



In the Matter Of:

O.C. Fair and Event Center

BOARD OF DIRECTORS MEETING

September 24, 2020

Case No:

CERTIFIED COPY

1 32ND DISTRICT AGRICULTURAL ASSOCIATION 18:08:22
2 ORANGE COUNTY FAIR & EVENT CENTER 18:08:22
3 BOARD OF DIRECTORS MEETING 18:08:22
4 THURSDAY, SEPTEMBER 24, 2020 18:08:22
5 9:00 A.M. 18:08:22
6 18:08:22
7 18:08:22
8 18:08:22
9 Meeting of the OCFEC Board of 18:08:22
10 Directors, stenographically reported by Patricia 18:08:22
11 Garrido, a Certified Shorthand Reporter for the State of 18:08:22
12 California, commencing at 9:03 a.m. and ending at 18:08:22
13 12:44 a.m., Thursday, September 24, 2020, Via Zoom. 18:08:22
14 18:08:22
15 APPEARANCES OF BOARD MEMBERS: 18:08:22
16 Sandra Cervantes, Board Chair 18:08:22
17 Natalie Rubalcava-Garcia, Vice Chair 18:08:22
18 Ashleigh Aitken, Director 18:08:22
19 Doug La Belle, Director 18:08:22
20 Newton Pham, Director 18:08:22
21 Nick Kovacevich, Director 18:08:22
22 ALSO PRESENT: 18:08:22
23 Michele Richards, CEO 18:08:22
24 Ken Karns, Chief Operating Officer 18:08:22
25 Joan Hamill, Chief Business Development Officer 18:08:22
Barbara Gregerson, Landscape Supervisor 18:08:22
Summer Angus, Meeting Secretary Executive Assistant 18:08:22

1	APPEARANCE OF BOARD COUNSEL:	18:08:22
2	DEPUTY ATTORNEY GENERAL	18:08:22
	JOSHUA CAPLAN	18:08:22
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7		18:08:22
8		18:08:22
9	PUBLIC SPEAKERS:	18:08:22
10	Vincent Pollmeier	18:08:22
	Cindy Massaro	18:08:22
11	Maribeth Goldsby	18:08:22
	Reggie Mundekis	18:08:22
12	Kellie Avakian	18:08:22
	Greg Silva	18:08:22
13	Jeanine Robbins	18:08:22
	Mike Robbins	18:08:22
14	Toya Fitzgerald	18:08:22
	Jerilynn	18:08:22
15	Kevin Goel	18:08:22
	Doug Reed	18:08:22
16	Chris Anthem	18:08:22
	Michele Flavo	18:08:22
17	Alex Gonzalez	18:08:22
	Scott Carpenter	18:08:22
18	Liz McNabb	18:08:22
	Reuben Franco	18:08:22
19		18:08:22
20		18:08:22
21		18:08:22
22		18:08:22
23		18:08:22
24		18:08:22
25		18:08:22

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6 18:08:22
7 18:08:22

8 CHAIR CERVANTES: Good morning, everyone. I am 18:08:22
9 now calling this meeting to order. 18:08:24

10 All matters noticed on this agenda in any 18:08:28
11 category will be considered for action as listed. Any 18:08:36
12 item not so noticed, may not be considered. Items 18:08:36
13 listed on this agenda may be considered in any order at 18:08:38
14 the discretion of the Chair person. 18:08:40

15 The mission of the OCFEC is celebration of 18:08:44
16 Orange County's communities, interests, agriculture, and 18:08:50
17 heritage with results justifying resources expanded. I 18:08:54
18 would like to go ahead and ask Director Aitken if she 18:09:00
19 can lead us into the pledge of Allegiance. 18:09:02

20 DIRECTOR AITKEN: Absolutely. Thank you. Can 18:09:08
21 everyone please place your hand over their heart. 18:09:10
22 Ready? Begin. 18:09:36

23 (Pledge of Allegiance conducted.) 18:09:36

24 CHAIR CERVANTES: Thank you, Director Aitken. 18:09:40
25 We are going to go ahead and do a quick roll call. 18:09:40



1 Summer, if I can get your assistance with this please. 18:09:42
2 SECRETARY ANGUS: Chair Cervantes? 10:22:07
3 CHAIR CERVANTES: Here. 10:22:10
4 SECRETARY ANGUS: Vice Chair Rubalcava-Garcia? 10:22:13
5 VICE CHAIR RUBALCAVA-GARCIA: Here. 10:22:20
6 SECRETARY ANGUS: Director Ruiz? Director 18:09:56
7 Bagneris? Director Aitken? 18:10:02
8 DIRECTOR AITKEN: Present. 10:22:23
9 SECRETARY ANGUS: Director La Belle? 10:22:25
10 DIRECTOR LA BELLE: Here. 10:22:26
11 SECRETARY ANGUS: Director Pham? 10:22:26
12 DIRECTOR PHAM: Present. 10:22:28
13 SECRETARY ANGUS: And Director Kovacevich? 10:22:32
14 DIRECTOR KOVACEVICH: Here. 10:22:36
15 CHAIR CERVANTES: Thank you, Summer. Now, we 10:22:37
16 will -- Summer is going to go ahead and organize all of 18:10:28
17 the public comments. So please make sure that you 18:10:32
18 communicate with her correctly. And the Board will now 18:10:40
19 go into Closed Session. Thank you, everybody. We'll be 18:10:40
20 back shortly. 18:10:44
21 (Closed session held from 9:05 a.m. until 10:07 09:43:41
22 a.m.) 09:43:41
23 CHAIR CERVANTES: I am going to go ahead and 10:07:22
24 move forward and -- the 32nd DAA Board of Directors has 10:07:24
25 considered the advice of legal counsel on the items 10:07:28

1 identified in the closed session portion of the agenda 10:07:31
2 and there's nothing further to report. Next, we have 10:07:35
3 the CEO's operational announcements and updates, and I 10:07:38
4 will turn it over to CEO Richards. 10:07:43

5 CEO RICHARDS: Thank you very much. Welcome, 10:07:46
6 everybody. Good morning. We are off and running with 10:07:49
7 our 2021 budget process which launched internally here 10:07:51
8 on Tuesday, and as you can imagine, we need to take a 10:07:58
9 very different approach from previous years given the 10:08:02
10 uncertainty related to Covid-19. 10:08:02

11 I will share some of the assumptions that we're 10:08:07
12 using for the 2021 OC Fair today later in the agenda and 10:08:10
13 the financial monitoring committee during their report 10:08:14
14 will share the date and time that has been scheduled for 10:08:16
15 the public budget study session. And speaking of 10:08:20
16 committees, our board committees have been very active 10:08:25
17 this month, and we'll hear reports from several of them 10:08:29
18 on important projects and topics that they're working on 10:08:30
19 with staff. 10:08:34

20 Earlier this year in response to Governor 10:08:36
21 Newsom's executive order to address the homeless crisis 10:08:40
22 in California, particularly in response to Covid-19, we 10:08:43
23 worked with City of Costa Mesa to place 10 trailers, 10:08:47
24 temporarily near Gate 8 on the property. Their intended 10:08:52
25 use was to provide temporary shelter for Costa Mesa's 10:08:56

1 homeless population during the pandemic. Thankfully the 10:09:00
2 trailers never had to be utilized as more permanent 10:09:04
3 solutions were activated by the city, but we were happy 10:09:08
4 to provide the alternative. 10:09:11

5 And as many of you have read recently, 10:09:13
6 fairgrounds throughout the state of California are being 10:09:17
7 called upon to assist during crisis situations, such as 10:09:18
8 serving as fire camps, temporary shelters for humans and 10:09:22
9 animals, Covid testing, and emergency food distribution 10:09:30
10 sites, as is what's going on here at OCFEC. And we will 10:09:32
11 continue to respond to the Governor's executive order 10:09:39
12 whenever needed to serve during the crisis. 10:09:43

13 Now, you might remember earlier this year, a 10:09:47
14 report that AMVETS had generously donated through the 10:09:50
15 work of the Heroes Hall Veterans Foundation an 10:09:55
16 electronic carillon. So there is now a new sound at 10:09:58
17 Heroes Hall as the electronic carillon donated by AMVETS 10:10:02
18 and arranged through the foundation has now been 10:10:07
19 installed, and it goes off every noon with a beautiful 10:10:11
20 bell tone. We also have the ability to program other 10:10:15
21 bell tones with the carillon that can play during the 10:10:16
22 fair and special events at Heroes Hall. So we're hoping 10:10:19
23 to be able to share that with the public very soon. 10:10:23

24 The -- the link that is on the slide, below the 10:10:29
25 AMVETS logo, is a link that you can use to access the 10:10:32

1 carillon site with AMVETS and play a little sample of 10:10:36
2 the sound, so feel free to do that. And AB-1499 was 10:10:43
3 legislation that was passed in January of 2018 that of 10:10:49
4 -- that assembly bill collects sales tax from 10:10:54
5 transactions on state fairgrounds properties and in 10:11:00
6 return provides funding for the California network 10:11:03
7 affairs. 10:11:07

8 We were very excited to learn that the OC Fair 10:11:07
9 and Event Center is eligible to receive 830,170 dollars 10:11:11
10 from those AB-1499 funds. Staff will be completing the 10:11:20
11 required paperwork, and we will be bringing back a 10:11:22
12 resolution that is required for the Board to approve in 10:11:25
13 October in order for us to receive those funds, so that 10:11:28
14 was very happy news for sure. 10:11:32

15 Regarding our financials for the eight-month 10:11:35
16 period, ending August 31st, you can see that the full 10:11:38
17 effect of the fair cancellation as well as the 10:11:42
18 cancellation of our events has -- has now fully been 10:11:47
19 realized in our financials. To date, against a budgeted 10:11:52
20 revenue amount of 47.5 million, we've actually had 10:11:57
21 actual revenue of 2.7, 2.8 million, a variance of 44.7 10:12:03
22 million. However, on the expense side, we had budgeted 10:12:08
23 41.2 million in expenses. We're coming in with actual 10:12:12
24 expenses at this point of 13.4 million. So that's a 10:12:17
25 favorable variance on the expense side of 27.8 million. 10:12:22

1 So to date our budget variance is unfavorable 10:12:28
2 by 16.9 million, and as you'll see from the report, we 10:12:32
3 have cash on hand from and from -- investments totaling 10:12:41
4 46.1 million. That is a 16-million dollar decrease year 10:12:48
5 over year. And as we committed to several months ago 10:12:55
6 when Covid first hit, we wanted to share with the board 10:13:00
7 and the public a monthly reforecast of our budget. We 10:13:02
8 are now projecting a net deficit against budget by the 10:13:07
9 end of the year of 17,080,683 dollars, that's actually 10:13:10
10 an improvement of about 200,000 dollars over last months 10:13:18
11 reforecast. And that's largely due to some additional 10:13:24
12 revenue that we're -- we're bringing in from some of the 10:13:25
13 events that we've been able to hold recently and then 10:13:29
14 also a great job that the staff is doing to hold down 10:13:32
15 expenses. 10:13:36

16 So we're projecting our cash position at the 10:13:37
17 end of the year to be 38,038,668 dollars, also an 10:13:40
18 improvement over last year's projection. And now I'd 10:13:47
19 like to turn it over to Chief Business Development 10:13:50
20 Officer, Joan Hamill, for an update on current and 10:13:53
21 upcoming events. Joan. Hello, Joan? 10:13:57

22 VICE CHAIR RUBALCAVA-GARCIA: Joan, you're on 10:14:08
23 mute. 10:14:08

24 JOAN HAMILL: My apologies. Good morning. I'm 10:14:08
25 going to be reviewing current and upcoming events, but 10:14:10

1 before I do, I wanted to provide one update. At last 10:14:14
2 month's meeting, I mentioned our partnership with the OC 10:14:18
3 Marathon for the virtual fun run was to split net 10:14:24
4 proceeds of that event 50/50. Well, I'm delighted to 10:14:25
5 share that we received a check recently from the OC 10:14:29
6 Marathon in the amount of 16,723 dollars. Next slide 10:14:32
7 here. 10:14:39

8 Good news. We have a very busy weekend coming 10:14:40
9 up, as you can see. First I'll talk about the Fair Food 10:14:45
10 Drive-Thru. The fifth weekend of the Fair Food 10:14:49
11 Drive-Thru will be taking place. We originally started 10:14:51
12 with five stands when we opened, and now we are up to 10:14:55
13 eleven. And believe me, there is something for 10:14:59
14 everyone. Along with all of the wonderful original food 10:15:02
15 offerings. We have, now, roasted corn. 10:15:05

16 Fried Affair has deep-fried Oreos, Twinkies, 10:15:08
17 and Snickers, to name a few, as well as cotton candy. 10:15:13
18 There is giant western sausage and cheeseburgers. The 10:15:17
19 Who Fried the Cheese stand is here with their 10:15:18
20 mac-and-cheese egg rolls, Wisconsin cheese curds, fried 10:15:22
21 ravioli, and fried mozzarella on a stick, of course, and 10:15:24
22 many other delicious items. There's Dole Whip, Tasti 10:15:29
23 Chips, and more, so lots of food offerings. Invite 10:15:34
24 everyone to come out. 10:15:37

25 I'd like to mention that the combined unaudited 10:15:37

1 gross sales for weeks -- for weeks one through four of 10:15:42
2 the Fair Food Drive-Thru came in at 550,000. The net 10:15:44
3 being 511,000, with a commission to the district coming 10:15:48
4 to 92,000, this is before expenses. Due to the amazing 10:15:53
5 success and the ban of this program, the Fair Food 10:15:59
6 Drive-Thru will be extending into October and switching 10:16:03
7 out some stands. 10:16:05

8 Looking forward to welcoming Chicken Charlie's, 10:16:07
9 Australian Battered Potatoes, Mom's Bakeshoppe, and Olde 10:16:11
10 Tyme Ice Cream. Autosonic drive-in concerts will also 10:16:12
11 be taking place this weekend Friday through Sunday with 10:16:18
12 Which One's Pink?, Queen Nation, and Dead Man's Party to 10:16:21
13 round out that weekend -- round out the weekend. Gates 10:16:24
14 open 90 minutes prior to show time and tickets are still 10:16:27
15 available at autosonicconcerts.com. 10:16:31

16 And I'd like to add that Autosonic is planning 10:16:35
17 to present shows in October, so we can all look forward 10:16:37
18 to those as well. Flying Miz Daisy Vintage Market takes 10:16:38
19 place on this Saturday the 26th, and patrons will be 10:16:45
20 able to shop Orange County's premiere outdoor vintage 10:16:47
21 market featuring an array of vendors offering vintage, 10:16:51
22 antique, repurposed, European, farmhouse, industrial, 10:16:55
23 and hand-crafted artisan goods. 10:16:58

24 And this is pretty big news for us because this 10:17:02
25 is the first non-vehicle, non-emergency approved by OC 10:17:05

1 Health Care Agency to take place on our grounds. 10:17:09
2 Admission is free and masks are required. The event 10:17:13
3 will make its return next month. Continuing on -- oh, 10:17:16
4 let me see. I think I maybe passed one. Let's see. 10:17:19
5 Okay. Sorry. Continuing on. 10:17:24
6 Covid-19 testing by appointment only takes 10:17:26
7 place Monday through Friday, 7:00 a.m. to 3:00 p.m. and 10:17:28
8 is running through the 23rd. Power of One, Emergency 10:17:31
9 Food Assistance Drive-Through Distribution started back 10:17:36
10 at OCFEC this past Saturday on the 19th and will be 10:17:39
11 making return in October on the 17th and the 31st 10:17:42
12 providing food to those in need in our county. 10:17:47
13 And, of course, farmers market is here every 10:17:51
14 Thursday from 9:00 a.m. to 1:00 p.m. Urban Legends is 10:17:54
15 right around the corner, October 1st through November 10:17:58
16 1st. An immersive drive-thru scarefest with live 10:18:02
17 performances, three interactive show zones, and an eerie 10:18:08
18 show of lights, special effects, and monsters. 10:18:08
19 Tickets are available and may be purchased 10:18:11
20 online at urbanlegendshaunt.com. My apologies for the 10:18:15
21 typo on the slide. And then another new event to our 10:18:21
22 grounds is the 2020 Subaru Tecnica International 10:18:22
23 Subiefest World Record Attempt and Charity Drive-thru, 10:18:26
24 let's call it the Subiefest. This takes place on 10:18:30
25 October 4th, and this is a Subaru car enthusiast's dream 10:18:33

1 with older and newer Subaru vehicle displays as well as 10:18:41
2 the world record attempt for the longest parade of 10:18:42
3 Subarus. 10:18:47

4 And maybe and most importantly, it's an event 10:18:48
5 to raise money for two Feeding America supported food 10:18:50
6 banks: The Los Angeles Regional Harvest Food Bank and 10:18:52
7 the second -- and Second Harvest of Orange County. And 10:18:57
8 Subaru of America will match every donation. 10:19:01

9 Tickets for this event can be purchased online. 10:19:06
10 Additionally, I just wanted to make a mention real 10:19:07
11 quick, there are two private events taking place on 10:19:08
12 grounds. One being Fight Club OC, presenting an outdoor 10:19:11
13 drive-in Lucha Libre event for Fight Club OC season 10:19:15
14 ticket holders only. The other is Hoag Hospital 10:19:19
15 Foundation Movie Night for donors and staff on September 10:19:22
16 30th. Again, these are private events and are closed to 10:19:26
17 the public. 10:19:30

18 And we're very excited and looking forward to 10:19:30
19 the opening of Centennial Farm and Heroes Hall outdoor 10:19:33
20 exhibit with all-approved health and safety guidelines 10:19:38
21 in place: face masks, cleaning and sanitization of 10:19:41
22 surfaces, limited capacity, reserved in advance 10:19:46
23 timeslots, temperature taking, et cetera. Information 10:19:49
24 and dates will be posted in advance on our website. And 10:19:51
25 I have to say the farm animals and the whole OCFEC staff 10:19:56

1 is really looking forward to welcoming back the public. 10:19:58

2 We're also planning to open the Heroes Hall 10:20:04

3 building later in October with a special exhibit on the 10:20:06

4 lower level titled: Private Charles J. Miller, World 10:20:09

5 War II paintings from the South Pacific. Through his 10:20:14

6 water-color paintings and sketches, Private Miller, one 10:20:18

7 of the US Army -- of the US Army, shares his story of a 10:20:19

8 soldier's experience during World War II in the South 10:20:24

9 Pacific. A self-taught artist, Private Miller, captured 10:20:32

10 his four-year deployment causing limited resources, from 10:20:32

11 large found sheets of paper to the insides of cigarette 10:20:34

12 cartons to create powerful works of art. 10:20:39

13 This exhibit is on loan from the Wright Museum 10:20:41

14 in New Hampshire, and it was originally scheduled for 10:20:44

15 earlier this year and to run through fair, but plans 10:20:47

16 changed on that one. So we look forward to having that 10:20:49

17 exhibit coming up in October. If there are any 10:20:55

18 questions, I'd be happy to answer them. If not, this 10:20:57

19 concludes my report. 10:21:00

20 CHAIR CERVANTES: Thank you, Joan. Okay. Now 10:21:02

21 we're going to go ahead and move over to the minutes and 10:21:08

22 this is an action item. The board meeting held 10:21:12

23 August 27, 2020. 10:21:16

24 Is there a motion to approve the minutes? 10:21:19

25 DIRECTOR AITKEN: I'll make a motion. This is 10:21:25

1 Director Aitken. 10:21:28
2 CHAIR CERVANTES: Thank you, Director Aitken. 10:21:05
3 Is there a second? 10:21:31
4 DIRECTOR LA BELLE: Director La Belle, a 10:21:33
5 second. 10:21:34
6 CHAIR CERVANTES: Okay. All in favor? I'm 10:21:36
7 sorry. Roll call, Summer. 10:21:38
8 CEO RICHARDS: This is Michele, Summer just 10:21:44
9 texted me. She's having some connectivity problem, so 10:21:47
10 I'll go ahead and take that roll call. 10:21:51
11 CHAIR CERVANTES: Thank you. 10:21:55
12 SECRETARY ANGUS: Okay. Michele, can you hear 10:21:56
13 me? 10:21:57
14 CEO RICHARDS: Oh, yes. 10:21:58
15 SECRETARY ANGUS: Okay. I'm back. 10:22:00
16 CEO RICHARDS: Okay. Do you want to take roll 10:22:03
17 call for the minutes, Summer? 10:22:04
18 SECRETARY ANGUS: Thank you. Chair Cervantes? 10:22:07
19 CHAIR CERVANTES: Here. Yes. 10:22:10
20 SECRETARY ANGUS: Vice Chair Rubalcava-Garcia? 10:22:13
21 Vice Chair VICE CHAIR RUBALCAVA-GARCIA: Yes. 10:22:20
22 SECRETARY ANGUS: Director Aitken? 10:22:20
23 DIRECTOR AITKEN: Yes. 10:22:23
24 SECRETARY ANGUS: Director La Belle? 10:22:25
25 DIRECTOR LA BELLE: Yes. 10:22:26

