



In the Matter Of:

BOARD OF DIRECTORS MEETING

TRANSCRIPT OF PROCEEDINGS

April 22, 2021

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32ND DISTRICT AGRICULTURAL ASSOCIATION

ORANGE COUNTY FAIR & EVENT CENTER

BOARD OF DIRECTORS MEETING

THURSDAY, APRIL 22, 2021

9:00 A.M.

Reported by:

Patricia Garrido

CSR No. 14364

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32ND DISTRICT AGRICULTURAL ASSOCIATION

ORANGE COUNTY FAIR & EVENT CENTER

BOARD OF DIRECTORS MEETING

THURSDAY, APRIL 22, 2021

9:00 A.M.

Meeting of the OCFEC Board of  
Directors, stenographically reported by Patricia  
Garrido, a Certified Shorthand Reporter for the State of  
California, commencing at 9:00 a.m. and ending at  
11:46 a.m., Thursday, April 22, 2021, Via Zoom.

APPEARANCES OF BOARD MEMBERS:

Natalie Rubalcava-Garcia, Chair  
Doug La Belle, Vice Chair  
Sandra Cervantes, Member  
Robert Ruiz, Member  
Ashleigh Aitken, Member  
Barbara Bagneris, Member  
Nick Kovacevich, Member

ALSO PRESENT:

Michele Richards, Chief Executive Officer  
Ken Karns, Chief Operating Officer  
Summer Angus, Meeting Secretary Executive Assistant  
Joan Hamill, Chief Business Development Officer  
Doug Lofstrom, Former CEO

1 APPEARANCE OF BOARD COUNSEL:

2 DEPUTY ATTORNEY GENERAL  
3 JOSHUA CAPLAN  
4 600 West Broadway, Suite 1800  
5 San Diego, California 92101-3375  
6 Phone: 619-738-9000  
7 Fax: 619-645-2271  
8

9 PUBLIC SPEAKERS:

10 Reggie Mundekis  
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32ND DISTRICT AGRICULTURAL ASSOCIATION  
ORANGE COUNTY FAIR & EVENT CENTER  
BOARD OF DIRECTORS MEETING  
THURSDAY, APRIL 22, 2021  
9:00 A.M.

CHAIR RUBALCAVA-GARCIA: It's 9:00 a.m. or 9:01, so I'd like to call this meeting to order. All matters noticed on this agenda in any category may be considered for action as listed. Any item not so noticed may not be considered at this time. Items listed on this agenda may be considered in any order at the discretion of the chairperson.

The mission of the Orange County Fair & Event Center is celebration of Orange County's communities, interests, agriculture, and heritage with results justifying resources expended. At this time I'd like to ask Michele Richards to lead us in the pledge of allegiance.

CEO RICHARDS: Please stand. Put your right hand over your heart. Ready, begin.

(Pledge of Allegiance conducted.)

CHAIR RUBALCAVA-GARCIA: Thank you. Thank you.

1 Summer, can you please take roll call?

2 SECRETARY ANGUS: Chair Rubalcava-Garcia.

3 CHAIR RUBALCAVA-GARCIA: Present.

4 SECRETARY ANGUS: Vice Chair La Belle?

5 VICE CHAIR LA BELLE: Present.

6 SECRETARY ANGUS: Director Cervantes?

7 DIRECTOR CERVANTES: Present.

8 SECRETARY ANGUS: Director Ruiz? Director  
9 Bagneris? Director Aitken?

10 DIRECTOR AITKEN: Present.

11 SECRETARY ANGUS: Director Pham? And Director  
12 Kovacevich?

13 DIRECTOR KOVACEVICH: Present.

14 SECRETARY ANGUS: Thank you.

15 CHAIR RUBALCAVA-GARCIA: Thank you. At this  
16 time the Board will be going into closed session.  
17 Summer will be coordinating public comment, so if you  
18 would -- if you wish to address the Board during public  
19 comment, please work with Summer to get on the list.  
20 Thank you.

21 SECRETARY ANGUS: Okay. Hello, everyone, just  
22 checking that there are no Board members still in the  
23 main section of the meeting. If -- if you are, please  
24 let me know. Okay. For everyone else, give me just one  
25 minute and I'll be back to organize public comment.

1 Okay. Apologies, everyone. We're going to try that  
2 again.

3 CHAIR RUBALCAVA-GARCIA: Thank, Summer.

4 (Closed session held from 9:05 a.m. until 9:44  
5 a.m.)

