



**Board of Directors Meeting  
September 24, 2020**

Good morning.

The meeting will begin just after 9:00 a.m. After the meeting's Role Call, the Board will immediately adjourn to Closed Session; at this time the meeting Secretary will organize Public Comment. Please keep your device on mute until called upon to speak.

If using the Zoom dial-in option, use \*6 to mute and un-mute your phone.

*Please take notice that this public meeting of the 32nd District Agricultural Association, a California state institution, is being recorded using video recording equipment. Please also take notice that the 32nd District Agricultural Association will release video recordings of its public meetings where required under California law.*

**Please keep your device on mute**

The Mission of OCFEC is...

Celebration of Orange County's  
Communities, Interests, Agriculture and  
Heritage

*(with results justifying resources expended)*





## 5. Closed Session

- A. Pending Litigation – The Board will meet in closed session to consult with legal counsel regarding the following pending litigation. [Gov. Code section 11126(e).]
- i. To confer with and receive advice from legal counsel regarding potential litigation involving the 32nd District Agricultural Association. Based on existing facts and circumstances, the Board of Directors will decide whether to initiate litigation. (Govt. Code, § 11126, subd. (e).)
  - ii. To confer with and receive advice from legal counsel regarding potential litigation involving the 32nd District Agricultural Association. Based on existing facts and circumstances, there is significant exposure to litigation against the 32nd District Agricultural Association. (Govt. Code, § 11126, subd. (e).)
- B. Personnel: The Board will meet in closed session to consider the evaluation of performance of the General Manager / CEO. [Govt. Code, § 11126, subd. (a).]





# 6. CEO's Operational Announcements & Updates



<https://amvetsnsf.org/carillon/>



# For the Eight Months Ended August 31, 2020

	<b>Actual</b>	<b>Budget</b>	<b>Variance</b> Favorable (Unfavorable)
YTD Revenue	\$2,776,027	\$47,550,552	\$(44,774,525)
YTD Expenses	<u>\$13,461,815</u>	<u>\$41,291,692</u>	<u>\$27,829,877</u>
YTD Net Proceeds (Deficit)	<u>\$(10,685,788)</u>	<u>\$6,258,860</u>	<u>\$(16,944,648)</u>



# Cash and Cash Equivalents

	<u>August 31, 2020</u>	<u>August 31, 2019</u>
Cash on Hand	\$ 2,410,694	\$ 2,908,865
Investments	<u>\$43,699,293</u>	<u>\$59,386,472</u>
Total Cash and Cash Equivalents	<u>\$46,109,987</u>	<u>\$62,295,337</u>
Year over Year Decrease	<u>(\$16,185,350)</u>	
Year over Year % Decrease	-25.9%	



# Current & Upcoming Events







Fridays & Saturdays: Noon – 8pm  
Sunday: Noon – 6pm



September 25<sup>th</sup> & 26<sup>th</sup> 6:30pm & 9pm  
September 27<sup>th</sup> 6pm & 8:30pm



September 26<sup>th</sup> 9am – 4pm  
Outdoor Market, Lot D  
FREE Admission







COVID-19  
Drive Thru Testing  
**SUPERSITE**

OC health CARE AGENCY

The logo features a dark blue background with a white border. At the top, there are icons of a car, a pair of tweezers, and a test tube. The text 'COVID-19' is in orange, 'Drive Thru Testing' is in white, and 'SUPERSITE' is in large white letters. Below the text is the OC Health Care Agency logo, which includes the letters 'OC' in orange and 'health CARE AGENCY' in white, along with a circular seal.

Through October 23<sup>rd</sup>  
Weekdays, 7am – 3pm  
By appointment only



POWER OF ONE  
FOUNDATION

Emergency Food Assistance  
Drive-Through  
Distribution

The logo for Power of One Foundation features the words 'POWER OF ONE' in large, bold, black letters with red outlines, and 'FOUNDATION' in smaller black letters below it. Below the logo, the text 'Emergency Food Assistance Drive-Through Distribution' is written in a bold, black, sans-serif font.

