whatever we have left of the summer -- this COVID-19
11 summer, unfortunately. That's it. Thank you.

12 MADAM SECRETARY: Thank you, Director Ruiz. Director
13 Kovacevich?

14 DIRECTOR KOVACEVICH: Yeah. I wanted to just echo the
15 concerns of safety. Obviously we're seeing the numbers
16 here in California. And so, you know, now is the time to
17 actually be extra cautious when we were all hopping that
18 we would be returning somewhat to normal. So it's
19 unfortunate but encourage everyone to stay safe out there.

20 Also, wanted to thank everybody for the
21 attendance today. The comments from the public, thank
22 you. We certainly want to continue to be able deliver
23 value for our community and also honor or fiduciary
24 responsibility as directors.

25 Also, thank you Michele for your efforts to

1 include the small business vendors in our Virtual Fair. I
2 think that's tremendous. We know it's a small thing, but
3 it just shows that, you know, we're willing to try to
4 think creatively in how to get people back in action. So
5 I think that means a lot. So that's all my comments.
6 Thank you, everyone.

7 CHAIR CERVANTES: Great. Thank you. Director
8 Rubalcava-Garcia?

9 VICE CHAIR RUBALCAVA-GARCIA: Thank you, Chair
10 Cervantes.

11 The only thing I wanted to add today is the
12 County of Orange has approved funding for restaurants that
13 are posting -- operating safely. So starting August 1st,
14 there will be a thousand dollar stipend or grant given to
15 businesses that are restaurants that meet a certain
16 concrete. So I just wanted to mention that. So if
17 there's any businesses that are on the call, that's always
18 something to look out for. It can cover any PPE related
19 expenses that the business approved during the March
20 through August period.

21 So I'll have more information. I'll share that
22 with Michele. She can hopefully put it on the website if
23 that's okay. But it will be a good incentive for
24 businesses to continue to operate safely so that we can
25 stay open and continue onto the recovery period that the

1 economy so greatly needs. And that's all I have for
2 today.

3 CHAIR CERVANTES: Thank you. Director Aitken?

4 DIRECTOR AITKEN: Thank you, everybody, for
5 participating today. And thank you for the kind comments
6 of support for our committee work. Stay safe, everybody.
7 I know we're trying to have as much fun as we can with the
8 fair. And I hope everybody is enjoying it. Please
9 support all the hard work of our Communications
10 Department. They're doing an amazing job.

11 CHAIR CERVANTES: Great. Thank you. And stay safe
12 and stay healthy. And, again, let's take care of each
13 other and the next Board meeting is August 27th, 2020.
14 See you then. Thank you. This meeting is adjourned.

15 (Meeting adjourned at 10:36 a.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 [X] 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: July 23, 2020



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