6 CHAIR RUBALCAVA-GARCIA: Summer, I think we're  
7 all back. Can you please take roll call?

8 SECRETARY ANGUS: My pleasure. Chair  
9 Rubalcava-Garcia?

10 CHAIR RUBALCAVA-GARCIA: Present.

11 SECRETARY ANGUS: Vice Chair La Belle?

12 VICE CHAIR LA BELLE: Present.

13 SECRETARY ANGUS: Director Cervantes?

14 DIRECTOR CERVANTES: Present.

15 SECRETARY ANGUS: Director Ruiz?

16 DIRECTOR RUIZ: Present.

17 SECRETARY ANGUS: Director Bagneris?

18 DIRECTOR BAGNERIS: Present.

19 SECRETARY ANGUS: Director Aitken?

20 DIRECTOR AITKEN: Present.

21 SECRETARY ANGUS: And Director Kovacevich?

22 DIRECTOR KOVACEVICH: Present.

23 SECRETARY ANGUS: Thank you.

24 CHAIR RUBALCAVA-GARCIA: Thanks, Summer. The  
25 district's Board of Directors received the advice of

1 legal counsel on pending litigation items included on  
2 the closed session portion of the agenda and has nothing  
3 further to report at this time.

4 Now, I'd like to move on to agenda Item 6, CEO  
5 operational announcements. CEO Richards, would you like  
6 to take it from here?

7 CEO RICHARDS: Yes. Thank you. Today is Earth  
8 Day. Happy Earth Day, everyone. And it's a great  
9 opportunity for the 32nd DAA to salute farmers  
10 throughout the State of California who work the earth to  
11 grow and raise our food at the over 77,000 farms  
12 throughout the State of California and especially to  
13 those farms that are involved in green, organic, and  
14 sustainable farming.

15 And also a salute to the over 500,000  
16 farmworkers throughout the state. We are pursuing  
17 through the Global Biorisk Advisory Council the GBAC  
18 STAR facility certification. This is a process that our  
19 team is embarking on to achieve that star facility  
20 award.

21 And it's given to organizations that have  
22 established and maintained a cleaning disinfection and  
23 infectious disease prevention program, who have employed  
24 proper cleaning protocols and disinfection techniques  
25 and work practices and employ highly informed cleaning



1 professionals who are trained to address these issues.  
2 So we're embarking on that process and hope to have our  
3 GBAC STAR facility certification very soon.

4 So as it's been reported in the news over the  
5 last couple weeks, we're very proud that the OC Fair &  
6 Event Center is the site of the county's newest  
7 vaccination center. I have been out to the site several  
8 times. It is impressive the way that the county, the  
9 state, and the cities have pulled together in Orange  
10 County, monumental effort to get our residents  
11 vaccinated.

12 Currently the site is doing about 4,000 shots  
13 per day, but that's expected to double and even beyond  
14 that over the next couple of weeks. So the waiting  
15 times are very, very low, and everyone seems to be very  
16 impressed about how well -- how smoothly things are  
17 going. So we are thrilled to be part of helping in that  
18 effort.

19 At the same time the county has announced that  
20 it will be closing the COVID testing site starting April  
21 30th, so while the testing is kind of going away, we're  
22 ramping up with the vaccinations, so all is going well  
23 on that -- that regard.

24 SECRETARY ANGUS: Pardon me, Michele. I'm so  
25 sorry. We're not seeing your shared --

1 CEO RICHARDS: Oh, goodness.

2 SECRETARY ANGUS: -- shared screen and  
3 PowerPoint.

4 CEO RICHARDS: Okay. Hold on one second. Let  
5 me get that. Thank you, Summer. All right. How are we  
6 doing there?

7 SECRETARY ANGUS: We can see it now.

8 CEO RICHARDS: Okay. Very good. Thank you. A  
9 few months ago when the board voted not to approve the  
10 request for a loan from the San Diego County Fair, staff  
11 was asked at that time by the Board to find other  
12 non-financial ways to help the staff.

13 The San Diego County Fair has announced a small  
14 fair festival that they're planning for June called Home  
15 Grown Fun. And the artwork that you see here was  
16 actually from a campaign that -- that our in-house  
17 creative services team created several years ago for the  
18 OC Fair and was not chosen, so we were very happy to  
19 dust it off the shelf and offer it to the San Diego  
20 County Fair, and they were very, very pleased to accept  
21 the offer.

22 So -- but we have told them if they win an  
23 award for it, they have to share that with us. We've  
24 also been able to help them by agreeing to loan some of  
25 our Fair props to them and then our in-house has been

1 able to help advise them on some -- some website issues  
2 as well. So I just wanted to report out to the Board  
3 about that help that's been -- been given to the San  
4 Diego County Fair team.

5 We are also very pleased to report that the OC  
6 Fair has received a one-time allocation for fairs that  
7 was part of the governor's budget for fairs. Our check  
8 was for 1,562,000 dollars. And I should say that, you  
9 know, the OC Fair & Event Center has operated  
10 financially and in such a responsible way and we've  
11 never had to count on the state for support.

12 We've never been included in this type of  
13 funding that the State has given, but we sure are happy  
14 recipients of it now, so that will certainly come in  
15 handy. We have such a great pipeline, a very healthy  
16 pipeline of events that are waiting to use the property  
17 post-Fair during the fall. So shows like the Sand  
18 Sports Super Show, the Orange County Marathon, Fight  
19 Club OC, and lots of new events that are interested in  
20 the property.