1 SECRETARY ANGUS: Director Pham? 10:22:26
2 DIRECTOR PHAM: Yes. 10:22:28
3 SECRETARY ANGUS: And Director Kovacevich? 10:22:32
4 DIRECTOR KOVACEVICH: Yes. 10:22:36
5 SECRETARY ANGUS: Thank you. 10:22:38
6 CHAIR CERVANTES: Okay. Thank you, Summer. 10:22:39
7 Next, we have matters of public comment. 10:22:41
8 Public comment is allowed on issues not on the current 10:22:43
9 agenda. However, no debate by the Board shall be 10:22:46
10 permitted on such public comments, and no action will be 10:22:50
11 taken on such public comment items at this time, as law 10:22:51
12 requires formal public notice prior to any action on a 10:23:00
13 docket item. 10:23:00
14 Speakers are requested to sign in prior to the 10:23:02
15 start of the meeting and are limited to three minutes. 10:23:05
16 Comments will be accepted in agenda items during the 10:23:09
17 meeting, speakers wishing to address the Board on items 10:23:11
18 on the agenda are requested to sign in prior to the 10:23:14
19 start of the meeting and identify the agenda item -- 10:23:17
20 items on which you desire to address the Board. 10:23:21
21 Speakers are limited to three minutes. 10:23:25
22 Summer, will you please call for the names for 10:23:29
23 public comment? 10:23:32
24 SECRETARY ANGUS: Yes. Yes. We have several 10:23:35
25 members that would like to speak. I'm going to call the 10:23:38

1 first four names. Vincent Pollmeier, Cindy Massaro, 10:23:40
2 Maribeth Goldsby, and Reggie Mundekis. Vincent, when 10:23:46
3 you're ready to speak. 10:23:51

4 VINCENT POLLMEIER: Can you hear me? 10:23:56

5 SECRETARY ANGUS: Yes. Go ahead. 10:23:58

6 VINCENT POLLMEIER: Okay. Hold on just a 10:24:01
7 second. What I wanted to speak today on public comment 10:24:02
8 is at 4:00 p.m. next Wednesday, on the 30th, the second 10:24:06
9 OCFEC Governance Committee workshop is scheduled. 10:24:11

10 Unfortunately, as the meeting has been noticed it's not 10:24:14
11 really a workshop as it's been noticed, but a meeting. 10:24:17

12 The procedures appropriate for a meeting of the 10:24:20
13 deliberate board, not for a public workshop. The 10:24:22
14 standard language used in agendas for regular meetings 10:24:27
15 this board used in that announcement including the 10:24:30
16 limitation of the members that members of the public may 10:24:31
17 only speak only once and for three minutes on any agenda 10:24:34
18 item. And then to further complicate matters, all 11 10:24:37
19 policies are listed not as separate agenda items, but as 10:24:43
20 a single agenda item. 10:24:44

21 It's my hope that the governance committee, 10:24:46
22 Director Rubalcava-Garcia and Bagneris, will adopt the 10:24:49
23 practices of former Director Andreas Meyer during his 10:24:54
24 first OCFEC governance committee, which worked so well 10:24:56
25 and were so successful. 10:25:00

1 So I'm going to ask you, please, publish the 10:25:02
2 entirety of the draft policies well before the meeting, 10:25:05
3 ideally tomorrow so that people can review them over the 10:25:08
4 weekend, encourage and allow members of the public to 10:25:12
5 propose changes in writing in advance of the meeting and 10:25:15
6 then distribute and publish those in advance so that 10:25:17
7 there could be meaningful efficient discussion of them 10:25:19
8 at the meeting. 10:25:23

9 And finally, dispense with the formal public 10:25:24
10 comment rules. Let people speak for more than three 10:25:25
11 minutes, and at multiple times, even on a single policy 10:25:29
12 to allow for a free exchange of viewpoints and for the 10:25:33
13 evolving communal development of sound policies. This 10:25:36
14 approach of a truce collaborative workshop really worked 10:25:40
15 well for former Director Meyer. 10:25:45

16 The workshop was productive, throughout 10:25:46
17 policies were improved by the process and it resulted in 10:25:49
18 policies, which I think, were generally considered good 10:25:50
19 and were generally supported. So thank you. I -- 10:25:54
20 that's all I have. 10:25:58

21 SECRETARY ANGUS: Thank you, Vincent. Cindy 10:26:04
22 Massaro, when you're ready. 10:26:06

23 CINDY MASSARO: Thank you. Good morning. This 10:26:09
24 is Cindy Massaro. Thank you Orange County Fair Board 10:26:10
25 for your service to our community and working so hard to 10:26:14

1 make our fairgrounds a place of pride in our city. I 10:26:18
2 live across the street from the fairgrounds, and we've 10:26:22
3 enjoyed living in such close proximity to the 10:26:24
4 fairgrounds. 10:26:27

5 I want to thank you for ensuring that this 10:26:28
6 property is well maintained, safe, and holds events for 10:26:28
7 all kinds of people in our community. And I'm really 10:26:31
8 glad to hear about all of those events that are going to 10:26:35
9 be now reopening and starting. That's wonderful news. 10:26:35

10 I'm filled with a sense of pride and unity when 10:26:39
11 I walk or drive or bike by the fairgrounds each day and 10:26:43
12 see our State of California flag and our national flag, 10:26:45
13 especially in these times, our state and national flags 10:26:48
14 remind us that we all live in the same state and the 10:26:55
15 same country and we are one people - Californians and 10:26:55
16 Americans. 10:26:58

17 In addition to those flags, another flag has 10:26:59
18 been permanently added to the national, state, and 10:27:01
19 fairgrounds flags - the gay pride flag. This flag is 10:27:04
20 being flown year round not just during pride month. A 10:27:08
21 little over a year ago, you voted to fly this one 10:27:12
22 particular special interest flag. When you voted on 10:27:15
23 this, you stated that you had your commitment to 10:27:17
24 inclusion and giving a feeling of welcome. 10:27:19

25 I, too, want everyone to feel welcomed and 10:27:23

1 included, and I think that you've done a wonderful job 10:27:25
2 at hosting events at the fairground that do exactly 10:27:27
3 that. Further, I don't mean any offense by referring to 10:27:29
4 the gay pride flag as a flag representing a special 10:27:34
5 interest. I am only trying to distinguish the flags 10:27:37
6 that represent all of us in the United States and in the 10:27:41
7 State of California. Our national and state flags 10:27:42
8 represent everyone. 10:27:47

9 I am distinguishing those flags from any flag 10:27:49
10 that represents a group of people, not the whole. Since 10:27:50
11 LGBTQ+ is a group of people and does not represent 10:27:55
12 everyone in the United States, California, or even 10:27:58
13 Orange County, I am referring to the flag as a special 10:28:00
14 interest flag that represents a group. 10:28:05

15 Last month another public person asked for 10:28:07
16 flags representing Boy Scouts and Girl Scouts, 10:28:07
17 Christians, Jewish people, United States Equestrians, 10:28:12
18 and others. These are also groups of people and do not 10:28:16
19 represent everyone. 10:28:20

20 Therefore, to distinguish the United States, 10:28:21
21 California, and Orange County flags from others, I am 10:28:22
22 referring to the ones that represent groups of people as 10:28:25
23 special interest flags. Currently there is only one 10:28:29
24 special interest flag flown, the gay pride flag. If 10:28:32
25 only one single special interest flag is flown, other 10:28:37

1 groups will feel disenfranchised if their flags are not 10:28:38
2 also recognized. 10:28:43

3 We can avoid this and maintain your commitment 10:28:44
4 to inclusion and giving a feeling of welcome through a 10:28:44
5 simple resolution determining to have no special 10:28:50
6 interest flags flown, flying the flags that represent 10:28:51
7 all of us. Please add to your agenda a discussion and a 10:28:54
8 resolution to either fly other groups' flags for equal 10:28:58
9 and fair inclusion or simply resolve to remove any and 10:29:02
10 all special interest flags. Thank you so much. 10:29:06

11 SECRETARY ANGUS: Okay, Cindy, that's time. 10:29:19
12 The next speaker is Maribeth. Maribeth, when you're 10:29:21
13 ready. 10:29:26

14 MARIBETH GOLDSBY: Good morning, directors, can 10:29:28
15 you hear me? Hello? 10:29:29

16 SECRETARY ANGUS: Yes. Go ahead. 10:29:32

17 MARIBETH GOLDSBY: Okay. Good morning, 10:29:34
18 directors. My name is Maribeth Goldsby, and I've been 10:29:34
19 shopping at the swap meet or Orange County Market Place 10:29:35
20 for approximately 35 years. I'm wondering why it hasn't 10:29:39
21 opened yet, and I just want to know -- I've emailed each 10:29:44
22 of you individually as well as inquiring on Facebook and 10:29:49
23 I was ignored by all of you with no response, and I kind 10:29:49
24 of find that pretty rude. 10:29:54

25 The swap meet is not only a place to find 10:29:56

1 unique items, it's a fun way to spend the out day -- the 10:29:59
2 day outdoors. An activity we find is absolutely 10:30:00
3 necessary with this pandemic. My husband and I had been 10:30:04
4 going there while dating in the 80s. We decorated our 10:30:08
5 first house with the swap meet items. My son and his 10:30:11
6 girlfriend are starting their lives together and we were 10:30:14
7 planning to shop the swap meet for them then the 10:30:15
8 pandemic hit. 10:30:18

9 I really value the swap meet and the numerous 10:30:19
10 small business owners that highlight their product at 10:30:22
11 the swap meet. I prefer to support small business 10:30:24
12 during this crazy pandemic time. I would much rather 10:30:28
13 shop outdoors than indoors right now and would prefer to 10:30:30
14 help these small businesses. It seems to make sense 10:30:34
15 that outdoor shopping is preferred. That's why it's so 10:30:38
16 perplexing, why have you not opened? 10:30:40

17 Now is the time to open. Please let me know 10:30:43
18 why it's taking so long and why nobody, not one of you, 10:30:45
19 would respond to my inquiries. Listening to your budget 10:30:48
20 woes this morning it appears that our market place 10:30:53
21 reopening would be a win-win for everyone. Thank you. 10:30:55

22 SECRETARY ANGUS: Thank you, Maribeth. Reggie 10:31:03
23 Mundekis, when you're ready. 10:31:05

24 REGGIE MUNDEKIS: Hi. Good morning. I'm 10:31:09
25 Reggie Mundekis, and thank you for this opportunity to 10:31:11

1 address you this morning. And I just want to take this 10:31:15
2 time to thank staff for their work on ongoing events. 10:31:16

3 You've shown -- you found a path through our 10:31:21
4 current challenging situation and it -- I'm really happy 10:31:24
5 to hear that the Fair Food event is working out so well 10:31:28
6 and very happy to see that Driving Miss Daisy is going 10:31:31
7 to be this weekend and that the Autosonic Concerts are 10:31:36
8 kicking in so -- and I would also like to congratulate 10:31:39
9 you on receiving the AB-1499 grant money. 10:31:43

10 You have actually been one of the fairgrounds 10:31:47
11 that has been earning that money with all of the events 10:31:49
12 that generate a lot of sales, so thank you. 10:31:52

13 VICE CHAIR RUBALCAVA-GARCIA: Thanks, Reggie. 10:32:14
14 Does that conclude your comments for today? 10:32:15

15 REGGIE MUNDEKIS: Yes. 10:32:21

16 VICE CHAIR RUBALCAVA-GARCIA: Thank you. 10:21:41

17 CEO RICHARDS: Summer, can you hear us? 10:32:21

18 SECRETARY ANGUS: Okay. I can call the next 10:32:21
19 four -- I can call the next -- yes. I can now, thank 10:32:23
20 you. I can call the next four speakers. Kellie 10:32:25
21 Avakian, Greg Silva, Jeanine Robbins, followed by Mike 10:32:28
22 Robbins. Kellie, when you're ready. 10:32:35

23 KELLIE AVAKIAN: Can you hear me? Hello? 10:32:49

24 VICE CHAIR RUBALCAVA-GARCIA: Yes, we can. 10:32:52

25 SECRETARY ANGUS: Yes. Go ahead. 10:32:53

1 KELLIE AVAKIAN: Oh, hi. Thank you for taking 10:32:54
2 my call. I've been a long-time Costa Mesa resident, and 10:32:56
3 I have kids here in Costa Mesa who have played in all 10:33:00
4 sort of sports and represented Costa Mesa well. And as 10:33:04
5 I've noticed that you have the State of California flag, 10:33:09
6 you have the -- the State of California and American 10:33:15
7 flag up at the fairgrounds and also the LGBT one, that's 10:33:20
8 being flown 24/7 every day. 10:33:27

9 And I noticed last, you know, and many agendas 10:33:30
10 ago you said if you flew one special interest group, 10:33:32
11 you're going to need to fly them all. So I'm here as a 10:33:35
12 mom and a resident so that -- I want Costa Mesa during 10:33:38
13 this time of division and whatnot in our nation, to feel 10:33:42
14 united and it's very important that when my kids -- 10:33:46
15 we're walking through there, we use the fairgrounds. 10:33:50

16 My daughter represented Costa Mesa at the World 10:33:54
17 Championship for the United States Equestrian Federation 10:33:57
18 two years ago in the Netherlands from Costa Mesa. I 10:34:02
19 would like that flag flown there, the United States 10:34:04
20 Equestrian flag, as she was practicing there at the 10:34:09
21 fairgrounds. 10:34:12

22 I have Girl Scouts, Boy Scouts, I would like 10:34:14
23 those flown. AYSO is the biggest tournament -- one of 10:34:16
24 the biggest soccer tournaments for the Daily Pilot and 10:34:19
25 that also takes place in Costa Mesa. I would love that 10:34:22

1 flag flown. I love America. I love Costa Mesa,
2 especially.

10:34:27

10:34:30

3 I feel included here and welcomed, but the
4 special interest flag of the LGB -- LGBTQ that's up all
5 year, it seems that you're sending a message that you
6 only care about that group and you're not representing
7 all of Costa Mesa as a whole, especially our kids who
8 don't get to go to school currently, who when we're
9 walking around that community and we're walking around
10 the fairground, which is like a symbol of, you know,
11 past events that they've had fun, they're not feeling
12 included. And, in fact, you're making them feel
13 excluded causing more division because none of their
14 flags are being flown.

10:34:31

10:34:36

10:34:42

10:34:45

10:34:48

10:34:52

10:34:57

10:34:58

10:35:02

10:35:05

10:35:08

10:35:12

15 I have a son who played baseball both for the
16 American Costa Mesa League and the National Costa Mesa
17 League. I would love those flags to be flown. All the
18 flags to be flown or none of the flags to be flown
19 because it's really showing division, and it shows --
20 while it's an -- LGBTQ is an important part of the
21 community, it's a small portion. You need all the
22 portions. So either all the portions should be
23 represented or none of the portions because it really
24 does say that we are --

10:35:12

10:35:16

10:35:18

10:35:23

10:35:27

10:35:30

10:35:33

10:35:38

10:35:41

10:35:43

25 SECRETARY ANGUS: Okay. Thank you, Kellie,

10:35:46

1 that's time. Thank you, Kellie, that's time. 10:35:47

2 KELLIE AVAKIAN: Thank you. 10:35:53

3 SECRETARY ANGUS: Greg Silva, when you're 10:35:55
4 ready. 10:35:57

5 GREG SILVA: Yes. I'm here. 10:35:58

6 SECRETARY ANGUS: Go ahead. 10:35:59

7 GREG SILVA: Greg Silva, long-time vendor at 10:35:59
8 the Orange County Market Place. Here we are six months 10:36:02
9 and we are still not reopened. And as time goes on, 10:36:06
10 we're just going to lose all the vendors that were 10:36:12
11 there. Even if we reopen next year, I don't how many 10:36:15
12 can come back because many are not surviving. I've 10:36:19
13 heard of many that have already gone out of the 10:36:23
14 business. 10:36:25

15 There's others, like myself, that have gone out 10:36:26
16 to other swap meets that are open. Other swap meets are 10:36:28
17 thriving right now. Paramount Swap Meet - I've been 10:36:32
18 going to, doing very well over there. Santa Fe 10:36:36
19 Springs - the -- you know, it's thriving. Cypress Swap 10:36:39
20 Meet on Sunday is booming. The Radium Swap Meet also. 10:36:43

21 So there has to be a way for us to reopen 10:36:48
22 somehow. I don't know how Spectra is going to have you 10:36:51
23 guys reconsider their contract or what's going on behind 10:36:57
24 the scenes, we haven't heard anything. We're just left 10:37:01
25 out in the dark. No one knows what's going on. We just 10:37:05

1 keep hearing rumors or we start rumors. 10:37:09

2 You know, just -- you mention something and 10:37:11
3 then everyone else sees that the Flying Miz Daisy is 10:37:13
4 going to be held this weekend and that's something that 10:37:19
5 we were doing every weekend for 50 years. And we should 10:37:20
6 be allowed to go back somehow whether with Spectra or 10:37:24
7 without them. 10:37:29

8 There has to be a way of making this work. So 10:37:30
9 hopefully something can be done before we just all fade 10:37:33
10 away. Many of us will fade away by next year, if that's 10:37:39
11 how long it takes. So hopefully something can be done. 10:37:43
12 Thank you very much, and we'll see you at the next 10:37:47
13 meeting. 10:37:52

14 SECRETARY ANGUS: Thank you, Greg. Jeanine 10:37:55
15 Robbins, when you're ready. 10:37:58

16 JEANINE ROBBINS: Good morning. I would like 10:37:59
17 you to think about something. When I have the 10:38:00
18 opportunity to speak to Governor Newsom, I will explain 10:38:03
19 to him how this Orange County Fair Board and fair staff 10:38:05
20 have created a stand-off situation with a long-term 10:38:08
21 tenant that has paid hundreds of millions of dollars 10:38:12
22 into state funds over their 50 years of tenancy. 10:38:15

23 This stand-off situation has developed as a 10:38:19
24 result of the Orange County Fair's refusal to negotiate 10:38:21
25 in good faith with Spectra during this time of Covid-19 10:38:25

1 when all businesses are attempted to renegotiate. This 10:38:29
2 has resulted in the suspension of business for over 400 10:38:33
3 small businesses. 10:38:37

4 This suspension of businesses has led to the 10:38:37
5 inability to pay bills and has some vendors facing 10:38:39
6 bankruptcy and even homelessness, all due to you. I 10:38:44
7 want you to think about what Governor Newsom will say. 10:38:48
8 I believe he will be appalled at your behavior and 10:38:48
9 demand that you do everything in your power to deal with 10:38:53
10 Spectra so that they may reopen and small businesses may 10:38:54
11 reopen. 10:38:58

12 And when he is made aware of the 46 million 10:38:59
13 dollars of state money that you have hoarded away, he 10:39:02
14 will demand that you use some of it to help these 400 10:39:03
15 small businesses. He will agree with me that it is 10:39:06
16 completely unrealistic at this time for you to expect 10:39:09
17 Spectra to pay rent of 20,000 dollars a day for an empty 10:39:11
18 parking lot. Flying Miz Daisy is paying 2,000 dollars 10:39:16
19 to rent Lot D for a day. 10:39:19

20 Lot D is approximately half the size of the 10:39:21
21 swap meet lot, meaning that the rent for the swap meet 10:39:24
22 could be 4,000 dollars. Michele Steel's campaign is 10:39:26
23 paying for two lots for a fundraiser and 6,000 dollars 10:39:30
24 rent for two days. And yet you expect Spectra, with 10:39:34
25 whom you have a decade's long relationship to pay 20,000 10:39:39

1 dollars a day when they have no idea how many vendors 10:39:41
2 will participate, how many customers will come, the 10:39:44
3 procedures they will need to follow to sell food and 10:39:47
4 beverage. 10:39:50

5 You need to remember which event has supported 10:39:50
6 the Orange County Fairgrounds for decades. You need to 10:39:52
7 work with Spectra to allow the reopening of the Market 10:39:55
8 Place with reduced rent for the time being. You need to 10:39:57
9 get your story straight because today I heard -- it said 10:39:59
10 that Flying Miz Daisy is the first outdoor, non-car 10:40:03
11 event permitted by Orange County Health when you guys 10:40:07
12 have been saying all along that Spectra can reopen any 10:40:08
13 day. You need to think about what Governor Newsom will 10:40:13
14 say to you when he is made aware of your actions. Thank 10:40:18
15 you. 10:40:21

16 SECRETARY ANGUS: Thank you, Jeanine. Mike 10:40:29
17 Robbins, when you're ready. 10:40:29

18 MIKE ROBBINS: Hi. This is Mike Robbins. I 10:40:31
19 can't quite outdo that. Jeanine is always the best. 10:40:32
20 But the Market Place has been at the fairgrounds for 50 10:40:36
21 years. And from my figures, we're close to about 200 10:40:40
22 million dollars that the Market Place has contributed to 10:40:45
23 the general fund. 10:40:49