October 17<sup>th</sup> & 31<sup>st</sup>  
8 am - Noon



Every Thursday, 9am - 1pm





October 1<sup>st</sup> – November 1<sup>st</sup>  
Wednesday – Sunday  
[urbanlegends.com](http://urbanlegends.com)

SubieFest Charity Drive-Thru  
Sunday, October 4<sup>th</sup>  
8am – 6pm

THE 2020  
**STI** SUBARU TECNICA  
INTERNATIONAL

Subiefest 





# Proposed October Re-Opening with approved Heathy & Safely Guidelines



## 7. Minutes

### **A. Board meeting held August 27, 2020**

Action Item



## 8. Matters of Public Comment

Speakers are requested to sign in prior to the start of the meeting and are limited to three minutes. Public comment is allowed on issues NOT on the current Agenda. However, no debate by the Board shall be permitted on such public comments, and no action will be taken on such public comment items at this time, as law requires formal public notice prior to any action on a docket item.

Comments will be accepted on Agenda items during the meeting. Speakers wishing to address the Board on items on the agenda are requested to sign in prior to the start of the meeting and identify the agenda item[s] on which you desire to address the Board. Speakers are limited to three minutes.





## 9. Consent Calendar: (Policy Reference: 4.3.4)

All matters listed under Consent Calendar are operational matters about which the Board has governing policies, implementation of which is delegated to the CEO. They will be enacted in one motion by category in the order listed below. There will be no discussion of these items prior to the time the Board of Directors votes on the motion, unless members of the board, staff or public request specific items to be discussed separately and/or removed from this section.

Any member of the public who wishes to discuss Consent Calendar items should notify the Chair of the Board, at the time requested and be recognized by invitation of the Chair to address the Board.



# 10A. Committee/Ad Hoc Committee/Liaison Reports

## **INFORMATION ITEM:**

To assure compliance with the Bagley-Keene Act, Committee reports are only for the purpose of the Committee chair, Ad Hoc Committee members or Liaison to provide a verbal update. Should the Board want to discuss any Committee work item not already on the agenda; those would need to be agendized for a future Board meeting.

- i. Community Engagement Committee (Vice Chair Rubalcava-Garcia, Committee Chair; Director Ruiz)
- ii. Heroes Hall Veterans Foundation Board (Director La Belle, Chair Cervantes)
- iii. Centennial Farm Foundation (Chair Cervantes)
- iv. Financial Monitoring Committee (Director Pham, Committee Chair; Director La Belle)
- v. Legislative Monitoring Committee (Director Aitken, Committee Chair; Director Ruiz)
- vi. Governance Committee (Vice Chair Rubalcava-Garcia, Committee Chair; Director Bagneris)
- vii. Safety & Security Committee (Chair Cervantes, Committee Chair; Director Ruiz)
- viii. Facilities Committee (Director Aitken, Committee Chair; Director Pham)
- ix. Audit and Compliance Committee (Vice Chair Rubalcava-Garcia, Committee Chair; Director La Belle)
- x. Branding Project Ad Hoc Committee (Director Aitken)
- xi. Storage, Parking and Traffic Ad Hoc Committee (Director La Belle, Committee Chair; Director Bagneris)
- xii. Diversity Committee (Director Ruiz, Committee Chair; Director Kovacevich)
- xiii. Entertainment Booking Services RFP Ad Hoc Committee (Director Aitken, Director La Belle)



# 10B. 2021 OC Fair Planning Update

## **INFORMATION ITEM:**

As staff begins the difficult task of planning for 2021, the primary challenge will be the uncertainty surrounding our ability to host the 2021 OC Fair – and if approved, what modifications will be necessary to ensure guest, employee and partner health and safety in accordance with the most current guidelines and directives.

While no one has a crystal ball to be able to predict where Orange County will be in July, 2021 with regard to reopening phases or tiers, **staff is planning now with the best data available and the most reasonable and conservative projections for the future.**

**Our planning will be done with the knowledge that the end result is, and will continue to be, a moving target. Adjustments will be made throughout the year incorporating the most current information, updates and guidelines.**



# 10B. 2021 OC Fair Planning Update

## Revenue and Expense Goals – 2021 OC Fair

- \$2 million net contribution
- Reduce overall fair expenses by 50%
- Additional staff and supplies will be needed for health and safety