21 So things are coming back. There's lots of  
22 interest in -- in bringing shows to the OC Fair & Event  
23 Center. And as we begin to recover and the property  
24 opens more and more, we should see a very robust  
25 post-Fair event season. We're also very happy to report

1 that we received this week a draft agreement between OC  
2 Animal Care and the OC Fair & Event Center.

3 So after, gosh, over a year of trying to push  
4 this along, we received an agreement. It's a very good  
5 agreement, very, very well written, very detailed. It  
6 also provides for use fees for the OC Fair & Event  
7 Center.

8 So if we are called upon to serve as an  
9 emergency animal evacuation center, we'll know that  
10 there are some funds available from the county for cost  
11 for doing that. So we are reviewing it internally on  
12 our end, and we hope to get that -- that rental  
13 agreement in place very, very soon. Okay.

14 On the financial front things are also  
15 beginning to look up for us for the period ending March  
16 31st, so the first quarter of 2021. We're doing quite  
17 well. We are favorable to budget on the revenue side of  
18 989,000. Also favorable on the expense side of 1.8  
19 million. So to date our net proceeds are favorable to  
20 budget by over 2.8 million dollars, and we hope to see  
21 that trend continue through -- throughout the year.

22 Total cash and cash equivalents of three --  
23 sorry -- 39 million dollars as compared to 54 million  
24 this time last year. And while that represents our  
25 significant loss from last year, we also see that the

1 loss of our cash slowing and we actually expect to see  
2 that number begin to increase in April and May.

3 So we'll have even more good news to report  
4 next month. I'd like to turn it over to Joan for a  
5 quick update on our events and a little bit of great  
6 information about Imaginology. Joan?

7 JOAN HAMILL: Thank you, Michele. Well,  
8 Michele just went over the COVID-19 testing site that  
9 will be vacating our property at the end of the month,  
10 but ongoing is the COVID vaccination. And each Thursday  
11 is our farmers market, just keep in mind that it's in a  
12 new location by Gate 8 off of Arlington Drive. So make  
13 sure you come out and enjoy that. And then next slide.  
14 Our upcoming events.

15 We have a few coming up. The Power of One  
16 emergency food assistance program will be making its way  
17 back this Saturday, April 24th from 8:00 to noon. And  
18 then also this Saturday is the Share Ourselves Wild &  
19 Crazy Taco Night drive-thru from 3:00 to 6:00.

20 And then upcoming in May, we have the wonderful  
21 Flying Miz Daisy, another one coming up on May 8. So  
22 please check out our website for more information on  
23 those events. And then as of -- Imaginology -- if we  
24 could skip back. (Indiscernible.)

25 Now, Imaginology started on Monday, so it's

1 going on right now, and it's going through the 25th.  
2 And if everyone hasn't checked this out, I would really  
3 encourage you to go to our website. The Fair staff has  
4 absolutely outdone themselves to create an incredible,  
5 fun, and educational S.T.E.A.M. experience for the  
6 entire family. It's just really fantastic.

7 And some highlights are that we're averaging  
8 about 3,000 people reached for each post on Facebook,  
9 and about 1100 for each story on Instagram. Each day  
10 our communications department is posting three feed  
11 posts on Facebook, two feed posts on Instagram, plus  
12 several tweets and Instagram stories.

13 Our most liked Facebook post so far is  
14 showcasing the Best of Show competition winners that you  
15 can see online. Our web statistics -- ocfair.com --  
16 from April 19th to today we've had over 14,000 users and  
17 39,000 page views. And for a comparison, this  
18 time frame in March, we had 4,000 users and just over  
19 11,000 page views. So I think this would be pretty  
20 fantastic.

21 Some more statistics. For the outdoor  
22 adventure hunt that I highlighted last month, we have  
23 950 registrants so far, so people can still participate  
24 in that. And this is the activity where there are over  
25 25 hidden locations in Orange County, and participants

1 will use GPS and QR code technology to navigate to the  
2 designated markers throughout the county at hidden  
3 points throughout the county.

4 So this is a really great way to get out and  
5 see the county and maybe get a little bit away from the  
6 screen and really enjoy all the beauty that OC Fair --  
7 OC has to offer. Coming up this Saturday we have the  
8 virtual chess tournament provided by Academic Chess, and  
9 this takes place from 1:00 to 4:00.

10 And this is really great. This -- in this  
11 tournament, the kids can compete with students all over  
12 the United States. And eSports Playground kicks off  
13 tomorrow, Friday, and runs through Sunday with  
14 tournaments and panel discussions just to name a few.

15 There's one -- it's call The Hive. It's women  
16 in gaming, and this is a livestream panel on Friday.  
17 There's a collegiate panel for parents and students on  
18 Saturday. Also on Saturday is a tournament, and this is  
19 for ages 14 and older.

20 And then there's also a -- on Sunday -- excuse  
21 me -- there's a casting and broadcasting panel, and  
22 that's both for parents and students as well that takes  
23 place on Sunday. And then there's another tournament on  
24 Saturday, again, for ages -- student ages 14 and over.