24 And at this time, we don't need a highfive, we 10:40:51
25 need a leg up. And, of course, I want to remind you in 10:40:53

1 an emergency here that the state is losing money, also. 10:40:56
2 And we're probably equal to 65,000 dollars a week in 10:40:58
3 sales tax that the state is losing and we're paying 10:41:06
4 unemployment to all the people who aren't working, which 10:41:09
5 is equivalent to about a 120,000 dollars a week. 10:41:11

6 So we're close to about 10 million dollars in 10:41:15
7 losses per year in the State of California. And an 10:41:19
8 empty parking lot that's not being used at this 10:41:21
9 particular time. Let's all step up, and let's get some 10:41:25
10 things done as soon as possible. Thank you very much. 10:41:29

11 SECRETARY ANGUS: Thank you, Mike. I'm going 10:41:36
12 to call the next group of speakers. Toya Fitzgerald, 10:41:37
13 Jerilynn, Kevin Goel, and Doug Reed. Toya, when you're 10:41:44
14 ready. 10:41:49

15 TOYA FITZGERALD: Yes. Hi. I would like to 10:41:41
16 speak about the flags that are chosen to permanently 10:42:00
17 hang at the fairgrounds flag poles. In my opinion 10:42:04
18 hanging the California flag and the American fully 10:42:08
19 represents every single citizen in Costa Mesa. I 10:42:10
20 understand there are times within the year when other 10:42:14
21 flags may be flown, such as in October - breast cancer 10:42:17
22 awareness month or pride month in June. 10:42:20

23 I do not agree with the current situation where 10:42:21
24 the pride flag continues to fly after June. If the 10:42:23
25 intent is to create awareness and support for smaller 10:42:27

1 populations within the community then other flags should 10:42:30
2 be flown continually throughout the year or more 10:42:33
3 fully -- to more fully represent the whole community. 10:42:37

4 Suggestions have already been made for AYSO, 10:42:40
5 4-H, Little League, the Christian flag or any other 10:42:47
6 religions represented within the city. It seems 10:42:47
7 unbalanced and subjective to select one flag to fly 10:42:47
8 continuously other than our American flag and our state 10:42:50
9 flag and, of course, the fairgrounds flag. 10:42:54

10 Again, as I began my comment, my opinion is 10:42:57
11 that flags that should be flying continuously at the 10:43:00
12 fairground should only be our American flag and our 10:43:02
13 State of California flag which represents and includes 10:43:05
14 all people within Costa Mesa as Americans and 10:43:08
15 Californians. Thank you very much. 10:43:12

16 SECRETARY ANGUS: Thank you. Jerilynn, when 10:43:18
17 you're ready. 10:43:20

18 JERILYNN: Good morning. Jerilynn. Long time 10:41:40
19 resident of Costa Mesa, and this is my third month 10:43:25
20 calling in on the subject of flags at the fairgrounds. 10:43:29
21 I do want to say I am excited to hear that the 10:43:32
22 fairgrounds is opening back up with some venues and 10:43:37
23 that's great news. 10:43:39

24 And I appreciate the work that's being done to 10:43:40
25 continue to open up other things, and I hope to see 10:43:42

1 that -- the Market Place will be back soon, that would 10:43:45
2 be great. I used to visit that all the time. I do want 10:43:49
3 to continue on my topic of diversity of flags at the 10:43:52
4 fairgrounds. I'm hopeful that the board will pick this 10:43:56
5 up as a topic to discuss. 10:44:01

6 As we've heard today, there's plenty of reason 10:44:03
7 to want to have other flags flown there if we're going 10:44:07
8 to have special interest flags flown or would we choose 10:44:08
9 to just have flags that unite us as -- as the two flags, 10:44:12
10 the California flag and the United States flag. 10:44:15
11 So my opinion is I'd like to see flags flown that unite 10:44:19
12 us, and I am hopeful that the Board will pick this topic 10:44:24
13 up soon and add it to the agenda. I appreciate it. 10:44:28
14 Thank you. 10:44:31

15 CEO RICHARDS: Summer, did we lose you? 10:44:38

16 SECRETARY ANGUS: I'm back. 10:44:48

17 CEO RICHARDS: Okay. 10:44:48

18 SECRETARY ANGUS: Just for a second. Kevin 10:44:48
19 Goel, when you're ready. 10:44:51

20 KEVIN GOEL: Good morning, everyone. My name 10:44:53
21 is Kevin Goel. I'm part of the Orange County Market 10:44:56
22 Place vendors for the last 16 years. Many of the 10:44:59
23 minority groups, including me, we join swap meets 10:45:03
24 because of the language and cultural barriers to work 10:45:08
25 and enhance our lives and also create a friendly 10:45:12

1 environment for everybody. 10:45:16

2 Since the begin of March, the Market Place have 10:45:18
3 been closed, many of those vendors they cannot find 10:45:22
4 another jobs. As you know there's 30 million people 10:45:25
5 lost their job, they cannot find a job somewhere else. 10:45:29
6 You have merchandise sitting, and as board members of 10:45:30
7 the management, you know, you guys have mandate to find 10:45:36
8 the resolution to open that market place. 10:45:39

9 It's the best time in the history of USA that 10:45:41
10 outdoors events are doing extremely well, and it's very 10:45:45
11 shameful that, you know, we leave that opportunity that 10:45:49
12 is a golden opportunity, for Fair Boards and also for 10:45:52
13 vendors like us that work in the day, rain, and sunny 10:45:57
14 days in a market place to be closed. I have joined the 10:46:01
15 four meetings for last four months, and I have not heard 10:46:06
16 any update from anybody in management. 10:46:11

17 What is action plan? What has been done? And 10:46:16
18 what your intentions are. Are we really calling to 10:46:20
19 waste our time or any of -- are you guys listening or 10:46:21
20 doing anything to enhance this relationship? Hopefully 10:46:25
21 you can negotiate with Spectra. If Spectra is not the 10:46:28
22 right partner for you guys, what is action plan that you 10:46:32
23 guys are doing for the last four or five months? 10:46:34

24 It's not fair to us, you know, your actions 10:46:38
25 affect our life, emotional, financial, and as Greg said, 10:46:41

1 many of us are going to be out of business or bankrupt 10:46:45
2 or hopeless as, you know, time continues. There are 30 10:46:49
3 million people out of business out of work and we need 10:46:51
4 your help and support. Just as any of your member board 10:46:54
5 can please update us. What's action plan is happening 10:46:58
6 today with the Market Place. Thank you. 10:47:01

7 SECRETARY ANGUS: Thank you. Doug Reed, when 10:47:05
8 you're ready. 10:47:07

9 DOUG REED: Yes. My name is Doug Reed, and I'm 10:47:10
10 the owner of Killer Jerky. We've been at the Orange 10:47:12
11 County Market Place for 10 years now. And it just 10:47:16
12 amazes me that you guys are glorifying all these new 10:47:21
13 shows that you have coming up this weekend and in the 10:47:25
14 future weekends when the Orange County Market has been 10:47:27
15 the base to the weekend events there for the last 50 10:47:31
16 years. 10:47:36

17 You guys have put so many businesses under that 10:47:38
18 they can't go there and sell their product anymore, and 10:47:43
19 it just, it amazes me that you guys glorify all these 10:47:47
20 other events that you have coming up when I've heard 10:47:51
21 nothing about the Orange County Market and when it's 10:47:56
22 going to be reopened. I am just baffled. That's about 10:48:00
23 all I have to say. Thank you very much. 10:48:05

24 SECRETARY ANGUS: Okay. Thank you Doug. We 10:48:09
25 have two more speakers. Michele Falvo followed by Chris 10:48:11

1 Anthem. Michele, when you're ready. Is Michele Flavo 10:48:16
2 on the line? 10:48:44

3 VICE CHAIR RUBALCAVA-GARCIA: She's on the 10:48:49
4 line, Summer, but she may not be able to hear you, so 10:48:49
5 I'm not sure. 10:48:54

6 SECRETARY ANGUS: Okay. Let's take Chris 10:48:56
7 Anthem. If Chris Anthem is ready. 10:49:01

8 CHRIS ANTHEM: Good morning. This is Chris 10:49:02
9 Anthem. Can you hear me? 10:49:02

10 SECRETARY ANGUS: Yes, Chris. Thank you. Go 10:49:03
11 ahead. 10:49:05

12 CHRIS ANTHEM: Okay. Good morning, Orange 10:49:02
13 County Fair and Events Center Board of Director members, 10:49:08
14 and staff. My objective today is to request that one or 10:49:11
15 more of your board members place an item of particular 10:49:15
16 concern to me and others on the next agenda. 10:49:20

17 I am concerned about the past decision and 10:49:24
18 implementation by this board to allow a flag known to be 10:49:26
19 representative of one specific group of people to be 10:49:30
20 flown outside the Orange County Fairgrounds 10:49:34
21 administrative office as well as two other locations on 10:49:38
22 the fairgrounds. 10:49:41

23 The flag is situated alongside the US flag, the 10:49:44
24 State of California flag, and the Orange County Fair and 10:49:48
25 Events Center flag. Since that decision has been made 10:49:51

1 and implemented, other specific groups, based on 10:49:54
2 previous comments today and previous meetings, have 10:49:59
3 already begun requesting that a flag representing their 10:50:03
4 group also be flown at the County Fair and Events 10:50:06
5 Center. And when that happens, how will this board 10:50:10
6 respond? 10:50:16

7 Given that you have set a precedent by allowing 10:50:17
8 the flag known to be representative of one specific 10:50:22
9 group to be flown there, how can you refuse other 10:50:26
10 groups' requests to do the same without being or 10:50:30
11 appearing differential or discriminatory? I would like 10:50:34
12 to see the decision made in the past to fly one flag for 10:50:39
13 one specific group of people rescinded. 10:50:42

14 Again, I would like to please respectfully ask 10:50:48
15 that this topic be added to the agenda to you're -- at 10:50:51
16 your next meeting. I appreciate your time and attention 10:50:55
17 for this matter. Thank you. 10:50:59

18 SECRETARY ANGUS: Thank you, Chris. I'm going 10:51:03
19 to call one more time for Michele Flavo. Michele, it's 10:51:05
20 your turn to speak. 10:51:10

21 VICE CHAIR RUBALCAVA-GARCIA: You're on mute, 10:51:19
22 Michele. 10:51:21

23 MICHELE FLAVO: Okay. I can't see where I'm 10:51:28
24 at. 10:51:31

25 SECRETARY ANGUS: Okay. Go ahead. We can hear 10:51:08

1 you. 10:51:08

2 MICHELE FLAVO: Okay. Sorry. My daughter is 10:51:32
3 getting married this weekend, and I'm sitting here doing 10:51:34
4 her flowers. I just don't understand, and, you know, 10:51:38
5 speaking of my daughter and how difficult this is for 10:51:51
6 all of us to not be able to -- to open up. I don't have 10:51:58
7 money to buy an outfit to go have pictures taken with 10:52:12
8 her. This isn't something that should be happening. 10:52:17

9 We have the fair with emergency money. What is 10:52:25
10 stopping this? Why can't we get some questions 10:52:32
11 answered? What, honestly, it's -- it's -- it's very 10:52:37
12 concerning, and I'm wondering, like, how do we get our 10:52:44
13 questions answered? How do we -- you know, we don't 10:52:51
14 have any idea of what to plan for or where to go. And 10:52:56
15 again -- start doing the right thing. 10:53:08

16 (Michele Flavo's screen froze momentarily.) 10:53:30

17 It's ridiculous that we can't get any answer on 10:53:33
18 anything. You know, last year the fair was number three 10:53:35
19 in attendance. I've gone over the numbers for the past 10:53:41
20 four years. The fairgrounds are not losing money. The 10:53:47
21 attendance has been between 135 to 140,000. 10:53:55

22 You guys are selling tickets to these concerts 10:54:02
23 that are starting this weekend. You have to stop 10:54:02
24 traffic and the fair food thing that you guys did, so 10:54:06
25 why can't we be a success? Why can't you invest in us? 10:54:12

1 Why can't we continue to be able to make a living? 10:54:19

2 I've seen the new branding and everything as 10:54:27

3 far as Centennial Farm. 10:54:34

4 SECRETARY ANGUS: Okay. Thank you, Michele, 10:54:36

5 that is time. 10:54:38

6 MICHELE FLAVO: Thank you. 10:54:36

7 SECRETARY ANGUS: Chair Cervantes, that 10:54:41

8 concludes public comments. 10:54:43

9 CHAIR CERVANTES: Thank you, Summer. Next, we 10:54:45

10 have the Consent Calendar. All matters listed under 10:54:46

11 Consent Calendar are operational matters about which the 10:54:49

12 Board has governing policies, implementation of which is 10:54:52

13 delegated to the CEO. They will be enacted in one 10:54:57

14 motion. 10:55:00

15 There will be no discussion of these items 10:55:01

16 prior to the time the Board of Directors votes on the 10:55:04

17 motion unless members of the board, staff, or public 10:55:08

18 request specific items to be discussed separately and/or 10:55:11

19 removed from this section. 10:55:12

20 Any member of the public who wishes to discuss 10:55:23

21 Consent Calendar items should notify the Chair of the 10:55:23

22 Board at the time requested and be recognized by 10:55:25

23 invitation of the Chair to address the Board. At this 10:55:30

24 time, may I ask the Board of Directors or anybody if 10:55:33

25 they have any wish to pull any items from the Consent 10:55:37

1 Calendar? 10:55:41

2 DIRECTOR LA BELLE: This is Director La Belle, 10:55:44

3 I would move the Consent Calendar. 10:55:45

4 CHAIR CERVANTES: Okay. Thank you. 10:55:51

5 DIRECTOR AITKEN: This is Ashleigh. I'll 10:55:58

6 second. 10:56:00

7 CHAIR CERVANTES: Thank you. Summer, roll 10:56:02

8 call, please. 10:56:02

9 SECRETARY ANGUS: Chair Cervantes? 10:56:02

10 CHAIR CERVANTES: Yes. 10:56:06

11 SECRETARY ANGUS: Vice Chair Rubalcava-Garcia? 10:56:07

12 VICE CHAIR RUBALCAVA-GARCIA: Yes. 10:56:10

13 SECRETARY ANGUS: Director Aitken? 10:56:11

14 DIRECTOR AITKEN: Yes. 10:56:13

15 SECRETARY ANGUS: Director La Belle? 10:56:14

16 DIRECTOR LA BELLE: Yes. 10:56:17

17 SECRETARY ANGUS: Director Pham? 10:56:17

18 DIRECTOR PHAM: Yes. 10:56:19

19 SECRETARY ANGUS: And Director Kovacevich? 10:56:19

20 DIRECTOR KOVACEVICH: Yes. 10:56:22

21 CHAIR CERVANTES: Okay. Thank you. Summer, 10:56:24

22 can you please call the names for this specific item. 10:56:28

23 Do we have public comments? 10:56:29

24 SECRETARY ANGUS: We do not have public comment 10:56:32

25 on the Consent Calendar. We do have one public speaker 10:56:34

1 for the committee reports. 10:56:44

2 CHAIR CERVANTES: Okay. Thank you. So this 10:56:44

3 concludes the Consent Calendar. 10:56:44

4 Next we have the governance process, and 10:56:47

5 committee -- Ad Hoc Committee, Liaison Reports, these 10:56:53

6 are informational items only. To assure the compliance 10:56:58

7 with the Bagley-Keene Act, Committee reports are only 10:57:02

8 for the purpose of the Committee Chair, Ad Hoc Committee 10:57:04

9 members or Liaison to provide a verbal update. Should 10:57:08

10 the Board want to discuss any committee work item not 10:57:13

11 already on the agenda. Those would need to be agendized 10:57:16

12 for future Board meetings. 10:57:20

13 We will move to the Financial Monitoring 10:57:23

14 Committee, and that is Director Pham and Director La 10:57:23

15 Belle. 10:57:32

16 DIRECTOR LA BELLE: The reports from the 10:57:46

17 Financial Monitoring Committee of last friday have all 10:57:46

18 been posted, and I don't believe we have anything 10:57:46

19 further other than what has been put online for everyone 10:57:49

20 to see. 10:57:53

21 CHAIR CERVANTES: Great. Thank you. 10:57:58

22 The next item is the Legislative Monitoring 10:57:59

23 Committee, and that is Director Aitken. Okay. We'll 10:58:05

24 circle back to that. The next is Governance Committee, 10:58:22

25 and that's Director Rubalcava-Garcia and Director -- oh, 10:58:27

1 Director Bagneris is not here. So Director 10:58:31

2 Rubalcava-Garcia, Governance Committee. 10:58:34

3 VICE CHAIR RUBALCAVA-GARCIA: Thank you, Chair 10:58:37

4 Cervantes. So the Governance Committee has been hard at 10:58:39

5 work reviewing all of the policies, and we do have a 10:58:40

6 public meeting scheduled for next week September 30th. 10:58:44

7 Is that correct, Michele? 10:58:50

8 CEO RICHARDS: That's right. 10:58:50

9 VICE CHAIR RUBALCAVA-GARCIA: In response to 10:58:52

10 one of the public comments, I would like to request that 10:58:53

11 the policies get posted as soon as possible tomorrow, if 10:58:55

12 possible, to allow for written comment from members of 10:58:58

13 the public on these policies that we've reviewed. 10:59:03

14 CEO RICHARDS: Those policies will actually be 10:59:07

15 posted by the end of the day, today. 10:59:10

16 VICE CHAIR RUBALCAVA-GARCIA: Perfect. Thank 10:59:12

17 you. I appreciate that, and that's all I have to report 10:59:13

18 at this time. 10:59:15

19 CHAIR CERVANTES: Thank you, Director 10:59:17

20 Rubalcava-Garcia. Next, we have Facilities Committee, 10:59:18

21 and has Director Aitken and Director Pham. 10:59:21

22 DIRECTOR AITKEN: Thank you. Hopefully you had 10:59:28

23 a chance to look over the Facilities Committee report. 10:59:30

24 A few things to highlight is that we have been able to 10:59:35

25 select a day for October 7th for us to have our 10:59:39

1 meeting -- open public meeting. 10:59:47

2 We intend it to be a workshop format. We want 10:59:50
3 to make sure that everybody has fair time to not only 10:59:50
4 digest the infrastructure report but also has an ability 10:59:53
5 to have a free-flow conversation as we are going to be 10:59:59
6 using this as a planning tool. 11:00:03

7 Second, I want to turn it over to VP Karns to 11:00:05
8 talk about what is going on with our PacAmp berm and 11:00:10
9 update the Board on that. 11:00:16

10 VP KEN KARNs: Thank you, Director Aitken. So 11:00:18
11 for the -- for the public session on the infrastructure, 11:00:18
12 it's Wednesday, October 7th, 6:00 p.m., we'll get the 11:00:21
13 notice out by tomorrow, and yeah, look for some great 11:00:25
14 dialogue. 11:00:30

15 The team and, specifically, our landscape 11:00:34
16 super -- Barbara Gregerson has got a really tremendous 11:00:37
17 idea, and I'm not going to muddle this up, I'm going to 11:00:44
18 turn it right over to Barbara for a bit of a PowerPoint 11:00:46
19 to talk about how we're going resolve that berm on the 11:00:50
20 Pacific Amphitheater once and for all. 11:00:54

21 So Barbara, thank you. 11:00:55

22 BARBARA GREGERSON: Thank you. Good morning, 11:00:59
23 everyone. For those of you that don't know me, my name 11:01:01
24 is Barbara Gregerson. I've been the landscape 11:01:02
25 supervisor for just over two years now, but I've been 11:01:05

1 with the organization for eight years. Prior to serving 11:01:08
2 as the landscape supervisor, I served as Centennial 11:01:11
3 Farms Garden and Floral Program coordinator. I have 11:01:15
4 over 20 years of experience in the horticulture field 11:01:18
5 and hold a master's degree in horticulture. 11:01:21

6 I organize what we refer to the lower berm 11:01:24
7 project with the Orange Coast College horticulture 11:01:30
8 students, which was installed and completed in 2018. 11:01:30
9 More recently, I hired two horticulture students from 11:01:33
10 other schools as interns to redesign the gardens in 11:01:37
11 front of the admin building and the raised planter beds 11:01:40
12 at the box office. I appreciate the opportunity to 11:01:42
13 present my ideas about the berm in front of you this 11:01:45
14 morning. 11:01:47

15 The appearance of the Pacific Amphitheater berm 11:01:48
16 has been a contentious topic since the remodeling was 11:01:52
17 completed in 2015 which reduced the height and slope for 11:01:55
18 sound mitigation. The retrofit included removal of all 11:01:59
19 plant material and thousands of tons of soil. What is 11:02:02
20 left in its place is a high clay, high salinity soil 11:02:06
21 with varying nutrient ratios throughout. 11:02:09

22 The berm has been hydroseeded with minimal 11:02:11
23 success in plant growth and adding soil amendments, 11:02:15
24 machinery is not possible due to the new slope created 11:02:16
25 in the retrofit. This restoration project will focus on 11:02:20