# 10B. 2021 OC Fair Planning Update

## Event Capacity – 2021 OC Fair



- 50% capacity – 30,000 guests per day
  - Based on space capacity using 6' distancing
  - Also based on assumption of where OC will be in July, 2021
- Date specific admission tickets sold in advance
- Pacific Amphitheatre concerts sold at 50% capacity





# 10B. 2021 OC Fair Planning Update

## Dates and Hours – 2021 OC Fair

- 21 days
- Tuesday-Sunday; dark Monday
- July 16 through August 8
- Analyze need to adjust hours



# 10B. 2021 OC Fair Planning Update

## Admissions and Parking – 2021 OC Fair



- Parking to remain at \$10
- Adjust general admission price to reflect a reduction in programming and to meet budget goals (weekdays vs. weekends)
- Analyze gate promotions that don't allow for advance sales
- No rental of Davis School and CM High School parking lots; no shuttles needed





# 10B. 2021 OC Fair Planning Update

## Programming – 2021 OC Fair

- Adjust programming to meet budget goals
- Eliminate areas that draw large unstructured crowds
  - Main Mall Show, Club OC, water fountain, Hussong's, Baja Blues, Wine Courtyard
- Reduce capacity at entertainment venues
  - Action Sports Arena, Hangar, other stages
- Reduce number of concessionaires by 50%
- Do not open exhibit buildings; move shopping program outdoors
- Re-evaluate demonstration areas
- Consider options for how to host Market Week and Jr. Livestock Auction





# 10B. 2021 OC Fair Planning Update

## Other Considerations – 2021 OC Fair



- OCTA partnership
- Camping areas
- Touchless transactions



# 10C. Branding Project Update and Discussion of Next Steps

## **INFORMATION ITEM:**

Director Aitken and CEO Richards will provide a review to the Board of the branding project with a presentation of the last branding recommendations presented earlier this year.

The Board will provide feedback so the committee can bring back final recommendations for approval at a later Board meeting.





# 10C. Branding Project Update and Discussion of Next Steps

## Background

- This project set out to gather input on the following issues:
  - Are changes needed to existing OCFEC brands or positioning?
  - If so, there would be either slight modifications to keep brands current or
  - A more significant change to address awareness and understanding
- **Methodology:** OCFEC/IMW conducted internal and external qualitative brand assessment research in two phases. This included over 220 stakeholders interviewed between February and October, 2019.
- The brands tested included:
  - OC Fair & Event Center, OC Fair, Imaginology, Centennial Farm, Pacific Amphitheatre and Heroes Hall
  - New designs for OC Fair, OCFEC, Centennial Farm, plus potential Equestrian Center logo were also tested later in Phase 1&2



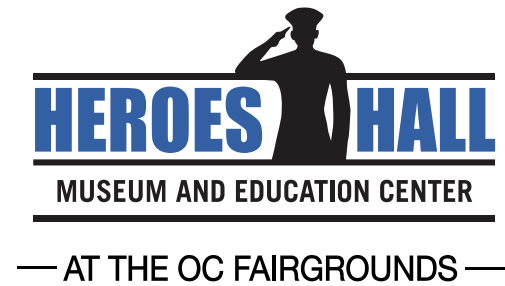
# 10C. Branding Project Update and Discussion of Next Steps

## For Board Discussion

- Keep OC Fair & Event Center as the operating name (dba)
- Refresh the OC Fair and OCFEC logos
- Introduce the nomenclature and spirit of “at the OC Fairgrounds” into the brand essence and marketing for each venue



# 10C. Branding Project Update and Discussion of Next Steps



## 10D. Discussion on and Input From Board Members Regarding Diversity Committee Purpose, Actions and Meetings

The Diversity Committee met on Monday, September 14, 2020. During the September Board meeting, the committee will seek input from the Board regarding developing a committee purpose statement, developing a list of actions and agreeing on the structure for committee meetings including open public meetings.

### **RECOMMENDATION:**

At the Board of Directors' discretion.





## 10E. Presentation Highlighting the Contributions the Hispanic Community Have Had on Orange County and Agriculture

### **INFORMATION ITEM:**

September 15<sup>th</sup> marks the beginning of Hispanic Heritage month. Director Rubalcava-Garcia will highlight the contribution Hispanics have made on Orange County's agriculture and community at-large.