25 The Time Travel -- the Time Travel Virtual Fun

1 Run, which is the OC Marathon presented and sponsored by  
2 Raising Cane's is in effect sold out. This event really  
3 caught on. And I -- I got to borrow one of the medals  
4 that I really would love to be able to keep, but it's  
5 not mine and I didn't do the run, so I don't get to have  
6 that.

7 But just some really wonderful statistics on  
8 this. There are participants from 40 states in the  
9 United States, over half of which are from California.  
10 And we have international participants as well -- Ken.  
11 We have six from Canada, four from Puerto Rico, two from  
12 Denmark, and one each from Great Britain, France, and  
13 Guam. So this is just truly international.

14 So I would invite everyone to go to the  
15 website, see what you can do. There's so many  
16 activities. We have wonderful partners. We're working  
17 with Arts of Orange County, Imaginology, and Imagination  
18 Celebration -- excuse me -- and Dia de Ninos and those  
19 events are highlighted via the vital link and so many  
20 others that, as a mentioned, eSports.

21 And I just want to do another shout-out to our  
22 wonderful sponsors, Raising Cane's, Nova Academy, and  
23 YMCA. And if we could go to that next slide, I just  
24 wanted to highlight a couple of things. The young --  
25 the young lady on the left participated in our mini hat



1 competition where families could come onsite in a safe  
2 manner and do a drive-through pick up for the -- for all  
3 the things needed to make that little mini hat that she  
4 is wearing and her friend is wearing there on the  
5 stuffed animal.

6 And then on the right that is a -- that is a  
7 staffer's dog named Shirley, who is highlighting one of  
8 the -- the points on our scavenger hunt. So with  
9 that -- that QR code that you can see listed here. So  
10 there's that fun picture.

11 So again, I would invite everyone to  
12 participate and get out and get on our website and  
13 participate in Imaginology. It is a lot of fun. And  
14 that's all I have. If anyone has any questions, I'd  
15 love to answer them.

16 CEO RICHARDS: Well, hearing none, Joan, thank  
17 you so much to you and your team. Who knew that  
18 Imaginology would become an international blockbuster,  
19 right? So much fun to be had. Check out our website  
20 for more information and great job by the team on that  
21 event. And that concludes our report.

22 CHAIR RUBALCAVA-GARCIA: Thank you, Michele.  
23 Thanks, Joan. Wonderful report. Now I'd like to move  
24 on to agenda Item 7. Well, first are there any  
25 questions from the Board regarding CEO Richards's

1 update? Okay. Hearing that there are none, I'm going  
2 to go ahead and move on to agenda Item 7, meeting  
3 minutes.

4 Has everybody had a chance to review the  
5 minutes from the March 25th meeting? Can I get a --  
6 perfect. Can I get a motion to approve the minutes from  
7 March 25th, 2021?

8 DIRECTOR RUIZ: So moved.

9 CHAIR RUBALCAVA-GARCIA: That was Robert Ruiz.

10 DIRECTOR KOVACEVICH: Second.

11 CHAIR RUBALCAVA-GARCIA: Second. And Director  
12 Kovacevich. Can I get a roll call please, Summer?

13 SECRETARY ANGUS: Chair Rubalcava-Garcia?

14 CHAIR RUBALCAVA-GARCIA: Yes.

15 SECRETARY ANGUS: Vice Chair La Belle?

16 VICE CHAIR LA BELLE: Yes.

17 SECRETARY ANGUS: Director Cervantes?

18 DIRECTOR CERVANTES: Yes.

19 SECRETARY ANGUS: Director Ruiz?

20 DIRECTOR RUIZ: Yes.

21 SECRETARY ANGUS: Director Bagneris?

22 DIRECTOR BAGNERIS: Yes.

23 SECRETARY ANGUS: Director Aitken?

24 DIRECTOR AITKEN: Yes.

25 SECRETARY ANGUS: And Director Kovacevich?

1 DIRECTOR KOVACEVICH: Yes.

2 SECRETARY ANGUS: Thank you.

3 CHAIR RUBALCAVA-GARCIA: Thanks, Summer.

4 Moving on to agenda Item 8, matters of public comment.  
5 Public comment is allowed on issues not on the current  
6 agenda. However, no debate by the Board shall be  
7 permitted on such comments and no action will be taken  
8 on such public comment items at this time, as law  
9 requires formal public notice prior to any action on a  
10 docket item.

11 Speakers are requested to sign in prior to the  
12 start of the meeting and are limited to three minutes.  
13 Comments will be accepted on agenda items during the  
14 meeting. Speakers wishing to address the Board on items  
15 on the agenda are requested to sign in prior to the  
16 start of the meeting and identify the agenda items on  
17 which you desire to address the Board. Speakers are  
18 limited to three minutes. And I believe we have two  
19 speakers for this agenda item.

20 SECRETARY ANGUS: Yes. We'll call Lisa Sabo  
21 first. Lisa, when you're ready.

22 LISA SABO: Hi. Can you hear me, Summer?

23 SECRETARY ANGUS: Yes. Go right ahead.

24 LISA SABO: Okay. I'm here and real quick --  
25 and I'm not even sure if you have your videos on, but

1 I'm showing a cute picture of 10 brand new D1, D2s in  
2 the Newport Mesa Pony Club this last week and we had a  
3 certification, and we are so proud of these kids. They  
4 worked really, really hard, and we're just super proud  
5 of them.