1 rejuvenating and revitalizing the berm space 11:02:23

2 specifically for pollinators. 11:02:26

3 Soil quality is the most important aspect for 11:02:29

4 the success rate of germination of seeds or development 11:02:31

5 of plants. Without good soil conditions, seeds will not 11:02:34

6 germinate or will have poor germination which will 11:02:36

7 result in spotty growth patterns but may allow 11:02:41

8 significantly -- germination. Next slide, please. 11:02:42

9 The purpose of this project is to improve the 11:02:45

10 health of the soil and create a functional productive 11:02:48

11 sustainable habitat. This project will improve nutrient 11:02:58

12 cycling, reduce erosion, maximize water infiltration, 11:02:59

13 and improve the soil resiliency, which is the ability 11:02:59

14 for the soil to recover from degradation processes such 11:03:03

15 as the remodel. We'll also establish diverse plant 11:03:05

16 life, promote soil microorganisms such as beneficial 11:03:09

17 bacteria, fungi, algae, and protozoa. 11:03:13

18 We'll encourage pollinating insects such as 11:03:16

19 butterflies, bees, beetles, lady bugs, and other 11:03:18

20 beneficial insects, and this will also include the 11:03:22

21 animals: The goats, the sheep, and llama. This is how 11:03:24

22 a habitat will be created. Next slide. The first steps 11:03:27

23 of the project include utilizing the Centennial Farm 11:03:38

24 goats and sheep to remove weeds, till, aerate, and 11:03:38

25 fertilize the soil through grazing, organically 11:03:38

1 promoting a revitalization of the soil. 11:03:40

2 The initial set up will include splitting the 11:03:42

3 berm into four quadrants. Allowing the livestock to 11:03:44

4 graze one quadrant at a time, installation of fencing, 11:03:48

5 shade structures, livestock structure for protection 11:03:51

6 from the elements, and wattles if needed. The animals 11:03:54

7 will graze until December and will have monthly health 11:04:02

8 checks with their hoof trimming to be sure they are 11:04:15

9 receiving all of the essential nutrients the grazing 11:04:15

10 will be supplemented with hay, mineral supplements, and 11:04:15

11 some grain. In December, the goats will be relocated 11:04:15

12 back to Centennial Farm. Next slide. 11:04:24

13 And the berm will be hydroseeded with a 11:04:25

14 pastured seed mix for two reasons. One, the pastor mix 11:04:25

15 is good nutritional value for the goats and sheep, and 11:04:27

16 two, it will act as a crop cover -- or cover crop. The 11:04:30

17 soil will be treated with liquid fertilizers and soil 11:04:33

18 amendments to support continued rejuvenation of the 11:04:35

19 soil. The cost of this pre-phase is 14,690 dollars. 11:04:38

20 Next slide. 11:04:49

21 Moving on to Years 1 through 3. In Year 1, 11:04:49

22 I'll purchase Boer goat and Dorper sheep. Both are meat 11:04:56

23 breeds and can easily graze the berm. The Dorper sheep 11:04:58

24 is unique in that it is a hair breed and does not need 11:04:58

25 to be sheared, instead they naturally shed, which means 11:05:01

1 they are lower maintenance. Next slide. 11:05:03

2 The remaining slides offer a look at the 11:05:07
3 grazing schedules. The animal maintenance schedule and 11:05:10
4 berm remediation schedule. Using the grazing schedule 11:05:14
5 as a guide, each year during grazing time the livestock 11:05:16
6 will have monthly health checks. During no grazing 11:05:19
7 time, the berm will be hydroseeded and treated with 11:05:29
8 fertilizers and soil amendments, and soil tests will be 11:05:29
9 done at the end of each year. 11:05:29

10 The cost for Year 1 is 23,250 dollars, and the 11:05:30
11 cost for each year, 2 and 3, is 21,250 dollars. Moving 11:05:35
12 on to Year 4. Year 4 will follow the exact same pattern 11:05:43
13 as Years 2 and 3, however, at the end of Year 4, when 11:05:46
14 hydroseeding is done in December, I will have them 11:05:48
15 include a California-native wildflower seed mix. 11:05:54

16 Larger California native shrubs will also be 11:05:56
17 planted at this time. The cost for year four is also 11:05:58
18 21,250 dollars, but there'll be additional cost for the 11:06:03
19 native shrubs. Next slide. 11:06:04

20 The grazing/no grazing schedule will continue 11:06:09
21 indefinitely. The cost of hydroseeding will end, by 11:06:12
22 this point the plants and flowers will self sow and we 11:06:14
23 will continue to add additional native California plants 11:06:22
24 and shrubs each year for plant diversity and to invite 11:06:22
25 more pollinating insects. The opportunity -- or the 11:06:23

1 benefits are many, the opportunities for educational 11:06:34
2 signage. Next slide. 11:06:34

3 The cost is comparable to having the berm 11:06:34
4 weeded with line trimmers quarterly. Not only are there 11:06:41
5 aesthetic benefits, but there are also environmental 11:06:41
6 benefits as well such as fewer weeds over time, 11:06:43
7 pollinating insect life, meadow-like appearance, natural 11:06:48
8 fertilizers, no herbicides, improved soil health, and 11:06:55
9 healthy viable ecosystem. Does anyone have any 11:06:55
10 questions? 11:06:56

11 VP KEN KARNES: Thank you so much, Barbara. 11:07:04
12 This -- this is not only educational but our expansion 11:07:04
13 of our education programming is very practical, a whole 11:07:07
14 lot of fun, and the team has done a great job putting it 11:07:12
15 together. Really doesn't look to be an additional 11:07:17
16 incremental cost to what we were doing in the past. So 11:07:19
17 really changing four quarters for a dollar but with a 11:07:24
18 whole lot more -- so excited to move this forward. 11:07:29

19 SECRETARY ANGUS: Thank you. 11:07:33

20 CHAIR CERVANTES: Okay. Thank you very much. 11:07:36
21 Director Aitken, we skipped you on the legislative 11:07:40
22 monitoring committee. Do you have anything to report? 11:07:46

23 DIRECTOR AITKEN: I do not. 11:07:49

24 CHAIR CERVANTES: Okay. And now we go to the 11:07:53
25 Branding Project Ad Hoc Committee, and that is Director 11:07:59

1 Aitken. 11:08:05

2 DIRECTOR AITKEN: Yes. 11:08:05

3 CHAIR CERVANTES: Do you have anything to 11:08:05

4 report? 11:08:06

5 DIRECTOR AITKEN: Yes, we do. So before Covid 11:08:06

6 started, we had started work on rebranding the logo of 11:08:13

7 the Orange County Fair, working with an outside company 11:08:17

8 trying to kind of refresh our ban -- our brand, our 11:08:20

9 logo, make it fit better for our marketing team, sales 11:08:25

10 team, and anything we do in print media. 11:08:26

11 We obviously put a pause on the project given 11:08:30

12 everything that was happening with the cancellation of 11:08:33

13 the fair, trying to get our -- steady our feet a little 11:08:37

14 bit with what's going on with Covid, but we wanted to 11:08:40

15 bring it back this month and just get some non-binding 11:08:43

16 but board input because we really want to put this to 11:08:48

17 bed before we start focusing on how we're going to be 11:08:51

18 marketing our hopeful 2021 Fair. 11:08:54

19 So Michele is going to take it from here, just 11:08:57

20 kind of refresh the Board on actions that we have taken 11:08:59

21 so far. And if there is a general consensus, we would 11:09:03

22 like to continue on with this so that we can bring 11:09:07

23 something back to the full board for a final vote. 11:09:11

24 CEO RICHARDS: And we do have a -- an agenda 11:09:15

25 item, specific agenda item to this, so I think we'll -- 11:09:17

1 we'll get through the committee reports and then 11:09:21
2 we'll -- we'll do a presentation during that agenda 11:09:24
3 item. 11:09:27

4 CHAIR CERVANTES: Okay. Thank you so much. We 11:09:28
5 will go ahead and move over to Entertainment Booking 11:09:30
6 Services RFP Ad Hoc Committee, and that is Director La 11:09:35
7 Belle and Director Aitken. 11:09:39

8 DIRECTOR AITKEN: Doug, do you want me to take 11:09:49
9 this? I feel like I'm talking too much today. So we 11:09:51
10 were able to -- we had the scoring process, and we were 11:09:54
11 able to pick a final selection after everything was 11:10:00
12 scored. 11:10:06

13 Director La Belle and I set in on the -- on the 11:10:08
14 scoring and the interviews and we were -- the final 11:10:11
15 process came out to Lisa Sexton, the time for protest 11:10:15
16 has passed, so we're going to be moving forward with 11:10:19
17 that and probably have a larger discussion at a later 11:10:23
18 time about what we're going to be doing with the 2021 11:10:25
19 Fair and all of our entertainment. 11:10:29

20 CHAIR CERVANTES: Thank you, Director Aitken. 11:10:34
21 And now we move over to the Diversity Committee, and 11:10:35
22 that is Director Ruiz and Director Kovacevich. And I 11:10:39
23 believe Director Ruiz is not on the call. 11:10:43

24 DIRECTOR KOVACEVICH: Yes. Thank you, Chair 11:10:50
25 Cervantes. I spoke with Director Ruiz and told him that 11:10:52

1 I could handle this portion of the meeting, and we'll 11:10:54
2 circle back with him at a later point in time. But we 11:10:59
3 did post on the agenda for this meeting that we would 11:11:02
4 really like to seek input from the broader Board of 11:11:06
5 Directors as to a few key headline items for our 11:11:10
6 committee. 11:11:16

7 Number one, seeking to develop a purpose 11:11:17
8 statement. Number two, developing a list of actions and 11:11:20
9 agreeing on a structure for the committee meetings going 11:11:23
10 forward, which include -- or may or may not include, 11:11:28
11 open public facing meetings as well. So with that, I 11:11:32
12 would like to open up discussion to the Board to talk 11:11:35
13 about, I think the first thing on this list which would 11:11:39
14 be developing a committee purpose statement. 11:11:42

15 We know that the committee was recently formed 11:11:46
16 as approved by the Board, and so we want to make sure 11:11:49
17 that we're focused on the right areas and initiatives, 11:11:53
18 and we think that with a solidified purpose statement 11:11:57
19 that will help guide the committee. So I'd like to open 11:12:01
20 that up to discussion. 11:12:05

21 CEO RICHARDS: Actually, Director Kovacevich, 11:12:05
22 we also have that as a separate agenda item after the 11:12:06
23 committee report. So we'll get to that. 11:12:10

24 DIRECTOR KOVACEVICH: I jumped the gun. Sorry. 11:12:14

25 CHAIR CERVANTES: You're okay. As a matter of 11:12:18

1 fact, I just want to make a clarification that you can 11:12:18
2 go ahead and go directly into Item D, which is the 11:12:22
3 discussion on an input from board members regarding 11:12:25
4 Diversity Committee, so you can carry on. 11:12:30

5 SECRETARY ANGUS: Chair Cervantes, we actually 11:12:34
6 have a public speaker for the committee reports. 11:12:37

7 CHAIR CERVANTES: Okay. Then let's go ahead 11:12:41
8 and take that first and then we'll circle back with you, 11:12:44
9 Director Kovacevich. 11:12:47

10 SECRETARY ANGUS: Reggie Mundekis, when you're 11:12:49
11 ready for the committee reports. 11:12:51

12 REGGIE MUNDEKIS: Hi. Good morning, and thank 11:12:53
13 you for this opportunity to address you. I'm speaking 11:12:53
14 regarding the renovation of the PacAmp berm landscaping. 11:12:56
15 So thank you for your innovative thinking on this 11:13:01
16 problem that has plagued us for many years. 11:13:02

17 I am looking forward to the Board approving 11:13:07
18 this plan and it being implemented. It's going to be 11:13:09
19 fun watching the goats and the sheep and the llama 11:13:12
20 walking around the berm. And it gives us the 11:13:15
21 possibility for yet another animal cam. 11:13:18

22 The Pig Cam at Centennial Farm is very popular, 11:13:22
23 and there's the possibility for a berm cam showing the 11:13:25
24 goats, the sheep, and the llama doing the work. So 11:13:30
25 thank you very much for your work on this. It's great. 11:13:32

1 We appreciate it, and I love the idea of transitioning 11:13:35
2 to native landscaping. Thank you, and that's my 11:13:39
3 comment. 11:13:44

4 SECRETARY ANGUS: Thank you. That's it for 11:13:45
5 public comment on that item. 11:13:49

6 DIRECTOR AITKEN: Michele, this is a point of 11:13:51
7 clarification for Ms. Mundekis's point. We aren't 11:13:53
8 taking an independent board vote on this. The project 11:13:57
9 is going to be going forward, correct? 11:13:59

10 CEO RICHARDS: That's correct. 11:14:03

11 CHAIR CERVANTES: Okay. We will go ahead and 11:14:08
12 continue with Director Kovacevich on the discussion on 11:14:10
13 an input from board members regarding Diversity 11:14:17
14 Committee purpose and actions and meetings. 11:14:18

15 DIRECTOR KOVACEVICH: Okay. Great. So, yeah, 11:14:26
16 does any members of the Board -- I know Director Aitken 11:14:28
17 and Director Bagneris were very enthusiastic about 11:14:35
18 forming this committee. So, you know, I wanted to kind 11:14:43
19 of start there, maybe -- I know Director Bagneris is not 11:14:43
20 here, but Director Aitken, if you have any input into 11:14:46
21 kind of the framework of what we should be thinking 11:14:50
22 about for the purpose of this committee. 11:14:54

23 DIRECTOR AITKEN: Yeah. I think when we voted 11:14:57
24 on the creation at the meeting, we were interested in 11:14:59
25 trying to streamline and develop policies so that 11:15:04

1 decisions we are made -- we are making surrounding 11:15:08
2 diversity are not made independently but are made based 11:15:12
3 on certain guidelines and parameters that the diversity 11:15:16
4 committee would set up. 11:15:21

5 That is not just singularly issues about 11:15:23
6 embracing diversity through the flags that we have 11:15:27
7 flying in different parts of our fairgrounds, but also 11:15:31
8 bringing in diversity of programming, bringing in maybe 11:15:35
9 different diverse festivals. 11:15:40

10 I know we've done -- our staff has done a 11:15:44
11 fantastic job between the Tet Festival and having 11:15:44
12 different groups from Orange County being represented, 11:15:46
13 but in really having a larger discussion about what more 11:15:48
14 can we do. 11:15:51

15 Initially, we were looking at when -- the 11:15:53
16 community engagement, is that something that we are 11:15:56
17 recognizing different groups, and how can we bring more 11:16:01
18 to the fairgrounds during fair time and, you know, 11:16:02
19 obviously, we have our larger audience, which could 11:16:07
20 include programming, talent that we're hiring, 11:16:11
21 exploration of public art. 11:16:14

22 So those are the kind of larger concepts. One 11:16:16
23 thing that was said earlier that I want to make sure 11:16:19
24 that we identify is that the committee was already 11:16:21
25 formed as a three-person committee, which would include 11:16:27

1 a member of the staff and either a third member of the 11:16:30
2 Board or a member of the public so that issue has 11:16:34
3 already been voted on and established. 11:16:38

4 So we should make sure that the next -- that 11:16:41
5 the meetings of the diversity committee are all noticed 11:16:44
6 and are all public because the greatest of thing -- 11:16:49
7 especially with a committee like this that is so unique, 11:16:52
8 the greatest thing we can do is incorporate different 11:16:54
9 voices from different backgrounds. 11:16:59

10 So it's not being made in a vacuum, but those 11:17:01
11 were the general ideas. I think if we are going to -- 11:17:05
12 and not being on the committee, I'm not trying to 11:17:08
13 overstep in any ways tell the committee how to -- how to 11:17:10
14 go forward except that it is a public process. 11:17:15

15 I think that any policy statements that are 11:17:18
16 drafted should be brought back so we have time to 11:17:21
17 wordsmith them a little bit. It's a little bit of a 11:17:25
18 large task to ask, I think, for us to fomulate something 11:17:28
19 as important as a mission statement collaboratively kind 11:17:31
20 of on the fly. 11:17:37

21 So I think that, you know, I agree with you 11:17:38
22 that we should develop some type of mission statement 11:17:40
23 and then really look at what are the different things 11:17:43
24 that we want to focus on and who from the community can 11:17:46
25 we bring as part of this public committee. 11:17:52

1 DIRECTOR KOVACEVICH: Yeah. And I appreciate 11:17:55
2 it, and part of this is really, you know, welcoming this 11:17:57
3 type of dialogue. And I can take this with Director 11:18:00
4 Ruiz and come up with some preliminary purpose 11:18:04
5 statements that we can all opine on and ultimately 11:18:09
6 select. So this is helpful. Does anyone else have 11:18:13
7 any -- 11:18:17

8 CHAIR CERVANTES: Director Kovacevich? 11:18:19

9 DIRECTOR KOVACEVICH: Yes. 11:18:20

10 CHAIR CERVANTES: Would you like to go ahead 11:18:20
11 and continue with this item as an action item or would 11:18:21
12 you prefer to go ahead and have it as an informational 11:18:26
13 item for this board meeting? 11:18:30

14 DIRECTOR KOVACEVICH: I would like to continue 11:18:33
15 the discussion. I'd like to get additional input. 11:18:34
16 Also, I want to get to the bottom of the matter in terms 11:18:38
17 of the committee because the committee was selected by 11:18:44
18 you, Chair Cervantes, as a two-person committee. I 11:18:48
19 wasn't aware of the three-person requirement that 11:18:53
20 Director Aitken spoke of. So can we get to the bottom 11:18:57
21 of that? 11:19:00

22 CHAIR CERVANTES: Is -- Josh, are you there? 11:19:02

23 DEPUTY AG CAPLAN: Yes, I'm on the line. 11:19:08

24 CHAIR CERVANTES: Yes. Can you please add some 11:19:10
25 clarification because I was under the impression that 11:19:13

1 this was a committee of two, and I am not aware that 11:19:16
2 this was a committee of three. 11:19:22

3 DEPUTY AG CAPLAN: Well, I think we have to go 11:19:25
4 back to the meeting minutes to confirm when the 11:19:28
5 committee was created by the Board Chair, if it was 11:19:30
6 created as a two- or three-person committee -- 11:19:32

7 CHAIR CERVANTES: It was created as a 11:19:36
8 two-person committee. I created it, so -- 11:19:38

9 DEPUTY AG CAPLAN: So generally, two-person 11:19:41
10 committees that are created at the will of the board 11:19:44
11 chair are not covered by Bagley-Keene. Only two-person 11:19:44
12 committees created by the Board through a board vote 11:19:50
13 during a meeting would be covered or any three-person 11:19:56
14 committee would be covered under Bagley-Keene whether 11:20:00
15 created by the Board Chair or by the Board as a 11:20:00
16 collective, but -- 11:20:04

17 DIRECTOR AITKEN: Josh? 11:20:05

18 DEPUTY AG CAPLAN: Yes, Ashleigh. 11:20:07

19 DIRECTOR AITKEN: Can we go back? Maybe we 11:20:08
20 should table this then until we go back and read and 11:20:09
21 confirm the minutes because while Chair Cervantes is 11:20:11
22 correct, the Board Chair appoints members to a board 11:20:14
23 committee. 11:20:18

24 This committee was actually formed via a board 11:20:19
25 vote, which means that at the time when -- and I'm -- 11:20:24

1 when we made it a three-person committee, the committee 11:20:27
2 was formed with three people on it. It just did not 11:20:30
3 have those three people appointed as that is under the 11:20:33
4 purview of the Board Chair. 11:20:35

5 DEPUTY AG CAPLAN: Okay. And I'll reserve -- 11:20:38
6 certainly go back and review the minutes, but Director 11:20:40
7 Aitken, if in fact the committee was created by the 11:20:43
8 Board through Board vote then it would need to comply 11:20:45
9 with Bagley-Keene whether it has two or three members. 11:20:48

10 DIRECTOR AITKEN: And that was the specific 11:20:52
11 intent of my motion. 11:20:54

12 DEPUTY AG CAPLAN: Or perhaps what I can do -- 11:21:00
13 if we continue through, I can try and track down the 11:21:02
14 meeting minutes. Director Aitken, do you remember at 11:21:06
15 which meeting the Board created this committee off the 11:21:09
16 top of your head, was it two meetings ago, three 11:21:12
17 meetings ago? Oh, you're on mute Director Aitken. 11:21:17

18 DIRECTOR AITKEN: Sorry. I'm trying to pull up 11:21:21
19 the past meeting minutes and agendas. So if you -- 11:21:23

20 DEPUTY AG CAPLAN: But I'll see if I can find 11:21:27
21 it off-line. I mean, while the meeting continues on the 11:21:29
22 side, I'll see if I can track that down and find an easy 11:21:33
23 answer before the meeting concludes today. 11:21:37

24 DIRECTOR KOVACEVICH: And while -- 11:21:42

25 CHAIR CERVANTES: Okay. Great. Then if it's 11:21:44

1 okay if we could put a pause on this for just a couple 11:21:45
2 minutes and then circle back. Is that all right? 11:21:47