Hispanic Heritage Week was established in 1968 by President Lyndon Johnson and later expanded by President Ronald Reagan to be Hispanic Heritage Month. Hispanic Heritage Month runs from September 15<sup>th</sup> to October 15<sup>th</sup>. The start date was carefully chosen for its cultural relevance with September 15<sup>th</sup> being Independence Day for Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua.





# Hispanic Heritage Month

September 15 - October 15

2020



# Hispanic Contribution in Orange County



Present



A Look at the  
Past



and Future

# Hispanic History in Orange County

- **Yorba and Peralta Families.** Some of the first families to settle in California.
- **Bracero Program.** Established a workforce in 1943 to 1964 during WWII.
- **WWII Contribution.** Over 500,000 Latinos served in WWII.
- **Mendez v. Westminster.** 1946 courts ruled against school segregation.





# Hispanic Contribution: Present Day

Hispanics continue to play a vital role in all elements of society and Orange County's local economy.

Contributing to the diversity of Orange County from leadership, labor force and culture.





# Hispanic Business in Orange County

## Business Owners and Brands

- Gonzalez Northgate Market
- Suavecito Pomade
- Jimmy Martinez, Chef and Owner of Por Vida
- Teresa Saldivar, first Latina gemologist to own a jewelry store in California
- Macro-Z Technology
- Lulu's Food
- Avila's El Ranchito Mexican Restaurant
- Aranda Tooling
- MINONDAS Newspaper





# Hispanic Advocates in Orange County

## Advocates:

- **Maricela Rios**, CEO, Human Options
- **Reuben Franco**, CEO, Orange County Hispanic Chamber of Commerce
- **Ada Briceno**, Co-President of UNITE-HERE Local 11
- **Gustavo Arellano**, Journalist, Los Angeles Times
- **America Bracho**, President & CEO of Latino Health Access
- **Ariel Meza**, Executive Director and Founder of Latino Youth Leadership of Orange County

## Elected Leaders:

- **Lou Correa**, Congressmember
- **Sharon Quirk-Silva**, State Assembly
- **Linda Sanchez**, Congressmember





# Hispanic Educators and Health Care Providers

## Educators:

- **Al Mijares**, Superintendent, Orange County Department of Education
- **Luisa Ruiz**, Santa Ana College, Student Outreach



## Health Care:

- **Dr. George Galdamez**, St. Jude Heritage Medical Group. District II Director on California's Board of Directors.
- **Richard Sanchez**, Interim CEO, CalOptima



# Hispanic Community Leaders

## Community Leaders:

- **Lizz Mishreki, APR**, LatinX Leadership Conference, Founding Board Member, Hispanic Public Relations Association Orange County chapter
- **Susie Lopez-Guerra, Ed.D**, Director of Community Relations for SAUSD
- **Gina Arreola, MPA**, Director, Strategic Partnerships and Community Engagement Girl Scouts Orange County
- **Adriana Galdamez**, Public Affairs Manager, Cox
- **Richard Porras**, VP, Public Affairs, AT&T





# Hispanics are a Meaningful Part of the Future

By 2020 Latino's in Orange County will account for 43% of the county population.





# Key Facts and Demographics

- Key data for OC. Hispanics have over **\$20 billion** in economic buying power in OC.
- Hispanics make up **34%** of Orange County's population.
- Hispanics have over **\$20 billion** in economic buying power in OC.
- Over **35,000 Hispanic owned businesses** in OC according to the Small Administration.
- Hispanics account for 670,000 or 36% of Orange County's workforce.
- 86% graduation rate.
- Hispanics make up **34%** of Orange County's population.
- There are **32 million** registered Hispanic voters nationwide.



# 10F. Appointment of Board Chair and Vice Chair Nominating Committee

## **INFORMATION ITEM:**

The Board Chair will appoint a two person task force to deliberate and make a recommendation for Officers of the Board for the upcoming year.

The Nominating Task Force will present their nominations at the October 22, 2020 meeting of the OCFEC Board of Directors.



# 11. Board of Directors' Matters of Information

**Next Board Meeting**  
**October 22, 2020**







OC Fair & Event Center – Costa Mesa, California