6 Also in May the Newport Mesa Pony Club's  
7 preparing for an upcoming national rally in Temecula.  
8 And in June we have a D3 to C2 certification. And in  
9 August we have some kids going through national  
10 certifications, and these kids are working hard,  
11 studying their horsemanship, practicing and riding and  
12 so forth.

13 Also this last weekend and we were really busy.  
14 We had a Changing Strides camp, and we had eight kids  
15 come from at-risk youth areas in the county. And this  
16 is one boy, I made a video of him, and I'm showing it  
17 here. But I'm going to play the video, so if you can't  
18 see, at least you can hear. Here, let me just play this  
19 video because this is so impacting what he says.

20 (Video played.)

21 Shay was one of our participants in the  
22 Changing Strides camp, and I found that just impacting,  
23 kind of brought tears to my eyes as he talked about how  
24 horses have changed him. And this is his second camp,  
25 and we're trying really hard to do monthly camps for

1 Strides.

2 And we're reaching out to several of the foster  
3 homes and so forth in the county, and -- so between  
4 Newport Mesa Pony Club and Changing Strides, we really  
5 feel like we are making a huge impact at the fairgrounds  
6 equestrian center. So thank you all, and again, I want  
7 to also thank all of you for the vaccination sites.

8 Michele had said that it's impressive, and I  
9 think that's a massive, like, I mean, impressive beyond  
10 impressive -- I was -- I had my shot last week and  
11 super, just proud of Orange County fairgrounds, and  
12 thank you all.

13 SECRETARY ANGUS: Thank you, Lisa. Our next  
14 speaker indicated that she may have to jump off. So Pat  
15 Davis, are you still on the line? If so, it's your turn  
16 to speak. And it looks like she has jumped off, so  
17 Chair Rubalcava-Garcia I'll turn it back to you.

18 CHAIR RUBALCAVA-GARCIA: Thanks, Summer.  
19 Moving on to the Consent Calendar, agenda Item 9. All  
20 matters listed under Consent Calendar are operational  
21 matters about which the Board has governing policies  
22 implementation of which is delegated to the CEO. They  
23 will be enacted in one motion.

24 There will be no discussion of these items  
25 prior to the time the Board of Directors votes on the

1 motion unless members of the Board, staff, or public  
2 request specific items to be discussed separately and/or  
3 removed from this section. Any member of the public who  
4 wishes to discuss Consent Calendar items should notify  
5 the Chair of the Board at the time requested and be  
6 recognized by invitation of the Chair to address the  
7 Board.

8 Are there any Consent Calendar items that the  
9 Board wishes to pull today?

10 CEO RICHARDS: Chair Rubalcava-Garcia, I would  
11 not necessarily pull, but to highlight Rental Agreement,  
12 R034-21. This is a proposed rental agreement with  
13 Crossroads of the West gun show to be held in -- in  
14 early June. I know that this topic is of great interest  
15 to Board members. I also know that several Board  
16 members were able to attend the gun show held last month  
17 in March. So I just wanted to highlight that second  
18 show is -- is on the Consent Calendar for early June.

19 CHAIR RUBALCAVA-GARCIA: Thank you, Michele.  
20 Are -- is there any questions from the Board regarding  
21 this agenda item? No. Hearing that there are none --  
22 so just to clarify we -- you just pulled the June -- I'm  
23 sorry -- gun show contract. So that will be -- today  
24 the Board is voting to go ahead and approve that  
25 agreement. And it will not be on the agenda next month.

1 CEO RICHARDS: That's correct. I'm not -- I'm  
2 not pulling it. I'm just -- I'm just pointing awareness  
3 to it.

4 CHAIR RUBALCAVA-GARCIA: Thank you. I  
5 actually -- before I ask the Board to make a motion to  
6 approve the Consent Calendar, I just wanted to comment.  
7 I actually had an opportunity to attend the gun show  
8 with my family, I think it was earlier this month. I'm  
9 sorry. April is a blur. It's all sort of running  
10 together.

11 And I have to say I was impressed with the way  
12 OC Fair & Event Center staff worked very closely with  
13 Crossroads of the West. It appeared to be a very safe  
14 environment. There were sheriffs visible, and it was --  
15 I mean, for, at least for my family, I know every family  
16 operates differently, it was a family-friendly event.

17 My kids were able to just walk around, and  
18 everybody was wearing a mask, so I appreciate that. OC  
19 Fair staff as well as the promoter did their best to  
20 enforce mask wearing, which is good for us because we  
21 have big events coming up especially with the Fair.

22 You know, our -- my kids were able to buy  
23 rings, and we probably spent more money there than I  
24 wanted to, but I just wanted to highlight that it was a  
25 good family-friendly event.