3 DIRECTOR KOVACEVICH: Sounds great. 11:21:51

4 DIRECTOR LA BELLE: Chair Cervantes, this is 11:21:54
5 Director La Belle. Can you hear me? 11:21:56

6 CHAIR CERVANTES: Yes, I can. 11:21:59

7 DIRECTOR LA BELLE: I'm having technical 11:22:00
8 difficulties. Surprise, surprise. What else is new? 11:22:01
9 So I just want to make sure I'm online. I don't know -- 11:22:04
10 well, you know me very well. I technically get confused 11:22:09
11 with this stuff. So anyway I'm online. So thank you. 11:22:13

12 CHAIR CERVANTES: Okay. Perfect. Thank you so 11:22:17
13 much. We do have public comments on this item. So 11:22:19
14 maybe this is a good opportunity to just move to public 11:22:22
15 comment. Summer, can you call? 11:22:26

16 SECRETARY ANGUS: Yes. We have four people 11:22:32
17 that would like to speak. Reggie Mundekis, Cindy 11:22:32
18 Massaro, Kellie Avakian, and Chris Anthem. Reggie 11:22:34
19 Mundekis, when you're ready. 11:22:39

20 REGGIE MUNDEKIS: Hi. I'm Reggie Mundekis, and 11:22:43
21 thank you for the opportunity to speak on this item. 11:22:43
22 Today's Orange County has become diverse and it's very 11:22:46
23 different from that of earlier days. That diversity is 11:22:53
24 not always appreciated or expressed, and we have an 11:22:54
25 opportunity to show off our diverse communities at our 11:22:58

1 fairgrounds. 11:23:01

2 Orange County is host to Koreatown in Buena 11:23:02

3 Park, Little Arabia in Anaheim, and Little Saigon in 11:23:05

4 Garden Grove and Westminster. In addition to Hispanic, 11:23:09

5 Chinese, Persian, and Filipino communities. If your 11:23:16

6 community is not listed, the list is long and my time is 11:23:17

7 limited. 11:23:21

8 Those communities have not been represented at 11:23:22

9 our OC fairgrounds, and this is an opportunity which is 11:23:22

10 a -- which is good for business. A way to start to 11:23:27

11 bring these communities into our orbit is to publish OC 11:23:30

12 Fair materials in the website in English, Spanish, 11:23:34

13 Korean, Vietnamese, Chinese, Farsi, and Tagalog, which 11:23:36

14 is spoken in the Philippines, which are the languages 11:23:42

15 used to print ballots in Orange County. 11:23:46

16 Please use a translator and not Google 11:23:47

17 Translate because results are just so much better. 11:23:50

18 Other steps include reaching out to Chambers of Commerce 11:23:54

19 representing these communities to build ties and to 11:23:59

20 build business by having events at the OC fairgrounds. 11:24:01

21 Some other ideas are creating an Asian farm 11:24:04

22 area to educate people about Asian vegetables and food 11:24:09

23 preparation, having local ethnic restaurants sell food 11:24:10

24 during the OC Fair and year-round events, and hiring 11:24:13

25 staff who speak Spanish, Korean, Vietnamese, Chinese, 11:24:16

1 Farsi, and Tagalog to work at OC Fair and other events 11:24:18
2 to assist visitors. 11:24:22

3 This is a solid business opportunity to get 11:24:23
4 into an as-of-yet untapped market for this property. I 11:24:26
5 am hopeful the Board will move in this direction to 11:24:32
6 better serve all communities of Orange County. 11:24:32

7 Regarding the push to create this committee as a 11:24:36
8 three-person committee with public meetings, I want the 11:24:41
9 facilities and infrastructure committee to be a 11:24:44
10 three-person committee with public meetings, agendas, we 11:24:47
11 want to see your documents because that's a committee 11:24:51
12 that spends millions of dollars in projects which don't 11:24:54
13 always turn out well. 11:24:58

14 So I implore you to create the facilities 11:24:59
15 committee as a three-person committee and start having 11:25:04
16 public meetings that we can attend and review what work 11:25:07
17 you're approving in the backroom. Thank you. 11:25:11

18 SECRETARY ANGUS: Thank you. Cindy Massaro, 11:25:19
19 when you're ready. 11:25:21

20 CINDY MASSARO: Yes. Thank you. I'm very 11:25:22
21 happy to hear about this diversity committee being 11:25:23
22 created, and I, too, think that having a three-person 11:25:25
23 committee and having a person from the public would be 11:25:29
24 well represented, especially for a diversity committee. 11:25:32
25 So I would really hope that that will move forward in 11:25:36

1 that way. 11:25:37

2 I'd also like to find out what the 11:25:38

3 qualifications would be for a public person to be on 11:25:40

4 that committee and that application process would be for 11:25:45

5 that. The interests that were brought up before 11:25:49

6 regarding the flags, I think would be a wonderful 11:25:52

7 opportunity for the diversity committee to handle in 11:25:55

8 working through what flag should be flown and should 11:25:58

9 special interest flags be flown, and if so, what are the 11:26:02

10 qualifications and the criteria for those flags to be 11:26:06

11 flown, or will we just fly flags that are representing 11:26:08

12 all of our interests and all of us as one committee. 11:26:09

13 So I really hope that this can be something 11:26:13

14 that can be a part and of purpose of what the diversity 11:26:16

15 community -- excuse me -- the diversity committee will 11:26:18

16 be handling. Thank you so much. 11:26:21

17 SECRETARY ANGUS: Thank you. Kellie Avakian, 11:26:25

18 when you're ready. 11:26:30

19 KELLIE AVAKIAN: Hi. Thank you. Yes, I agree 11:26:31

20 that the diversity committee should be a three-person 11:26:32

21 committee, especially someone from the public who has 11:26:36

22 lived in the town, who has kids in the town, someone 11:26:36

23 who's just been a part of the community as well as their 11:26:46

24 family's been part of the community. 11:26:48

25 I, too, would hope that you would address the 11:26:51

1 application process and how to go about doing that. And 11:26:55
2 second of all, also address the flags at the OC 11:26:59
3 fairgrounds because I think that right there is probably 11:27:04
4 part of the problem of non-diversity because you don't 11:27:07
5 have any flags representing anyone except the LGBT 11:27:12
6 community which shows no diversity for all the other 11:27:17
7 communities and all the other sports and all of the 11:27:22
8 other people who live in this Costa Mesa community. 11:27:25

9 So I for sure would appreciate a diversity 11:27:29
10 community addressing getting flags -- all the flags put 11:27:33
11 up or if it just needs to be the American flag and the 11:27:39
12 California flag, that's fine too, but it needs to be all 11:27:45
13 or nothing. Thank you. 11:27:50

14 SECRETARY ANGUS: Thank you. Chris Anthem, 11:27:53
15 when you're ready. Chris, are you with us? One more 11:27:55
16 time. Chris Anthem if you're there, if not, we'll move 11:28:17
17 on. 11:28:22

18 CHAIR CERVANTES: Thank you, Summer. If we 11:28:24
19 have additional information, we can go ahead and go 11:28:29
20 back. 11:28:33

21 DEPUTY AG CAPLAN: Yes, I -- 11:28:36

22 CHAIR CERVANTES: If not -- 11:28:37

23 DEPUTY AG CAPLAN: Chair Cervantes, we do. I 11:28:37
24 was able to pull up the meeting minutes from -- I'm 11:28:37
25 sorry for the transcriber. This is Josh Caplan 11:28:38

1 speaking -- the meeting minutes from the June 25th board 11:28:41
2 meeting, the Board did vote to create the diversity 11:28:45
3 committee, and that motion passed, I think it was a vote 11:28:48
4 of five votes in favor and two against. 11:28:54

5 So the Board did in fact create this committee, 11:28:59
6 which means that the committee must comply with the 11:29:01
7 provisions of Bagley-Keene. 11:29:03

8 CHAIR CERVANTES: Okay. Perfect. So now that 11:29:08
9 we have clarity, Director Kovacevich, do you want to go 11:29:17
10 ahead and take over again, please. 11:29:19

11 DIRECTOR KOVACEVICH: Okay. Great. Thank you. 11:29:23
12 So we'll look to get the next meeting scheduled for 11:29:24
13 this, and hopefully we'll have some suggestions on these 11:29:33
14 key points to get going. But if anybody else from the 11:29:36
15 Board wanted to chime in, we have a lot of information 11:29:38
16 already, in terms of what some of the areas of focus are 11:29:41
17 going to be. 11:29:47

18 Obviously the purpose statement is something 11:29:47
19 that we'll have to work through, and, you know, if 11:29:51
20 anyone has any other areas that weren't mentioned that 11:29:53
21 the committee should be considering, we can bring up at 11:29:58
22 the next meeting. 11:29:59

23 CHAIR CERVANTES: Okay. 11:30:11

24 DIRECTOR KOVACEVICH: Okay. So we'll -- we'll 11:30:14
25 look to discuss more of this at the next meeting and 11:30:14

1 certainly a lot of topics that we'll be taking on. 11:30:18
2 We've heard the flag topic loud and clear so that will 11:30:22
3 certainly be something that the committee is looking 11:30:26
4 into. I can assure you of that, so stay tuned. Thank 11:30:27
5 you, guys. 11:30:32

6 CHAIR CERVANTES: Thank you, Director 11:30:33
7 Kovacevich. Now we're going to move to Item E, which is 11:30:34
8 Presentation on Hispanic Heritage Month and 11:30:41
9 Contributions of Hispanic Community to Orange County 11:30:48
10 that recalls our history, and that is Director 11:30:48
11 Rubalcava-Garcia will be presenting on this item. It is 11:30:51
12 an information item only. 11:30:54

13 VICE CHAIR RUBALCAVA-GARCIA: Michele, is it 11:30:57
14 okay if I share my screen, because I have this updated 11:30:58
15 version? 11:31:02

16 CEO RICHARDS: Absolutely. 11:31:16

17 VICE CHAIR RUBALCAVA-GARCIA: Okay. Can 11:31:16
18 everybody see that okay? So first of all, I want to 11:31:17
19 thank members of the Board, staff, and the public for 11:31:23
20 allowing me to share this presentation in celebration of 11:31:26
21 Hispanic Heritage Month, which goes from September 15th 11:31:31
22 through October 1st -- or 16th. 11:31:34

23 I was inspired to do this presentation in 11:31:37
24 celebration of Hispanic heritage because my 11:31:41
25 eight-year-old, who's featured in this picture, actually 11:31:44

1 had a presentation that she had to give on somebody 11:31:48
2 famous or impactful for school. And as we were 11:31:50
3 exploring the books in her school library we realized 11:31:54
4 that there was no history or any books on any Hispanic 11:31:55
5 people who have contributed at any level whether it was 11:32:02
6 at the Orange County level or at the national level. 11:32:04

7 There were no books on Supreme Court Justice 11:32:06
8 Sotomayor or even from an agricultural perspective, 11:32:09
9 Dolores Huerta or even Cesar Chavez. So I thought it 11:32:15
10 was a good idea to, you know, share a little bit about 11:32:19
11 the past, the present, and then the future. A little 11:32:20
12 bit on Orange County's Hispanic history, so some of the 11:32:29
13 first families to settlement here in Southern California 11:32:30
14 which eventually became Orange County, were the Yorba 11:32:31
15 and Peralta families. 11:32:36

16 They came from Mexico and actually settled here 11:32:36
17 in early 1800s. To move a little further into our 11:32:38
18 history -- or closer, we had an agricultural program 11:32:43
19 that really was established during World War II, which 11:32:49
20 is known as the Bracero program which brought workers 11:32:55
21 from not only Mexico but also from Japan and other 11:32:56
22 countries to really help establish the workforce here in 11:33:01
23 Orange County. 11:33:05

24 As you know, the fair represents a major 11:33:05
25 agricultural part of our history, and that is the 11:33:07

1 mission of the Orange County Fair and Events Center is 11:33:10
2 to really highlight the work that was done here and 11:33:14
3 continues to be done here in this region. 11:33:17

4 So I thought it was important to really 11:33:20
5 highlight this fact here. Another area with connection 11:33:22
6 to Heroes Hall is the contribution Hispanics made during 11:33:25
7 World War II. There were over 500,000 Latinos who 11:33:31
8 served during this war. Also, during my research for 11:33:34
9 this presentation, I also found that there's a retired 11:33:39
10 Orange County judge by the name of Frederick Aguirre who 11:33:42
11 dedicated several years of his life to document the 11:33:43
12 overlooked stories of Mexican-Americans who served in 11:33:49
13 World War II. 11:33:54

14 The image here at the bottom, on the third to 11:33:55
15 the last, is actually a picture of his father. His name 11:33:58
16 was Alfred Aguirre, and he was -- he also worked for the 11:34:02
17 City of Anaheim for many years. So I thought that one 11:34:07
18 was an interesting thing to cover. And I also want to 11:34:10
19 highlight that he has written a book on this subject, 11:34:13
20 has a website and a documentary, so I highly recommend 11:34:16
21 looking that up. And -- 11:34:19

22 CHAIR CERVANTES: And Director 11:34:21
23 Rubalcava-Garcia, I just wanted to point out that there 11:34:21
24 is a street name named for the Aguirre -- for Judge 11:34:24
25 Aguirre. 11:34:29

1 VICE CHAIR RUBALCAVA-GARCIA: Oh, there is? 11:34:29

2 CHAIR CERVANTES: I believe in the City of 11:34:30

3 Cypress. 11:34:32

4 VICE CHAIR RUBALCAVA-GARCIA: That's great. 11:34:34

5 And I'll post some of these things on my LinkedIn and 11:34:34

6 Instagram. I also wanted to -- and with Mendez versus 11:34:38

7 Westminster, I know there may not be that many people 11:34:43

8 who are aware of this case, but in 1946 the schools in 11:34:45

9 Orange County were still segregated. There were Mexican 11:34:49

10 schools and then there were schools for other people. 11:34:52

11 After World War II, families came back and 11:34:56

12 challenged this matter, and the case involved a 11:34:56

13 nine-year-old little girl named Sylvia Mendez. She's 11:35:00

14 located in the picture at the bottom. This case was 11:35:04

15 decided on in federal courts in California and was 11:35:06

16 proceeded by Thurgood Marshall who represented Sylvia 11:35:11

17 Mendez and Linda Brown. 11:35:16

18 And this case actually came about eight years 11:35:18

19 prior to Brown versus the Board of Education and really 11:35:20

20 helped form the argument that was given to eventually 11:35:24

21 end segregation at schools -- public schools. And I 11:35:28

22 also wanted to highlight that this case was 11:35:32

23 instrumental, and it actually led to California Governor 11:35:34

24 Earl Warren to sign a bill ending school segregation in 11:35:40

25 California. 11:35:44

1 California was one of the first schools -- or 11:35:45
2 states to officially desegregate public schools. So I 11:35:48
3 thought that was definitely an interesting part of our 11:35:52
4 future -- or past to highlight. Present day for me is 11:35:53
5 really important because I think it sort of gets lost on 11:35:59
6 the fact that Hispanics continue to play a vital role in 11:36:01
7 all elements of society in our county's local economy. 11:36:07

8 Our community represents people from janitors 11:36:12
9 who are extremely important during this Covid period 11:36:14
10 making sure that things are clean and sanitized. It 11:36:18
11 also represents doctors, lawyers, labor negotiators, 11:36:23
12 chief-operating officers, landscapers, so a major part 11:36:27
13 of the fabric of our community. 11:36:32

14 I wanted to highlight some of the businesses in 11:36:36
15 Orange County, and I'm going to start with Gonzalez 11:36:38
16 Northgate Market, which I also like to refer to as the 11:36:41
17 Hispanic Whole Foods. If you have not been in one of 11:36:43
18 these markets, I highly recommend you go in, but 11:36:50
19 Gonzalez Northgate is one of the largest Hispanic 11:36:51
20 family-owned markets in the country. 11:36:52

21 I also wanted to highlight Macro-Z-Technology, 11:36:54
22 which is located here in the City of Santa Ana. Santa 11:36:59
23 Ana is also one of the cities with the largest Hispanic 11:37:02
24 population currently residing in that city. 11:37:06

25 Macro-Z-technology made the list of 500 largest 11:37:11

1 Hispanic businesses in the US, and the CEO and owner, 11:37:14
2 Bryan Zatica -- he grew that company from a specialty 11:37:17
3 subcontractor to a highly successful federal prime 11:37:22
4 contractor with projects as large as 25 million dollars. 11:37:26

5 On this list I also wanted to point out Lulu's 11:37:31
6 Foods, which is based here in Anaheim. The owner, Maria 11:37:35
7 de Lourdes, is the founder. She established this 11:37:39
8 company in 1982. They sell dessert, gelatin-type 11:37:42
9 desserts, so gummy bear items. And she also made the 11:37:46
10 500 largest list of Hispanic businesses in Orange 11:37:12
11 County. 11:37:55

12 And then last but not least, I also wanted to 11:37:56
13 recognize Aranda Tooling which employs over 300 skilled 11:37:58
14 workers and highly-trained management personnel 11:38:02
15 worldwide. And then, of course, I would be remiss not 11:38:05
16 to mention Miniondas which is a locally-owned Hispanic 11:38:09
17 publication here in Orange County still serving our 11:38:14
18 community pretty effectively. 11:38:17

19 On the advocate's front, you know, it's still a 11:38:20
20 major initiative to make sure that Hispanic voices are 11:38:24
21 heard, but we do have a lot of people who are serving 11:38:26
22 the community at large. I want to highlight Maricela 11:38:29
23 Rios. She's the CEO of Human Options. 11:38:35

24 Human Options is an advocacy group that fights 11:38:36
25 for victims of domestic violence. Victims are -- they 11:38:41

1 actually have no race or ethnicity. It happens to 11:38:42
2 people at all socioeconomic levels as well. I also want 11:38:46
3 to highlight Reuben Franco who is the CEO of the Orange 11:38:51
4 County Hispanic Chamber of Commerce. 11:38:54

5 I heard somebody during public comment mention 11:38:55
6 that we need to include our chambers. Well, Reuben 11:38:58
7 would be a great person to include in the process. He's 11:39:01
8 an advocate for all businesses within the Hispanic 11:39:01
9 community and at large. Ada Briceño is also the 11:39:09
10 co-president of UNITE HERE Local, and I specifically 11:39:13
11 highlighted her here because she advocates for -- or her 11:39:16
12 union advocates for hotel workers. 11:39:21

13 And as you know, we have a huge hotel industry 11:39:23
14 with tourism being one of our primary industries here in 11:39:26
15 this region. And I also -- my grandmother used to work 11:39:29
16 at a motel when I was growing up. And it's just a -- I 11:39:33
17 think a meaningful person to have advocating for you. 11:39:37

18 Gustavo Arellano is a journalist, he's somebody 11:39:41
19 to highlight. He's pretty famous or infamous if -- 11:39:45
20 depending on who you ask -- for a column that was 11:39:48
21 syndicated so national called "Ask a Mexican." I highly 11:39:52
22 recommend looking that up. 11:39:57

23 And then I also wanted to go over to our 11:39:59
24 elected officials, so Lou Correa is a homegrown member 11:40:02
25 of Orange County. He lived in and grew up in Anaheim, 11:40:05

1 went to Anaheim High School, and continues to advocate 11:40:09
2 on behalf of Orange County residents. 11:40:18

3 Sharon Quirk-Silva, state assembly member and 11:40:18
4 also former teacher for the City of Fullerton. And 11:40:18
5 then, of course, Linda Sanchez, sister of former 11:40:20
6 congress member Loretta Sanchez, also born and raised in 11:40:27
7 Orange County. Among our Hispanic educators and health 11:40:29
8 care providers, I wanted to highlight just a few people 11:40:37
9 here, but we do have Al Mijares who is the 11:40:37
10 superintendent for the Orange County Department of 11:40:38
11 Education. 11:40:47

12 Al is a great advocate for all students in this 11:40:47
13 region, and it's -- he's done a great job representing 11:40:47
14 Hispanics, but, like I mentioned, all students alike. 11:40:51

15 Luisa Ruiz with Santa Ana College who is 11:40:54
16 primarily focused on student outreach which is very 11:40:56
17 important when we are dealing with at-risk students in 11:40:59
18 many of our cities including Anaheim and Santa Ana. I 11:41:03
19 am a product of public education, and I have to say we 11:41:07
20 did not have a lot of college outreach at my school at 11:41:11
21 that time which was many years ago. On the health care 11:41:15
22 front, we have members of the Hispanic community who 11:41:18
23 work in health care. 11:41:22

24 Dr. Jorge Galdamez is somebody I wanted to 11:41:25
25 point out. He is a doctor at St. Jude Heritage Medical 11:41:25

1 and also District 2 Director on California's Board of 11:41:30
2 Directors. And then, of course, Richard Sanchez who is 11:41:34
3 the Interim-CEO for CalOptima, and CalOptima is a 11:41:37
4 public health care agency. 11:41:43

5 On the Hispanic community leaders front, I also 11:41:45
6 wanted to highlight some of the business leaders who are 11:41:48
7 contributing to various communities utilizing -- to 11:41:52
8 represent their businesses who really want to give back 11:41:56
9 to the community. 11:41:59

10 Lizz Mishreki is the LatinX Leadership 11:42:06
11 Conference founder, and she actually organizes this 11:42:06
12 event in order to bring awareness to students and 11:42:09
13 provide them with resources in terms of accessing 11:42:12
14 college. She's also a founding member of the Hispanic 11:42:15
15 Public Relations Association in Orange County. 11:42:20

16 I also wanted to highlight Gina Arreola who is 11:42:22
17 the director of Strategic Partnerships and Engagement 11:42:27
18 for the Girl Scouts of Orange County. As you know, Girl 11:42:30
19 Scouts is a great organization that really helps enhance 11:42:35
20 and further leadership skills within our younger 11:42:39
21 population. I actually had the opportunity to be a Girl 11:42:43
22 Scout troop leader, so the work that they do is really 11:42:46
23 near and dear to my heart. 11:42:48

24 Adriana Galdamez works for Cox Communications, 11:42:51
25 and I specifically highlighted Cox as well as AT&T with 11:42:51

1 Richard Porras because they've really stepped up during 11:42:58
2 this pandemic, have made sure that lower-income students 11:43:00
3 and many of these students happen to be Hispanic or live 11:43:04
4 in low-income areas, go to schools with less than 11:43:07
5 stellar resources in some cases, but they've provided 11:43:11
6 them with access to digital learning. So free internet, 11:43:15
7 they've also provided computers, so the work that they 11:43:21
8 do is instrumental. 11:43:22

9 Finally, I just want to highlight the fact that 11:43:29
10 Hispanics are a growing population in Orange County by 11:43:32
11 2060, we will see that Orange County Hispanics will 11:43:36
12 account for 43 percent of the county's population. And 11:43:40
13 these are representations of our future workforce. 11:43:44

14 It's, you know, many of our board members' kids 11:43:49
15 are featured in these pictures, but these really are -- 11:43:49
16 this is our future. These are the people that we need 11:43:53
17 to be looking out for as we're creating policies, as we 11:43:55
18 are celebrating communities and just making sure that 11:44:00
19 we're providing the necessary resources here in Orange 11:44:02
20 County. 11:44:03

21 Some key facts that I just wanted to highlight 11:44:05
22 as it relates to the Hispanic population is -- is really 11:44:08
23 to show how robust this community is in terms of 11:44:12
24 contributing to society. So the Hispanic population has 11:44:17
25 grown from 50 million in 2016 to 61 million. Hispanics 11:44:19

1 account for 34 percent of Orange County's population, 11:44:29
2 and as I mentioned, it's growing and it should be 11:44:29
3 growing to 43 percent by 2060. Hispanics have over 20 11:44:32
4 billion in economic buying power in Orange County. 11:44:38

5 So this is a really -- really important segment 11:44:42
6 of our population. Over 35 percent of Hispanic-owned 11:44:45
7 businesses are in Orange County. Hispanics account for 11:44:49
8 670,000 or 36 percent of Orange County's workforce. So 11:44:55
9 that's over one third of the workforce here in Orange 11:45:01
10 County are of Hispanic descent. 11:45:02

11 Graduation rates are not above the average here 11:45:05
12 in Orange County, however, they have improved 11:45:08
13 significantly. But I really want to emphasize the fact 11:45:12
14 that we still have some work to do in this area, but our 11:45:15
15 graduation rates are at 86 percent. 11:45:16

16 And Hispanics make up nearly 50 percent of the 11:45:20
17 K through 12 population here in Orange County which is 11:45:23
18 key when I mentioned that workforce issue which is how 11:45:25
19 an economy continues to function and thrive. It's 11:45:29
20 really about your workforce. 11:45:34

21 And then last but not least, there are 32 11:45:36
22 million registered Hispanic voters nationwide in Orange 11:45:39
23 County. So that concludes my presentation. Thank you 11:45:44
24 for the opportunity to share some of this important 11:45:48
25 information about the Hispanic population in Orange 11:45:51

1 County. 11:45:55

2 CHAIR CERVANTES: This is Sandra Cervantes. 11:45:58

3 Director Rubalcava-Garcia, thank you so much. That was 11:52:02

4 an amazing presentation. Being Hispanic, I really 11:46:02

5 appreciate it, and I think that there's maybe an 11:46:06

6 important platform to duplicate and represent a lot of 11:46:09

7 different other communities in different months. So 11:46:13

8 thank you so much for a job well done. 11:46:17

9 VICE CHAIR RUBALCAVA-GARCIA: No problem. 11:46:20

10 Thank you. And I also -- just if I can, I want to thank 11:46:19

11 somebody from my team, Sammy Rocco, who was instrumental 11:46:22

12 in helping put this presentation together and then also 11:46:26

13 many members of the Hispanic community, including Reuben 11:46:29

14 Franco, the CEO of the Hispanic Chamber who helped with 11:46:32

15 a lot of the information. And as well as the Michele 11:46:36

16 Richards and the OC Fair team. So thank you. 11:46:40

17 SECRETARY ANGUS: Chair Cervantes, we have a 11:46:45

18 couple of public speakers. 11:46:47

19 CHAIR CERVANTES: Please, can you call their 11:46:50

20 names? 11:46:52

21 SECRETARY ANGUS: Alex Gonzalez and Scott 11:46:52

22 Carpenter. Alex, when you're ready. 11:46:55

23 ALEX GONZALEZ: Thank you very much to the OC 11:47:00

24 Fairgrounds and Events Center for inviting our office to 11:47:02

25 this function. And thank you, Natalie, for that 11:47:07

1 excellent presentation. It was very informative, and I 11:47:12
2 certainly learned a lot about the history of the 11:47:15
3 Hispanic heritage here in our county. 11:47:18

4 You took the piece of history that I wanted to 11:47:22
5 highlight right out of my mouth, and I wanted to really 11:47:25
6 highlight that last year the congressman was honored to 11:47:29
7 recognize Silva Mendez with a congressional record to 11:47:30
8 recognize her instrumental participation in that 11:47:35
9 landmark, Mendez versus Westminster decision. So it was 11:47:38
10 an incredible moment to be a part of and to highlight 11:47:43
11 that piece of history. 11:47:47

12 So once again, my name is Alex Gonzalez. I am 11:47:50
13 the military and veteran's liaison for the congressman, 11:47:52
14 as well as a field representative. As a resident of 11:47:52
15 Costa Mesa and the son of immigrants from Guatemala, I'm 11:47:58
16 humbled to have been asked by the congressmen to present 11:48:05
17 this Certificate of Special Congressional Recognition in 11:48:09
18 honor of Hispanic Heritage Month 2020 and celebrating 11:48:14
19 our wonderful and rich diverse history right here in 11:48:19
20 Orange County. So thank you very much, and thank you 11:48:24
21 for all the hard work you're doing during these 11:48:27
22 challenging times. 11:48:29

23 VICE CHAIR RUBALCAVA-GARCIA: Thank you, Alex. 11:48:32

24 SECRETARY ANGUS: Thank you. Scott Carpenter, 11:48:33
25 when you're ready. 11:48:34

1 SCOTT CARPENTER: Yeah. Thank you -- thank you 11:48:36
2 Natalie. That was an amazing presentation. My name is 11:48:37
3 Scott Carpenter. I'm with Senator John Moorlach's 11:48:40
4 office, and we also have a Certificate of Recognition 11:48:41
5 we'd like to present to you via Zoom. We wish we were 11:48:46
6 there in person, but what an awesome and amazing 11:48:48
7 presentation. 11:48:52

8 I hope that can get into our schools and just 11:48:52
9 into our community in general to talk about how -- the 11:48:56
10 importance of the Hispanic community and the 11:48:59
11 contributions they make to our community and will 11:48:59
12 continue to make as you accurately point it out. So I 11:49:03
13 just want to read it really quick. 11:49:06

14 It's pretty short: It is an honor to join in 11:49:09
15 celebrating Hispanic Heritage Month and recognize Orange 11:49:11
16 County Fair's participation in this event. The Hispanic 11:49:15
17 community has written wonderful history and heritage, 11:49:18
18 has made immeasurable contributions to our community. 11:49:22
19 It is my pleasure to recognize the Orange County Fair 11:49:24
20 for their celebration of these contributions. 11:49:28

21 Thank you, again, for having me. This meeting 11:49:31
22 has been actually incredibly informative and that was 11:49:35
23 probably the cherry on the top at the end there, so 11:49:37
24 thank you so much and keep up the good work. 11:49:42

25 SECRETARY ANGUS: Great. Thank you. 11:49:52

1 CHAIR CERVANTES: All right, Summer, do you 11:50:04
2 have any more public speakers? 11:50:08

3 LIZ MCNABB: Hi. Yes. This is Liz McNabb from 11:50:10
4 the office of Assembly Woman Cottie Petrie-Norris. It's 11:50:10
5 such a pleasure to join you all this morning on this 11:50:14
6 very important meeting. And, you know, there are so 11:50:18
7 many positive things that the fairgrounds and the Fair 11:50:21
8 Board and the staff are doing. 11:50:24

9 And I just want to take this opportunity to 11:50:26
10 thank you all for working so hard during this very 11:50:28
11 challenging time for our county and our nation, all of 11:50:32
12 the cities. And I know that the fairgrounds has pivoted 11:50:35
13 in an amazing way offering services such as food 11:50:41
14 distribution and the super site testing for Covid, and 11:50:44
15 also reopening the farmer's market. 11:50:48

16 There are so many positive things happening at 11:50:50
17 the fairgrounds, and it really is an integral part of 11:50:50
18 our community especially right now. And I'm happy to be 11:50:54
19 here today to also present an Assembly Certificate of 11:50:58
20 Recognition for Hispanic Heritage Month to the Board on 11:51:03
21 behalf of the California State Assembly and Assembly 11:51:08
22 Woman Petrie-Norris. 11:51:11

23 Congratulations on celebrating Hispanic 11:51:16
24 Heritage Month. The Board's recognition takes into 11:51:16
25 account the importance of recognizing all groups of 11:51:19

1 Orange County for their contributions to our community. 11:51:22

2 Your mission of celebrating Orange County's communities, 11:51:26

3 interests, agriculture, and heritage is commendable. 11:51:28

4 So thank you so much for, you know, taking time 11:51:36

5 and allowing us to collaborate with you on celebrating 11:51:37

6 the very important tradition of Hispanic Heritage Month. 11:51:43

7 It's really an honor to be here with you and a pleasure 11:51:44

8 always to partner. 11:51:47

9 We love having the fairgrounds in our district. 11:51:50

10 It really is spectacular, so wonderful to see some 11:51:52

11 friendly faces, and be well, everyone. Thank you so 11:51:58

12 much. 11:52:00

13 VICE CHAIR RUBALCAVA-GARCIA: Thank you, Liz. 11:52:02

14 SECRETARY ANGUS: Thank you. We have one more 11:52:04

15 speaker, Madam Chair. Reuben Franco, when you're ready. 11:52:05

16 REUBEN FRANCO: Hi, everybody. Congratulation 11:52:10

17 on all the hard work you guys do there and then the 11:52:13

18 Board of Directors of Orange County Hispanic Chamber, 11:52:17

19 I'd like to present to you this Certificate of 11:52:21

20 Recognition on Hispanic Heritage Month and the impact 11:52:24

21 the Orange County event -- Fair and Event Center has in 11:52:27

22 our community. 11:52:32

23 This is presented to the 32nd Agricultural 11:52:34

24 Association Board of Directors, on this day September 11:52:37

25 24th, 2020. Thank you for all your hard work and your 11:52:40

1 leadership of what you guys do all the time. So we're 11:52:48
2 very fortunate to have you guys as leading that 11:52:51
3 organization, and we're very blessed to have you guys as 11:52:52
4 partners. So be safe and be healthy out there. 11:52:56

5 VICE CHAIR RUBALCAVA-GARCIA: Thank you, 11:53:01
6 Reuben. 11:53:02

7 SECRETARY ANGUS: That's it for public 11:53:04
8 comments. 11:53:05

9 CHAIR CERVANTES: Thank you, Summer. We are 11:53:07
10 now going to move to Item B, which is a 2021 OC Fair 11:53:09
11 planning update, and that is CEO Michele Richards will 11:53:15
12 present on this item. It's an information item. 11:53:20

13 CEO RICHARDS: Oops, sorry. I think that's 11:53:31
14 where we want to be. Yes. Thank you, everybody. As 11:53:43
15 staff begins the very difficult task of planning for 11:53:51
16 2021, our primary challenge will be the uncertainty 11:53:51
17 surrounding our ability to host the 2021 OC Fair, and if 11:53:54
18 approved, what modifications will be necessary to ensure 11:53:58
19 guest, employee, and partner health and safety in 11:54:03
20 accordance with the most current guidelines and 11:54:07
21 directives. 11:54:10

22 And you might remember that a few months ago, 11:54:10
23 we committed to taking the Board and the public on this 11:54:13
24 journey with us as we planned the 2021 Fair. And 11:54:17
25 certainly while no one has a crystal ball to be able to 11:54:22

1 predict where Orange County will be in July of 2021 with 11:54:26
2 regard to the reopening phases or tiers, staff is 11:54:30
3 planning now with the best data available and the most 11:54:33
4 reasonable and conservative projections for the future. 11:54:37

5 Our planning will be done with the knowledge 11:54:41
6 that the end result is and will continue to be a moving 11:54:43
7 target. Adjustments will be made to our planning 11:54:47
8 throughout the year incorporating the most current 11:54:52
9 information, updates, and guidelines. So let's talk 11:54:55
10 about some broad categories that we're looking at for 11:54:59
11 planning. 11:55:03

12 We have set some revenue and expense goals, and 11:55:04
13 I want to emphasize that no one should take the 11:55:10
14 discussion that we're about to have as a solid plan, but 11:55:12
15 rather a starting point which is likely to have many 11:55:14
16 twists and turns along the way. Much of what I am 11:55:18
17 presenting is operational. 11:55:22

18 However, there are going to be some important 11:55:23
19 decision points that will be brought to the Board in 11:55:26
20 future board meetings for approval as part of the 2021 11:55:29
21 budget. For example: Gate admission prices, dates of 11:55:37
22 operation, parking fees, et cetera. Regardless, we are 11:55:39
23 committed to taking the Board and the public on this 11:55:42
24 journey with us as we welcome your input. 11:55:46

25 We will continue to provide regular monthly 11:55:49

1 updates as our plans emerge. So as we have a starting 11:55:52
2 point here, we have set the goal for the 2020 -- 2021 OC 11:55:57
3 Fair to make a net contribution of 2 million dollars to 11:56:02
4 our budget next year. We also are working under the 11:56:07
5 assumption that we will need to reduce overall fair 11:56:11
6 expenses by 50 percent compared to 2019. 11:56:16

7 Also, recognizing that we will need to add 11:56:19
8 additional staff and purchase supplies that will be 11:56:22
9 needed for guest health and safety. Let's talk a little 11:56:27
10 bit about event capacity. I think these two photos tell 11:56:31
11 the story. 11:56:35

12 Look at that top photo. That is Fair Square, 11:56:37
13 very typical crowded day at the OC Fair versus maybe a 11:56:38
14 quieter weekday morning in the bottom photo. And you 11:56:46
15 can see when the capacity is reduced how much better we 11:56:48
16 can be at social distancing. 11:56:53

17 So our initial planning includes reducing daily 11:56:56
18 guest attendance by 50 percent over our 2019 attendance. 11:56:57
19 Now this is based on two assumptions. The first one is 11:57:04
20 that we estimated the amount of space available for 11:57:07
21 guests to flow through the fair. We divided that by 36 11:57:11
22 square feet, meaning a six-foot circle, if you will, for 11:57:17
23 each guest. 11:57:21

24 In addition, we based our assumption that 11:57:23
25 currently in Orange County some indoor facilities are 11:57:26

1 limited to 25 percent capacity, and we're forecasting 11:57:30
2 that summer, that may move to 50 percent for outdoor 11:57:34
3 gatherings. In order to control the number of guests at 11:57:40
4 the fair each day, we will sell date-specific tickets in 11:57:43
5 advance. 11:57:48

6 The Pacific Amphitheater concerts will be sold 11:57:49
7 at 50 percent capacity using Ticketmaster's new 11:57:53
8 ticketing algorithm which allows for physical distancing 11:57:58
9 of groups. Shows will be booked that can meet revenue 11:58:01
10 goals with that 50 percent capacity. Of course, should 11:58:06
11 new data and guidelines be issued prior to the OC Fair, 11:58:10
12 we will adjust our assumptions and our planning 11:58:14
13 accordingly. 11:58:17

14 So let's talk about dates and hours. As part 11:58:19
15 of our 2021 budget work, we will present recommendations 11:58:21
16 for the Board's consideration and approval. As we kick 11:58:27
17 off the budget process, we are building in assumptions 11:58:30
18 that include a 21-day fair running Tuesday through 11:58:34
19 Sunday, dark on Monday. Tentative dates, and I say 11:58:39
20 tentative, based on that assumption, tentative dates are 11:58:46
21 July 16 through August 8 of 2021. 11:58:49

22 The financial monitoring committee in our 11:58:54
23 discussions recommended looking at other models which 11:58:57
24 would involve using our current 23-day schedule or 11:59:01
25 extending the days even further to spread the 11:59:02

1 attendance. And we'll be testing those models during 11:59:06
2 our budget planning. 11:59:10

3 We will also be analyzing hours of operation to 11:59:11
4 determine whether it makes sense to extend hours in 11:59:13
5 order to help spread attendance even further and create 11:59:19
6 even more physical distancing. 11:59:22

7 Regarding admissions and parking, we will be 11:59:24
8 bringing back recommendations to the Board to 11:59:55
9 consider inclu- -- retaining -- sorry -- our current 11:59:55
10 10-dollar parking fee and adjusting general admission 11:59:55
11 ticket prices down to reflect a necessary reduction in 11:59:55
12 parking. 11:59:55

13 We'll be making a recommendation for a higher 11:59:55
14 weekend price compared to weekdays due to guest demand. 11:59:55
15 All of our ticket promotions will be analyzed in order 11:59:55
16 to fit with our advanced ticket sales model and the need 11:59:55
17 to limit capacity per day. 12:00:00

18 For example, our Free 'Til Three promotion 12:00:03
19 doesn't work in a post-Covid world. Due to a reduction 12:00:06
20 in daily attendance, we believe we can accommodate guest 12:00:34
21 parking on-site without the need to rent Davis School or 12:00:34
22 Costa Mesa High School lots from the Newport-Mesa School 12:00:35
23 District, which as you might remember from one of Ken's 12:00:35
24 recent reports, that was going to be quite costly for us 12:00:35
25 and because we can -- believe that we can accommodate 12:00:35

1 all guest parking on-site using our proposed model, we 12:00:35
2 will not need to rent shuttles for the 2021 Fair. 12:00:39

3 Let me talk a little bit about the programming 12:00:44
4 and some of the assumptions that we're making. Working 12:00:45
5 with our partners we will most definitely need to adjust 12:00:49
6 the programming that we offer at the 2021 OC Fair. For 12:00:51
7 example, we're asking ourselves these questions: What 12:00:58
8 are the areas that draw large-standing crowds that don't 12:00:58
9 allow for physical distancing? 12:01:01

10 For example, the Main Mall Show at 8:30 every 12:01:03
11 evening or Baja Blues and Hussong's or the water 12:01:08
12 fountain in front of The Hanger. How can we reduce 12:01:13
13 capacity at fixed-seat venues like the Action Sports 12:01:16
14 Arena and The Hanger, and what programming in those 12:01:19
15 venues can generate revenue? 12:01:22

16 Not everything that we put in The Hanger and 12:01:25
17 the Action Sports Arena actually generates a profit. 12:01:28
18 For example, in the Action Sports Arena, the demolition 12:01:32
19 derbies and monster trucks do very well, some other 12:01:36
20 programming, not so well. We will need to reduce the 12:01:40
21 number of concessionaires by 50 percent since the new 12:01:45
22 limited crowd would not support the current number of 12:01:47
23 concessionaires. 12:01:51

24 We'll need to build in proper physical 12:01:55
25 distancing for those standing in line at our 12:01:55

1 concessionaires. At this point we are not planning to 12:01:58
2 open any of the exhibit buildings or the shopping 12:02:04
3 buildings, but rather move as much of that program 12:02:05
4 outdoors as possible. 12:02:08

5 There are many demonstration areas at the fair 12:02:12
6 such as the pig races, cow milking, the petting zoo, et 12:02:14
7 cetera, which will need to be evaluated as they too draw 12:02:17
8 large unstructured crowds. And we will work with our 12:02:22
9 4-H and FFA partners to consider options for how to best 12:02:26
10 host next year's Market Week and Junior Livestock 12:02:32
11 Auction. 12:02:36