1 Are there any other Board members who, you  
2 know, have questions or comments about the gun show?

3 DIRECTOR CERVANTES: This is Sandra Cervantes,  
4 and I also attended with my husband. It was my first  
5 time, and I also felt the same thing that you  
6 experienced with your family as well.

7 CHAIR RUBALCAVA-GARCIA: Thank you, Director  
8 Cervantes.

9 DIRECTOR RUIZ: Yeah. This is Director Ruiz.  
10 I also attended. It wasn't my first one. I attended  
11 other shows before, and I attended, and I invited some  
12 family who are in law enforcement, and they also enjoyed  
13 it. They liked it. Again, very well regulated.

14 I actually enrolled in a gun-safety class,  
15 which I'm going to be taking up here next month. It's a  
16 gun and tactical safety class which I'm looking forward  
17 to. Again, it was a great experience as always, and I  
18 look forward to keep having these gun shows at the  
19 fairgrounds.

20 CHAIR RUBALCAVA-GARCIA: Thank you, Director  
21 Ruiz. You know we also had an opportunity to bring  
22 elected officials just to get a lay of the land and --  
23 and see how it's operated. So I mean, it was a  
24 productive weekend for us at the Fair, but -- any other  
25 questions or concerns before I --



1           DIRECTOR AITKEN: Yeah, I just was going to  
2 just reiterate. I went also with everybody, with --  
3 Senator Josh Newman was there, State Senator Dave Min,  
4 representatives from assembly Cottie Petrie-Norris's  
5 office, as well as some community groups. I think that  
6 was my fifth gun show and I echo the Chair's problem  
7 when you go there. I walked off with way more bags of  
8 pistachios and jerky than I was intending to purchase.

9           But they have a lot of really good small  
10 businesses there, and I was glad to see it. I was very  
11 impressed with the Fair and the promoter actually self  
12 policing some of the vendors with the mask wearing  
13 policy which was a concern of mine and would like an  
14 update from Michele as we get forward to some of these  
15 larger events and as we open up Orange County more and  
16 more about how that's going to affect, what our mask  
17 wearing policies are on State property.

18           But, you know, I think there was some fruitful  
19 discussions between the electives and the gun show  
20 promoter I know after that about the legislation that is  
21 currently up in Sacramento and how -- that ghost guns  
22 and the ghost-gun kits that seem to be the crux of the  
23 problem may or may not be more regulated. So hopefully  
24 we can have a legislative update either from the Chair  
25 or from Michele as going forward as to what the status

1 of those bills are and how that will affect us having  
2 those events going forward.

3 CHAIR RUBALCAVA-GARCIA: Thank you, Ashleigh.  
4 And I'm glad you brought up the small business issue.  
5 So there are over 100 small businesses that were  
6 operating at this event. And I thought it was real, you  
7 know, really interesting because they were small  
8 business and they were -- they looked to be  
9 family-owned, family-ran businesses. And not all of  
10 them are gun dealers.

11 Many of them are, you know, selling shirts or  
12 signs or wood products or jewelry. So it's, you know,  
13 the gun show brings an audience that allows them to also  
14 monetize the experience for their own, you know,  
15 livelihood. So that is one thing I wanted to mention.  
16 So thanks for bringing up the small business aspect,  
17 Ashleigh -- or Director Aitken.

18 All right. And -- hearing that there are no  
19 other comments or questions, I'm going to go ahead and  
20 ask for a motion to approve --

21 DIRECTOR CERVANTES: I so move. This is Sandra  
22 Cervantes.

23 CHAIR RUBALCAVA-GARCIA: Director Cervantes.  
24 Can I get a second?

25 DIRECTOR RUIZ: Second. Director Ruiz.

1 CHAIR RUBALCAVA-GARCIA: Thank you, Director  
2 Ruiz. Summer, can you please take roll call?

3 SECRETARY ANGUS: Chair Rubalcava-Garcia?

4 CHAIR RUBALCAVA-GARCIA: Yes.

5 SECRETARY ANGUS: Vice Chair La Belle?

6 VICE CHAIR LA BELLE: Yes.

7 SECRETARY ANGUS: Director Cervantes?

8 DIRECTOR CERVANTES: Yes.

9 SECRETARY ANGUS: Director Ruiz?

10 DIRECTOR RUIZ: Yes.

11 SECRETARY ANGUS: Director Bagneris?

12 DIRECTOR BAGNERIS: Yes.

13 SECRETARY ANGUS: Director Aitken?

14 DIRECTOR AITKEN: Yes.

15 SECRETARY ANGUS: And Director Kovacevich?

16 DIRECTOR KOVACEVICH: Yes.

17 SECRETARY ANGUS: Thank you.

18 CEO RICHARDS: Chair Rubalcava-Garcia, I'm not  
19 sure if you can hear us. You're on mute, but we're  
20 ready to --

21 CHAIR RUBALCAVA-GARCIA: Thank you.

22 CEO RICHARDS: There you go.

23 CHAIR RUBALCAVA-GARCIA: I do that --

24 I'm sorry. I live on Zoom calls now, so I do that at  
25 least once a day, and I'm sorry it had to happen here.

1 But moving on to agenda Item 10. And I would -- I'm  
2 going to go ahead and turn it over to CEO Richards for  
3 the 2021 OC Fair planning update.

4 CEO RICHARDS: Yes. This is an information  
5 item, but as we've done for several months now, we want  
6 to take the Board and the public on the journey with us  
7 on reintroducing the OC Fair. So I'm going to run  
8 through several aspects of the Fair, different  
9 programming, operational pieces, to bring you up to  
10 speed on where we're at and then we can open it up for  
11 questions and discussion.

12 So let's see first where we stand in terms  
13 of -- of reopening. More than two million vaccine doses  
14 have been administered in Orange County as of the 16th  
15 of April. And that is up nearly 18 percent from the  
16 previous week. So there -- we are going gangbusters in  
17 Orange County in administering the vaccine. And as I  
18 said previously so -- so proud that the OC Fair & Event  
19 Center can make such a huge contribution to that effort.

20 Nearly 750,000 OC residents are fully  
21 vaccinated, and that's up from 600,000 last week. So  
22 again, some great progress on the vaccination end.  
23 Orange County's case rate is 2.8 per 100,000 residents.  
24 That's down from three from last week. And OC's  
25 positivity rate dipped from 1.6 to 1.4 percent meeting

1 the least restrictive yellow tier's requirements of less  
2 than 2 percent for the straight fourth week.

3 So we are poised at the county to move into  
4 that -- that yellow tier very quickly. And, of course,  
5 we all heard Governor Newsom's announcement that the  
6 State may drop this color-coded tiering system  
7 altogether and fully reopen on June 15 with, of course,  
8 as he mentioned, common sense, health and safety  
9 procedures.

10 Currently everyone 16 and older is eligible for  
11 a COVID vaccination. And I was at the site yesterday.  
12 I was so pleased to see so many young people lining up  
13 for their vaccination. So we are definitely making  
14 progress. Governor Newsom tweeted yesterday that over  
15 one in four Californians are now fully vaccinated. So  
16 great effort, great progress.

17 Just to very quickly review the basics with  
18 regard to our plan for the 2021 OC Fair, our dates will  
19 be Friday, July 16th through Sunday, August 15th, closed  
20 on Mondays and Tuesdays. We will open from 10:00 to  
21 11:00 on Wednesdays and Thursdays, 10:00 to midnight  
22 Friday, Saturday, and Sunday.

23 We're adding that extra hour on the front end,  
24 again, just to spread things out, give everyone plenty  
25 of elbow room. We are controlling the attendance at

1 45,000 paid admission capacity per day through online  
2 ticket reservations through our Ticketmaster system.  
3 And we have budgeted that the OC Fair will pick up any  
4 fees for the customers. So the customer will pay  
5 exactly what fairgoers paid last year.

6 Weekdays, Wednesday and Thursday, adults 12  
7 dollars, kids seven dollars, and weekends that adult  
8 rate goes up to 14. Kids five and under will still be  
9 free at the OC Fair. We are ready to launch sales  
10 beginning May 1st. And if there's any indication from  
11 the number of phone calls we're getting about those  
12 ticket sales, we expect them to be very, very robust.

13 We are doing advanced carnival tickets sold  
14 online as well so that we can create an opportunity for  
15 as many contactless transactions as possible. Masks  
16 will be mandatory for guests, employees, and partners.  
17 We don't know if that's going to change, but as of right  
18 now, our communications to our guests is that that will  
19 be a requirement to attend the Fair.

20 Now, I have to share that we've been approached  
21 with questions from folks now and again about well,  
22 gosh, if June 15 things open up and suddenly capacity is  
23 not an issue, are you guys going to open up the Fair for  
24 unlimited attendance? And the answer is no.

25 The reason is that we believe it's very

1 important to stick with this plan. This plan does not  
2 overwhelm our resources, we don't burden our neighbors  
3 with excessive traffic, parking, congestion issues. It  
4 allows us to use all of our onsite parking, a little bit  
5 offsite parking at Orange Coast College. But again, we  
6 won't have to employ shuttles and rent offsite parking  
7 lots that, again, just choke us with a lot of extra  
8 traffic and congestion.

9 And we're able to create a great guest  
10 experience and make some money, turn a profit, help dig  
11 ourselves out of that -- that loss from last year. So  
12 this is our plan, and we're sticking to it. We have  
13 already launched our How to Fair education campaign  
14 for our guests. We want to create a very positive Fair  
15 experience for everyone, so we're teaching them how to  
16 buy tickets, how to prepare for their visit, what to  
17 expect upon arrival.

18 We're highlighting Fair programs, activities,  
19 and events. And we're giving them an opportunity to  
20 take a post-Fair guest survey. Our team is also working  
21 on the development of a mobile app that will provide all  
22 the information that a guest will need to know accessible  
23 right from their -- their smartphones. So that How to  
24 Fair campaign has already launched through social media  
25 through our e-blast and our databases and certainly

1 online on our website.