12 A few more considerations that we're looking 12:02:37
13 at, for example, how would our partnership with OCTA 12:02:39
14 work in a year when we have to limit attendance and 12:02:43
15 tickets must be sold in advance? With a reduced number 12:02:47
16 of concessionaires and merchants we will be able to 12:02:52
17 spread out our campgrounds and our back-of-house areas 12:02:56
18 for proper physical distancing. We'll also need to 12:02:58
19 assess how the campgrounds can be used safely. 12:03:02

20 And with so many touch points involving guest 12:03:07
21 transactions, for example, purchase of parking tickets, 12:03:08
22 carnival tickets, concessions, we will be implementing 12:03:14
23 touchless systems. And this is by means not a complete 12:03:15
24 list of facets of the fair that staff is actively 12:03:20
25 working on, in fact, the list is quite massive. 12:03:24

1 We look forward to rolling out our plans as 12:03:28
2 they are solidified and to updating the Board and the 12:03:29
3 public in these monthly meetings. So this is a starting 12:03:32
4 point. We're happy to take any question that the Board 12:03:38
5 might have for us at this time. 12:03:41

6 DIRECTOR LA BELLE: Chair Cervantes, can you 12:03:51
7 hear me? 12:03:53

8 CHAIR CERVANTES: Yes I can. 12:03:53

9 DIRECTOR LA BELLE: A couple of thoughts. I 12:03:54
10 think what we need to do is start at the back of the 12:03:58
11 house, so to speak. I think the size of the fair, in 12:04:04
12 terms of the rides and midway as well as the 12:04:08
13 concessionaires, are going to be based upon the number 12:04:12
14 of individuals that we can provide a safe living space 12:04:16
15 for in the back areas. 12:04:23

16 I know that RCS had some rather large housing 12:04:25
17 units that they bring in, and we're going to have to 12:04:30
18 provide for social distancing in all the areas there. I 12:04:35
19 think we can just assume it's going to be like it is 12:04:41
20 for -- for the areas where we have visitors. 12:04:45

21 One of the things that I would suggest to look 12:04:50
22 at, while we don't need in all likelihood Davis School 12:04:55
23 or Costa Mesa High School, that might be a good 12:05:02
24 opportunity for additional living space for the 12:05:05
25 individuals that work at the fair, and that might enable 12:05:09

1 us to basically expand the type of concessions and rides 12:05:13
2 that we can put on the fair site. 12:05:19

3 So I think it will be worth looking into the 12:05:22
4 availability of that. And as I mentioned to Michele a 12:05:25
5 couple days ago when we were chatting that I certainly 12:05:29
6 appreciate the not using any of the buildings for 12:05:32
7 exhibits and that sort of thing. But that might be an 12:05:37
8 excellent opportunity for some housing, seriously. 12:05:41

9 You know, in New York when the Covid-19 problem 12:05:50
10 hit, the federal government came in and pretty quickly 12:05:51
11 built a rather large hospital at the Convention Center 12:05:56
12 there in New York City. So I think maybe looking at 12:05:58
13 some things that we might be able to do inside the 12:06:00
14 buildings would be helpful. 12:06:03

15 Then I also wanted to mention that Director 12:06:06
16 Aitken and myself as well as Michele and Jeff Wilson and 12:06:11
17 Joan recently completed the Entertainment Booking, RFP 12:06:18
18 process. And the contractor that would be selected will 12:06:23
19 come before the Board at the October meeting. But 12:06:30
20 there's some things to think about there in advance of 12:06:33
21 that. 12:06:36

22 One would be Lisa Sexton who is the -- was the 12:06:39
23 successful bidder on that currently has booked -- I 12:06:44
24 think it's 11 or so tentative bookings for -- for the 12:06:48
25 2021 Fair in PacAmp. Obviously we're going to have to 12:06:53

1 rethink that. 12:07:00

2 If we've only got 50 percent or 25 percent, 12:07:01

3 we're going to have to look very carefully at -- at 12:07:03

4 making sure the bookings that we have will be profitable 12:07:06

5 to the Fair and Event Center. It's always nice to spend 12:07:12

6 five dollars and make ten, but you don't want to 12:07:18

7 spend ten to make five. 12:07:22

8 So I would ask that as the planning for the 12:07:24

9 PacAmp continues that we look very closely at -- at 12:07:28

10 making sure that we have a profitable event season at 50 12:07:32

11 percent or 25 percent, whatever the case may be. And I 12:07:38

12 think also, there may be a number of other entertainment 12:07:43

13 opportunities that we can incorporate into the -- the 12:07:47

14 fair next year. 12:07:54

15 Where we can provide adequate distance for some 12:07:56

16 trivia groups similar to what we are doing now with the 12:08:01

17 concerts in the Summer, the weekend concerts. So I'd 12:08:05

18 like to make sure that we look at all entertainment 12:08:11

19 opportunities all of which will potentially contribute 12:08:15

20 to a revenue-generating opportunities and equally as 12:08:20

21 important, a very positive fair experience. 12:08:26

22 Also, I think in addition to the -- the summer 12:08:30

23 fair, if it ends up being 21 days or whatever, I'd like 12:08:36

24 to at least look at maybe doing a late fall mini fair 12:08:40

25 that might be eight or ten days where when all of the 12:08:45

1 other fairs have wrapped up, you know, before the 12:08:49
2 concessionaires and the RCS and others leave town, so to 12:08:54
3 speak, that that they would come back and maybe do a 12:09:00
4 mini fair that might contribute some -- some revenue and 12:09:03
5 close out the season that way. 12:09:06

6 Being the perennial optimist, I'm hoping that 12:09:10
7 very soon we'll have a vaccine and a good treatment plan 12:09:14
8 for -- for the Covid-19 situation. But I may be over 12:09:18
9 optimistic on that, and I think I do appreciate staff, 12:09:24
10 you know, taking a certain set of assumptions and at 12:09:28
11 least beginning that planning process. 12:09:32

12 And I think it's going to be important that the 12:09:36
13 Board literally every month between now and -- and when 12:09:40
14 a final decision is to be made on the 2021 Fair, engage 12:09:44
15 in dialogue with staff and, as needed, provide the 12:09:50
16 direction and action items for staff to follow up on. 12:09:55

17 So those are just a few of my comments, and I 12:09:59
18 do appreciate the hard work that Michele and the group 12:10:01
19 have done. You know, I think it's -- there's 12:10:06
20 opportunities there. And I think, as Michele indicated 12:10:07
21 to me, a big test will be a couple of things, when 12:10:12
22 Disney opens, when Knott's opens. 12:10:16

23 And I think one of the largest fairs in the 12:10:19
24 country is The Houston Livestock Show in March. So, you 12:10:22
25 know, we can monitor their efforts and their progress 12:10:28

1 and that'll help us adjust what we do. So anyway, those 12:10:34
2 are my thoughts. Appreciate it. 12:10:36

3 VICE CHAIR RUBALCAVA-GARCIA: Michele, have we 12:10:38
4 received any guidance from the state on, you know, what 12:10:39
5 it might look like for the fair to open? 12:10:42

6 CEO RICHARDS: We have not. The state has not 12:10:46
7 issued any -- anything at this point, either from the 12:10:49
8 Governor's office or from CDFA. 12:10:52

9 VICE CHAIR RUBALCAVA-GARCIA: And have we 12:10:56
10 already drafted safety guidelines that we would 12:10:57
11 implement here if, you know, to prepare for that or to 12:11:02
12 suggest to the Governor, here's what it would look like 12:11:03
13 in Orange County? 12:11:06

14 CEO RICHARDS: Yes. We certainly have. And I 12:11:08
15 should say too that all of our fair associations like 12:11:10
16 WFA or IAFE are actively working on -- on that as well. 12:11:13

17 VICE CHAIR RUBALCAVA-GARCIA: Okay. Yeah, I 12:11:20
18 mean I think that to Doug's point and to your point, 12:11:20
19 Disney, you know, hopefully will reopen soon. And I 12:11:24
20 think even if they're at a 50 percent capacity or 12:11:28
21 whatever, the requirements might be -- it'll definitely 12:11:31
22 be something for us to learn from. 12:11:34

23 I -- I think what you've presented is really 12:11:38
24 good. I kind of feel like I'm a little disconnected 12:11:39
25 because I feel like there might be some missing pieces 12:11:44

1 in order for us to fully understand what the game plan 12:11:47
2 might be for 2021. 12:11:51

3 And I think I need to wrap my mind around it 12:11:53
4 first, but, you know, I think what you've presented is a 12:11:56
5 lot of good information. But I think I need to see in 12:12:00
6 perspective and I don't know if it's a chart or some 12:12:03
7 sort of, you know, what we did in 2019 and here are some 12:12:05
8 of the modifications we need to make for 2020. In terms 12:12:09
9 of revenue opportunities and stuff like that. 12:12:13

10 CEO RICHARDS: I think it will become a lot 12:12:17
11 more detailed as we move forward, particularly in 12:12:20
12 concert with our -- our budget process so that we can 12:12:23
13 compare our, you know, 2019 actuals to what we're 12:12:27
14 planning for 2021. 12:12:31

15 VICE CHAIR RUBALCAVA-GARCIA: Okay. Perfect. 12:12:34
16 I just want to make sure that we're not putting a lot of 12:12:35
17 resources into things that we -- you know, may not be 12:12:38
18 relevant in 2021. We're being strategic and thoughtful 12:12:42
19 as we're preparing for next year's fair. 12:12:47

20 CEO RICHARDS: Absolutely. That's the -- kind 12:12:50
21 of the overview we're doing on programming. You know, 12:12:52
22 what is going to help contribute to the financial health 12:12:55
23 of the fair versus something that's kind of a nice to 12:13:01
24 have at the fair. 12:13:06

25 CHAIR CERVANTES: Great. Thank you. 12:13:12

1 DIRECTOR AITKEN: Michele, do we have an 12:13:15
2 idea of -- I mean, I think it's smart to plan for 12:13:17
3 worst-case scenario and then hope to be able to expand, 12:13:21
4 if that is the way that science, you know, and the way 12:13:24
5 the virus is taking us. 12:13:29

6 Do you have an idea on timeline? When is the 12:13:31
7 -- is it again going to be that March, April airtime 12:13:33
8 where we will have to kind of make dropdead decisions 12:13:40
9 about how big and whether we can expand, if we have a 12:13:43
10 scaled-down fair? 12:13:45

11 CEO RICHARDS: I think that's a good time frame 12:13:47
12 for us to focus on again. The reason being that, if you 12:13:49
13 think about all of the partners that we work with during 12:13:53
14 the fair, the concessionaires, the merchants, Spectra, 12:13:57
15 RCS -- they all do their big hiring, you know, in late 12:14:02
16 March. 12:14:08

17 In April they purchase materials, supplies. 12:14:09
18 And so one of the reasons for wanting to make the 12:14:12
19 decision sooner than later is so that, you know, we're 12:14:18
20 not encumbering their budgets as well -- as well as 12:14:21
21 ours. And that's -- that's the time frame that we do a 12:14:26
22 lot of our hiring as well. 12:14:29

23 This year -- or I should say in 2021, we're 12:14:32
24 going to have the advantage of a lot more information 12:14:35
25 coming into that decision than we had this year going 12:14:36

1 into that decision. But that's generally the time frame 12:14:40
2 that we're looking at and we'll -- there are several 12:14:42
3 fairs that are scheduled prior to that, you know, late 12:14:46
4 March time frame that we'll be able to learn from. 12:14:50

5 CHAIR CERVANTES: Hi, Michele. This is Sandra 12:15:01
6 Cervantes. In the event that we did need to consider 12:15:03
7 the possibility of a different date, is that also 12:15:08
8 feasible? 12:15:15

9 CEO RICHARDS: At this time, yes. But keep in 12:15:17
10 mind that the -- the fairs are scheduled on a -- or 12:15:19
11 planned on a schedule to allow for the -- the 12:15:23
12 concessionaires, the carnivals that travel up and down 12:15:29
13 the state, the merchants that travel up and down the 12:15:32
14 state, so that one fair's dates don't end up on top of 12:15:35
15 another fair's dates. 12:15:40

16 So we started a lot of conversations about that 12:15:41
17 very topic. What -- what is everybody's plan? So that 12:15:43
18 we can make sure we have all the resources we need to 12:15:48
19 plan the OC Fair for 2021. 12:15:53

20 CHAIR CERVANTES: Okay. Thank you, Michele. 12:15:56
21 It is understood. I think that as a board, though, and 12:15:57
22 as Orange County, we might have to go ahead and just, 12:16:00
23 you know, pay attention on a month-to-month basis on 12:16:04
24 what's happening. 12:16:06

25 And if we need to go ahead and move anything 12:16:07

1 around and have a fair next year, whether it be at the 12:16:10
2 scheduled time or different time, if it means that it's 12:16:14
3 going to look a lot different and a lot smaller, it 12:16:17
4 might be an item to, you know, be open minded about it 12:16:21
5 and -- and consider as well because we don't know 12:16:26
6 exactly how next year is going to go ahead and look 12:16:29
7 like. 12:16:34

8 But I'm sure that the first couple of months 12:16:34
9 will be an indicator of what's going to go ahead and 12:16:36
10 happen, and hopefully good things will happen. So thank 12:16:36
11 you for your report. 12:16:39

12 CEO RICHARDS: You're welcome. 12:16:40

13 CHAIR CERVANTES: Okay. We do have one public 12:16:43
14 comment on this item. Summer, will you please call? 12:16:47

15 SECRETARY ANGUS: Yes. Reggie Mundekis, when 12:16:50
16 you're ready. 12:16:51

17 REGGIE MUNDEKIS: Hi. This is Reggie Mundekis 12:16:55
18 speaking about the 2021 OC Fair. I want to thank staff 12:16:55
19 for the work that they've done on this. It's a very 12:17:00
20 difficul project because you don't know where 12:17:05
21 you're aiming and where you want to land or even if 12:17:07
22 you're going to be allowed to land. 12:17:08

23 So I really appreciate what you've done on 12:17:11
24 this, and I appreciate the level of detail and the items 12:17:11
25 that you're working through because you're thinking 12:17:15

1 about things that people wouldn't normally think about 12:17:17
2 like all the touch points. 12:17:21

3 And I just, you know, and I also want to 12:17:23
4 support what Director La Belle said about, you know, his 12:17:26
5 comment -- his concerns about camping. And I like his 12:17:30
6 idea of possibly having a -- a little fall mini fair at 12:17:35
7 the end of the season to make some more money but also 12:17:41
8 gives us another opportunity to showcase Orange County 12:17:46
9 communities. 12:17:50

10 And maybe if there's, like, a short mini fair, 12:17:51
11 like, five to ten days at the most, it could be harvest 12:17:54
12 theme, and we could bring in some of the food from the 12:17:59
13 diverse communities of Orange County and use that as a 12:18:01
14 way to show diversity. 12:18:04

15 So I'd just like to share some thoughts that 12:18:05
16 I'm having about some other issues that may have to be 12:18:08
17 considered about 2021 Fair. And please excuse my 12:18:12
18 geekiness on this. Okay. With camping, I like the idea 12:18:16
19 of your cutting back the capacity of the campground and 12:18:20
20 possible other areas for camping. 12:18:23

21 You might want to think about how you would 12:18:27
22 deal with a worker who's camping who is little or 12:18:30
23 exposed and has to be isolated. Where is that person 12:18:35
24 going to do it, and what happens to the cohort of people 12:18:38
25 that they've been living with and working with? 12:18:43

1 You know, same things with -- we have a lot of 12:18:44
2 people at the fair who don't actually work for the 12:18:48
3 fairgrounds, all of the vendors, the concessionaires, 12:18:50
4 performers, and carnival workers, and would their -- how 12:18:52
5 is their health going to be monitored and tracked? And 12:18:55
6 what do we -- for instance, what happens if there's a 12:18:59
7 concessionaire that has one worker turn up ill or 12:19:02
8 exposed? 12:19:05

9 How do we want to think about managing that? 12:19:06
10 You know, do we want to have a health officer appointed 12:19:09
11 for the event who would be the person that coordinates 12:19:13
12 and manages the checking of health histories and the 12:19:18
13 disposition of what needs to happen? And, you know, how 12:19:22
14 we want to deal with those exposed new workers, a health 12:19:26
15 officer could take care of that. 12:19:31

16 So I really like what you're doing. This is a 12:19:33
17 huge project that no one's ever had to deal with before, 12:19:36
18 so thank you. And that's the end my comments. 12:19:37

19 SECRETARY ANGUS: Thank you, Reggie. That's it 12:19:43
20 for public comment, Chair Cervantes. 12:19:45

21 CHAIR CERVANTES: Thank you. Perfect. Right 12:19:49
22 now we will go ahead and move over to Item C. And that 12:19:49
23 is Branding Project Update and Discussion of Next Steps, 12:19:51
24 and that is Director Aitken and CEO Richards. And this 12:19:54
25 is an information item. 12:19:59

1 DIRECTOR AITKEN: Yes. I mistakenly jumped the 12:20:04
2 gun a little bit in my Branding Committee report. So I 12:20:05
3 think I said -- I said my part at the beginning. So I 12:20:08
4 will just punt it over to Michele. 12:20:12

5 CEO RICHARDS: All right. Thank you for the 12:20:14
6 introduction. Chair -- Director Aitken and I wanted to 12:20:17
7 bring everyone up to speed on this project. As you know 12:20:22
8 it's been on hold for several months as we focus on 12:20:26
9 other priorities, but we thought it would be a good time 12:20:30
10 to bring it back and give a refresher of where we left 12:20:33
11 off and then open it up for input from board members on 12:20:38
12 any other feedback that you might have regarding next 12:20:43
13 steps. 12:20:47

14 So -- here's a little bit of background, a 12:20:48
15 reminder that this project, we set out to gather input 12:20:51
16 on the following issues. We asked the question: Are 12:20:56
17 changes needed to any of our existing OC Fair and Event 12:21:00
18 Center brands or the brand positioning? And if so, 12:21:04
19 there would be either slight modifications to those 12:21:07
20 brands to keep them current or a more significant change 12:21:10
21 to address awareness and understanding. 12:21:16

22 The methodology that we used in teaming up with 12:21:19
23 IMW Agency was to conduct internal and external 12:21:22
24 qualitative brand assessment in two different phases. 12:21:26
25 This included over 220 stakeholder interviews that were 12:21:32

1 held between February and October of last year. 12:21:38

2 The brands that were tested and included are 12:21:41
3 overall OC Fair and Event Center brand, the brand for 12:21:44
4 the event, the OC Fair, the brand for Imaginology, for 12:21:47
5 Centennial Farm, for the Pacific Amphitheater, and for 12:21:52
6 Heroes Hall. 12:21:56

7 We also tested new designs for a fair logo, a 12:21:58
8 refresher for the OC Fair and Event Center logo. New 12:22:02
9 design for Centennial Farm, which had never really had 12:22:07
10 an established logo before. Plus, the introduction of a 12:22:10
11 potential Equestrian Center logo. Those were also 12:22:16
12 tested later in Phase 1 and 2. 12:22:20

13 So what we would like to do is, again, remind 12:22:23
14 the Board kind of what was discussed last time and 12:22:28
15 opening it up for discussion again. Where we left off 12:22:30
16 was to keep the OC Fair and Event Center as the 12:22:33
17 operating name of the property, that that tested very 12:22:38
18 strongly with the focus groups that we did. 12:22:41

19 There was also strong support of refreshing the 12:22:45
20 OC Fair logo and the OC Fair and Event Center logo but 12:22:49
21 not making drastic changes. And then there was also 12:22:51
22 strong indication from those that were interviewed for 12:22:56
23 allowing the introduction of -- of the nomenclature 12:23:01
24 of -- at the OC fairgrounds into the brand marketing 12:23:05
25 that that's something that many many people use when 12:23:09

1 they refer to us. 12:23:12

2 And so we wanted to -- to respond to that 12:23:15

3 feedback during the -- the focus groups as well. So 12:23:18

4 when last we presented logo designs, this is where we 12:23:24

5 landed on a refreshed overall umbrella logo for OC Fair 12:23:28

6 and Event Center. You can see that the lines are a 12:23:35

7 little bit lighter, and there's an equal emphasis on 12:23:38

8 Events Center for when we -- we do our selling and 12:23:46

9 marketing for year-round events. 12:23:49

10 The brand for the event the OC Fair also is 12:23:54

11 taking on a lighter look, less dark lines to freshen it 12:23:57

12 up a little bit. The Pacific Amphitheater brand was 12:24:03

13 very iconic, and strong indications from our focus 12:24:10

14 groups were to leave that -- that logo as is, but to add 12:24:13

15 a locator at the bottom, "At The OC Fairgrounds." 12:24:17

16 Our feedback also was that the Heroes Hall logo 12:24:23

17 because it was so new that it was important to keep it 12:24:29

18 in place as well but then also add that locator at the 12:24:31

19 bottom, that tagline, "At The OC Fairgrounds." 12:24:36

20 Imaginology - the direction was to leave the brand for 12:24:40

21 that event, but again, add the locator, the tagline at 12:24:45

22 the bottom. 12:24:50

23 A logo has been developed for Centennial Farm. 12:24:52

24 We introduced that the last time we spoke, but there was 12:24:55

25 feedback about making the red barn design more similar 12:24:59

1 to our millennium barn design. And so the designers 12:25:06
2 have gone back and made that adjustment. And then last 12:25:09
3 but certainly not least was developing an Equestrian 12:25:15
4 Center logo that could be used in promoting programs at 12:25:24
5 the EQC. 12:25:24

6 And this was a logo that -- a brand that 12:25:24
7 received strong feedback from the focus groups. So as 12:25:26
8 Director Aitken indicated, there's not a vote here. 12:25:29
9 We're just looking for some final feedback that we can 12:25:34
10 incorporate any changes, if needed, and then bring back 12:25:39
11 final recommendations for Board approval in October. 12:25:43

12 So Director Aitken, I don't know if you want to 12:25:52
13 add anything more or we want to take some comments. 12:25:55

14 DIRECTOR AITKEN: No. I would love to see -- 12:26:00
15 just get some feedback from the rest of the Board 12:26:01
16 members about whether what they -- what they think about 12:26:05
17 the direction that we're going. I know it doesn't look 12:26:08
18 dramatically different, but if people recall in our 12:26:12
19 discussion, I guess it would be a Covid-and-a-half 12:26:15
20 ago -- it's about the lighter lines, it's about less 12:26:18
21 font, how it looks in print. 12:26:21

22 So while it doesn't look dramatically 12:26:22
23 different, the lining and the type actually makes a big 12:26:24
24 difference now that we've moved from the Computer Age 12:26:28
25 and we are -- most of our logos are just kind of cut and 12:26:31

1 pasted onto things. I think the things that we went 12:26:33
2 back and forth again are at the tagline, do we want to 12:26:37
3 stick with "At The OC Fairgrounds," or shorten it and 12:26:40
4 just stick with "At The OC Fair"? 12:26:44

5 I would love input on that. And I think those 12:26:46
6 were kind of just the main points of discussion once we 12:26:49
7 decided to keep the old Imaginology logo. 12:26:53

8 VICE CHAIR RUBALCAVA-GARCIA: I would -- I 12:26:58
9 actually have a comment. I love it. I think that what 12:26:59
10 you guys did looks great. Thank you for taking our 12:27:02
11 feedback into consideration from the last time we 12:27:06
12 reviewed these. And I actually really like the way "At 12:27:08
13 The OC Fairgrounds" looks on all of the -- the different 12:27:11
14 mockups here, so good work. 12:27:17

15 DIRECTOR KOVACEVICH: Now this is Director 12:27:21
16 Kovacevich, and I agree. I think this looks phenomenal. 12:27:23
17 Great work. I like the "At The OC Fairgrounds" as well 12:27:30
18 versus "At The OC Fair." So I would recommend sticking 12:27:35
19 with the slogan that you have here. 12:27:35

20 And I do notice the difference as you were 12:27:38
21 saying. I think it's subtle, but it is -- it is a 12:27:40
22 little bit cleaner, and certainly something that's more 12:27:44
23 scaleable across platforms as you were suggesting. So 12:27:48
24 great work. I'm a fan. 12:27:50

25 DIRECTOR LA BELLE: This is Director La Belle. 12:27:55

1 I agree with Nick and Natalie. I think that definitely 12:27:57
2 "At The OC Fair" as an add-on. If you could just fresh 12:28:03
3 my memory real quickly on the focus group. How many did 12:28:09
4 we have, and what's the makeup of the focus group? I 12:28:15
5 know that I've been told before, but if you could 12:28:19
6 refresh my memory, I'd appreciate it. 12:28:22

7 CEO RICHARDS: Yes. Oh, Gosh, I'm -- I may 12:28:24
8 have to call on Peter Bretschger from IMW. I believe he 12:28:27
9 was on the Zoom earlier, but, I think we did seven 12:28:28
10 different focus groups. But there are -- first phase, 12:28:35
11 we did a number of stakeholder groups. 12:28:39

12 So we met with folks from the Equestrian 12:28:43
13 Center. We met with some of our business partners. We 12:28:46
14 met with staff. We met with, you know, we did an open 12:28:51
15 session with the -- with the Board members. 12:28:53

16 We met with members of the community at large. 12:28:56
17 So it was quite extensive the reach of input that we 12:28:58
18 got. 12:29:04

19 DIRECTOR LA BELLE: Thank you, Michele. 12:29:05

20 VICE CHAIR RUBALCAVA-GARCIA: Michele, this is 12:29:07
21 sort of off subject, but just something to add. I'm 12:29:08
22 only going to say it now because I might forget, but 12:29:10
23 just to add to our next agenda. Where are we on the 12:29:13
24 equestrian agreement? And -- I love the logo, but we 12:29:17
25 don't operate it. 12:29:24

1 It's just on the property. So I'd kind of like 12:29:25
2 to, you know, just kind of circle back on where we are 12:29:28
3 with the contract. I know it expired, and the operator 12:29:31
4 was considering not renewing. 12:29:33

5 So if we can just get an update there at the 12:29:35
6 next meeting, that would be great. 12:29:39

7 CEO RICHARDS: Sure. I can -- I can speak to 12:29:40
8 the -- the logo itself that there were several different 12:29:42
9 iterations of brands that were being used by some of the 12:29:49
10 trainers and operators at the Equestrian Center. 12:29:53

11 And so this was an effort to establish a 12:29:57
12 specific brand connected to our family of brands that 12:30:01
13 would be the one authorized logo that could be used as 12:30:04
14 they, you know, market any programs, any shows, any 12:30:10
15 activities that are at the Equestrian Center. 12:30:14

16 VICE CHAIR RUBALCAVA-GARCIA: Thank you. 12:30:26

17 CHAIR CERVANTES: Okay. Well, great job. 12:30:27
18 Sounds like a home run. Director Aitken and CEO 12:30:28
19 Richards, thank you. 12:30:34

20 CEO RICHARDS: Thank you. 12:30:35

21 CHAIR CERVANTES: We do have one public comment 12:30:35
22 on this item. 12:30:38

23 SECRETARY ANGUS: Yes, we do. 12:30:39

24 CHAIR CERVANTES: Summer, can you please call? 12:30:39

25 SECRETARY ANGUS: Yes. Vincent Pollmeier, when 12:30:40

1 you're ready. 12:30:41

2 VINCENT POLLMEIER: Yes. Thank you very much. 12:30:45

3 And I'd just like to take an opportunity to talk about 12:30:47

4 where you're at right now in this branding exercise. As 12:30:51

5 somebody who practices law in the area of intellectual 12:30:55

6 property including in trademark law and other things, 12:30:56

7 I've been involved in many of these sort of branding 12:31:00

8 exercises. 12:31:02

9 I just want to say I think IMW and the folks 12:31:02

10 from the fairgrounds who worked on this have done an 12:31:06

11 outstanding job. Branding is really important, but when 12:31:11

12 you get into branding, you really have to focus on what 12:31:15

13 you -- what you do. It's not the name of your business. 12:31:20

14 It's how you market what you do. 12:31:22

15 And the fairgrounds -- or legal name is the 12:31:24

16 32nd DAA, and we do business as The Orange County Fair 12:31:28

17 and Event Center. I hate to burst the bubbles of a 12:31:32

18 number of people based on what was said at the prior 12:31:36

19 meeting, but no one who's not a regular attendee at 12:31:38

20 these meetings uses the phrase OCFEC. It's The 12:31:42

21 Fairgrounds, or the OC Fairgrounds. 12:31:47

22 That being said, what the 32nd OCFEC does -- 12:31:49

23 it is a number of different types businesses. It puts 12:31:53

24 on two events a year: The OC Fair and Imaginology. It 12:31:57

25 hosts a number of facilities: Heroes Hall, Centennial 12:32:01

1 Farm, The Equestrian Center. And then it operates a 12:32:07
2 business. It operates an event center business. It 12:32:11
3 uses those facilities. 12:32:15

4 One of the problems -- the only shortfall that 12:32:20
5 I see in this whole rebranding exercise is that we keep 12:32:23
6 lumping one of the events that we put on, the OC Fair 12:32:28
7 with the business, the Event Center. And we don't have 12:32:34
8 a separate brand for that Event Center. We aren't out 12:32:36
9 there promoting the Event Center. We don't have a brand 12:32:41
10 to the event center, and we aren't out there promoting 12:32:44
11 the Event Center as a business in and of itself. 12:32:46

12 And after the OC Fair, after the annual OC 12:32:49
13 Fair, it is the Event Center in a normal year that 12:32:52
14 brings in the second most revenue. Now, it's spread out 12:32:55
15 throughout the year outside of those -- annual fair 12:33:00
16 months, but we really need -- I think an interesting 12:33:01
17 thing to do in the second half of this branding exercise 12:33:04
18 is to really step back and say: How would we brand the 12:33:09
19 Event Center separately from the OC Fair? 12:33:14

20 The OC Fair is an annual event. The Event 12:33:18
21 Center is -- is an on-going business. You know, maybe 12:33:19
22 it's -- maybe -- right now the Event Center doesn't have 12:33:23
23 a name. It's just the Event Center. It's tacked on to 12:33:26
24 the OC Fair. So I encourage you guys to think about 12:33:31
25 really expanding what you're doing. What you got there 12:33:36

1 so far is great. I love it. I love the fact that 12:33:39
2 you're tying things together as "At The OC Fairgrounds." 12:33:42
3 And you're actually using language that people tend to 12:33:46
4 use -- 12:33:49

5 SECRETARY ANGUS: Thank you, Vincent. That is 12:33:50
6 time. 12:33:51

7 VINCENT POLLMEIER: I really want you to think 12:33:52
8 about how you would brand the Event Center. Thank you. 12:33:52

9 DIRECTOR LA BELLE: Chair Cervantes, this is 12:33:57
10 Director La Belle. I just have a comment on what 12:33:58
11 Mr. Pollmeier has presented, if I could? 12:34:02

12 CHAIR CERVANTES: Yes. Absolutely, Director La 12:34:05
13 Belle. 12:34:07

14 DIRECTOR LA BELLE: I think Vincent raises an 12:34:07
15 excellent point. And I think we should look at that 12:34:10
16 very, very closely in terms of separating out the Event 12:34:13
17 Center because outside of the 30 days or so with the 12:34:18
18 fair and the Imaginology, we have another 11 months that 12:34:23
19 we're marketing the Event Center. 12:34:32

20 So I think looking at how we can take advantage 12:34:34
21 of that, it would be important. So I would just like to 12:34:36
22 say I appreciate Vincent's comments, and I think that's 12:34:40
23 something we ought to take a closer look at. 12:34:43

24 VICE CHAIR RUBALCAVA-GARCIA: If I may comment, 12:34:44
25 I think I recall we already went down this rabbit hole 12:34:44

1 maybe the last time we had this conversation. And I 12:34:50
2 think that Vince brought the same point up last time. 12:34:53

3 And I -- I actually do have a background in 12:34:58
4 marketing, and I think -- and I'm just bringing this up 12:35:00
5 because I believe I asked for there to be some sort of a 12:35:04
6 survey among the community. And Michele and Ashleigh 12:35:09
7 actually did work with Peter to conduct a survey to just 12:35:13
8 ask some of the members of Orange County's community how 12:35:18
9 they see or what brand they affiliate the fairgrounds 12:35:22
10 with. 12:35:24

11 So, I mean, I think we've already done that. 12:35:24
12 And if we don't move forward, we may never get this 12:35:26
13 branding thing taken care of and then we'll be looking 12:35:29
14 at a new brand in 10 years. So I -- I move to possibly 12:35:32
15 have this added as an agenda item -- or an action item 12:35:37
16 on the next agenda so that we can finalize this process 12:35:40
17 and close this chapter of our lives here at the fair. 12:35:45

18 CEO RICHARDS: And I think that was the 12:35:53
19 committee's plan too, Vice Chair Rubalcava-Garcia, is to 12:35:55
20 solicit further input and then bring back final 12:36:03
21 recommendations for the Board to consider and vote on 12:36:05
22 next month. 12:36:09

23 DIRECTOR AITKEN: I support that plan. 12:36:22

24 CEO RICHARDS: Okay. I think that finishes 12:36:24
25 our -- our presentation unless you have anything else to 12:36:27

1 add, Dr. Aitken? Okay. 12:36:31

2 CHAIR CERVANTES: Thank you. Thank you, CEO 12:36:39
3 Richards. Now, we can move to Item F. And we did have 12:36:41
4 another board member that had to leave and that was 12:36:43
5 Director Pham. We do still have a quorum. 12:36:44

6 And I am honored to -- to bring the subject, 12:36:49
7 and I have appointed Director Aitken and Director Ruiz, 12:36:57
8 and unfortunately Director Ruiz is not on this call. 12:37:03
9 But Director Aitken can go ahead and take over for the 12:37:07
10 nomination of the Chair and the Vice Chair. 12:37:10

11 DIRECTOR AITKEN: Thank you Chair Cervantes. I 12:37:18
12 served on the nominating committee with Director Ruiz. 12:37:19
13 And at this time, we are recommending to the Board to 12:37:24
14 vote on and appoint as our 2021 Chair of the Fair Board, 12:37:28
15 Natalie Rubalcava-Garcia and Doug La Belle as Vice 12:37:35
16 Chair. 12:37:42

17 CHAIR CERVANTES: I so move. 12:37:44

18 DIRECTOR AITKEN: And I will second. 12:37:47

19 CHAIR CERVANTES: Summer, can you please call 12:37:51
20 for a vote? 12:37:51

21 SECRETARY ANGUS: Sure. Chair Cervantes? 12:37:55

22 CHAIR CERVANTES: Yes. 12:37:59

23 SECRETARY ANGUS: Vice Chair Rubalcava-Garcia? 12:37:59

24 VICE CHAIR RUBALCAVA-GARCIA: I'll -- I would 12:37:59
25 like to say, thank you for the opportunity, and yes. 12:38:00

1 SECRETARY ANGUS: Director Aitken? 12:38:04
2 DIRECTOR AITKEN: Yes. 12:38:06
3 SECRETARY ANGUS: Director La Belle? 12:38:07
4 DIRECTOR LA BELLE: Thank you for the 12:38:11
5 opportunity, and yes. 12:38:13
6 SECRETARY ANGUS: And Director Kovacevich? 12:38:14
7 Director Kovacevich? 12:38:32
8 DIRECTOR KOVACEVICH: Sorry. I moved over to 12:38:32
9 my phone. It's Director Kovacevich, and I would proceed 12:38:34
10 with a yes. 12:38:37
11 SECRETARY ANGUS: Thank you. 12:38:39
12 CHAIR CERVANTES: All right. So 12:38:45
13 congratulations. I am really happy and excited. 12:38:45
14 Congratulation, Rubalcava-Garcia is the new 12:38:49
15 Chair, and congratulation, Director La Belle as the Vice 12:38:50
16 Chair. We will go ahead and move over to a quick 12:38:55
17 comment before we adjourn. We will go ahead and start 12:39:00
18 with Director Rubalcava-Garcia. 12:39:04
19 VICE CHAIR RUBALCAVA-GARCIA: Thank you. I 12:39:09
20 just want to thank everybody for all of your hard work 12:39:10
21 and efforts, especially Michele and team who pull all of 12:39:14
22 this together every month. And then I also just wanted 12:39:20
23 to highlight the fact that the fair, as a board member, 12:39:22
24 I care about the Market Place and the small businesses 12:39:26
25 that were functioning there as well. 12:39:31

1 I also want to highlight the fact that there is 12:39:32
2 state policy that actually prohibits the fairgrounds 12:39:35
3 from operating the swap meet. So it really is left up 12:39:40
4 to the contractor who currently has that opportunity to 12:39:44
5 operate. 12:39:50

6 So that's all I wanted to mention at this time, 12:39:51
7 but thank you to everybody and looking forward to 12:39:53
8 serving on this board -- and working with Doug La Belle 12:39:56
9 who has a tremendous amount of history and can coach me 12:40:00
10 along the way, so thank you. 12:40:06

11 CHAIR CERVANTES: Thank you. Director La 12:40:12
12 Belle? 12:40:12

13 DIRECTOR LA BELLE: Yes. So thank you, Chair 12:40:14
14 Cervantes, and again, thank you for affording me the 12:40:15
15 opportunity to continue to assist my colleagues as Vice 12:40:18
16 Chair on the Board. And I want to thank Michele and the 12:40:23
17 entire staff for all of their hard work on, you know, 12:40:29
18 getting us to where we are now and getting us prepared 12:40:32
19 for hopefully a very successful 2021 Fair and event 12:40:36
20 season. 12:40:43

21 And also I wanted to -- I was in my technical 12:40:44
22 difficulties a little earlier with the presentation on 12:40:48
23 the berm at the PacAmp that was presented, but in my 12:40:51
24 past life in Chino Hills, we had over 3,000 acres of 12:40:59
25 open space. And on an annual basis, we had a 12:41:05

1 shepherd that came in and brought his flock of sheep 12:41:13
2 and literally over a four-month's period, they cleared 12:41:16
3 away the grassy areas to obviously serve as fire 12:41:20
4 prevention. 12:41:26

5 We obviously did our due diligence next to all 12:41:28
6 the residents with our mechanical equipment, but it was 12:41:33
7 a fantastic program, and it was very interesting to see 12:41:34
8 literally on a daily basis the -- the herd move from one 12:41:39
9 area to the next to the next to the next. So good 12:41:44
10 thought on the part of staff, and I look forward to 12:41:47
11 seeing the goats and sheep in action, so thank you. 12:41:50

12 CHAIR CERVANTES: Thank you, Director La Belle. 12:41:56
13 And now Director Aitken. 12:41:58

14 DIRECTOR AITKEN: Thank you. I just want to 12:42:01
15 say congratulation to our new Chair and Vice Chair. I 12:42:03
16 know you guys are going to do a great job. It's a lot 12:42:07
17 more work than just the amount of work called on to be a 12:42:10
18 board member, so thank you very much for your 12:42:11
19 willingness to serve the community. 12:42:13

20 CHAIR CERVANTES: Thank you. Director 12:42:20
21 Kovacevich. 12:42:22

22 DIRECTOR KOVACEVICH: Yeah. I want to echo the 12:42:23
23 -- or the -- praise to Chair Cervantes for her service, 12:42:25
24 and also congratulation to the new Chair 12:42:32
25 Rubalcava-Garcia, and also Vice Chair, Director La 12:42:36

1 Belle. I know you guys are going to do a great job in 12:42:40
2 those positions. 12:42:44

3 I wanted to also echo my same concerns for the 12:42:45
4 OC Market Place vendors, and I apologize there's a siren 12:42:50
5 going by me right now, but -- I -- I agree with the 12:42:55
6 earlier comment from Vice Chair Rubalcava-Garcia that, 12:42:59
7 you know, certainly for me as a board director would 12:43:06
8 love nothing more than to see this Market Place get back 12:43:09
9 into business and our vendors be able to get back to 12:43:12
10 work and producing for their livelihood. 12:43:16

11 So hoping that a solution will present itself 12:43:20
12 as mentioned, you know, we as a fair are not able to 12:43:24
13 operate a weekly market place. So hoping that we can 12:43:29
14 find a solution to get people back to work there, so 12:43:33
15 thank you guys for the time today. I know it was a long 12:43:36
16 meeting and look forward to scheduling the next 12:43:39
17 diversity committee meeting as well and hopefully many 12:43:43
18 of you will attend that too, so thank you. 12:43:46

19 CHAIR CERVANTES: Thank you. And thank you to 12:43:51
20 all of our community that is here month after month and 12:43:52
21 shares with us their comments. It is very, very 12:43:59
22 important, and we certainly appreciate the celebration 12:44:03
23 and the information and the wonderful presentation that 12:44:06
24 Director Rubalcava-Garcia presented today for the 12:44:12
25 Hispanic contribution in Orange County in the present, 12:44:16

1 the future, and obviously the past and during Hispanic 12:44:18
2 Heritage Month, and that is September and October. It's 12:44:22
3 a job well done. And congratulation to everybody. 12:44:25

4 And again, CEO and team, congratulation. Good 12:44:30
5 job. Well done, everybody. Thank you. 12:44:33

6 Meeting's adjourned. 12:44:36

7 (Whereupon, the OCFEC Board of Directors
8 Meeting was hereby adjourned at 12:44 a.m.)

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CERTIFICATE
OF
CERTIFIED SHORTHAND REPORTER
* * * *

The undersigned Certified Shorthand Reporter of the State of California does hereby certify:

That the foregoing Proceeding was taken before me at the time and place therein set forth.

That the statements made at the time of the Proceeding were recorded stenographically by me and were thereafter transcribed, said transcript being a true and correct copy of the proceedings thereof.

In witness whereof, I have subscribed my name, this date: 10/02/2020

Patricia Garrido

Patricia Garrido, CSR No. 14364

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