2 So we'll be getting that information out  
3 consistently between now and through the Fair. In terms  
4 of parking, just a reminder that the parking fee will  
5 remain at 10 dollars. Our goal is to keep all of the  
6 public onsite so that we don't have any traffic or  
7 parking issues surrounding the fairgrounds. Credit card  
8 transactions only when you come into the parking lots.

9 And we believe that this pandemic has taught  
10 our guests about contactless transactions. In fact, I  
11 was joking the other day I think I've had the same  
12 20-dollar bill in my wallet for months. The main gate  
13 off of Fair Drive will be used as a drop-off, rideshare,  
14 Taxi, ADA, and turnaround location. So we can pull that  
15 traffic off of the streets very quickly and get people  
16 dropped off and on their way.

17 There will be no shuttles from offsite lots.  
18 We don't need that this year. And the lots at Orange  
19 Coast College will be used for our employees and  
20 partners. And we will see the return of the  
21 Neighborhood Ambassador program so we can make sure that  
22 we stay good neighbors as well to the people that  
23 surround the fairgrounds.

24 We will still have employees at the gates to  
25 welcome our guests and to scan their tickets and badges.



1 The public entrances will look a little bit different.  
2 The photo that you see is a large tent that we've had  
3 for the last several years at Blue Gate. We're -- it's  
4 going to look a little bit different this year so that  
5 we can accommodate physical distancing as people wait to  
6 get scanned into the Fair.

7 And, of course, we are looking at new screening  
8 technology which is under review. We're hoping to bring  
9 that to the gates that will allow us to do a security  
10 screening very quickly to get people in and out of  
11 lines. Regarding entertainment, our pig races which are  
12 hugely popular at the Fair are going to move to Park  
13 Plaza.

14 For those of you that don't know where Park  
15 Plaza is it's where the hypnotists -- the stage where  
16 the hypnotists and -- and the acrobats have preformed,  
17 the Peking Acrobats. We're going to turn that into pig  
18 race central this year at the OC Fair. And the  
19 hypnotists is moving to Plaza Pacifica Stage which is  
20 where the karaoke was each night.

21 Obviously, karaoke is not a good idea this year  
22 with people sharing a microphone. So we are bringing  
23 Dueling Pianos to the Plaza Pacifica Stage. That should  
24 be hugely entertaining for our guests. We are currently  
25 evaluating Hanger programming, not sure with the current

1 limitations how that might change after June 15th and  
2 whether or not we'll be able to have concerts and  
3 programming in the Hangar. But we're continuing to work  
4 on that.

5 The Pacific Amphitheater concert dates will  
6 change. Concerts will begin on July 26th, and we will  
7 extend with more shows into August and September. So  
8 that schedule will be -- we'll get out with that  
9 schedule very soon. We are using the Action Sports  
10 Arena for storage this year, taking containers that used  
11 to be on -- in our parking lots, putting them in the  
12 Action Sports Arena to create more public parking.

13 And we're exploring the opportunity of hosting  
14 some of the great fan favorites in the Action Sports  
15 Arena post-Fair, like the monster trucks, for example,  
16 or the -- the rodeo, for example. We're looking into  
17 that. Okay.

18 In terms of our Exhibits program. Heroes Hall  
19 will feature the Private Miller World War II watercolor  
20 exhibit. This is an exhibit that was installed just  
21 before the second shutdown, and it is ready for the  
22 public to see it. Centennial Farm will be fully open.  
23 We will have baby piglets, Hoss and Howie, will move  
24 from the livestock area to Centennial Farm.

25 And OC Connection Program, which featured

1 nonprofits will be featured in the Millennium Barn and  
2 will rotate, so we'll have different community groups  
3 and nonprofits as part of the Centennial Farm layout.  
4 Our Culinary Parts Program will continue in the  
5 Promenade, but the competitions will be limited. There  
6 are some competition categories that we've had to limit  
7 this year.

8 The Promenade will also have some new features  
9 including a special California agriculture exhibit along  
10 with some low-touch activities, young competitions,  
11 magic shows, with the theme Celebrating California's  
12 National Parks. So that should be really great. The  
13 Home Arts Program will be back in the Anaheim building.  
14 Again, we're reducing the number of competitions and we  
15 will include the table settings which used to be in the  
16 Promenade. Okay.

17 The Visual Arts building will return to --  
18 Program will return to the Los Alamitos building.  
19 Again, a reduced number of competitions, and it will  
20 include the woodworking program which is one of my  
21 favorites. We are exploring the possibility of some  
22 virtual competitive entries as well, so more to come on  
23 that.

24 Thank goodness the giant OC FAIR letters at  
25 Blue Gate will return. So many families take selfies in

1 front of our OC FAIR letters, so we're going to spruce  
2 them up for 2021 and they will be back at Blue Gate.  
3 Our junior livestock auction will be virtual again this  
4 year. Market Week activities will take place before the  
5 Fair, but there will be some livestock competitions in  
6 the Show Ring.

7 The swine tent, the beef barns will be  
8 activated, so there will be lots of animals to see in  
9 the livestock area. The camel dairy folks will be back,  
10 game birds, goats, horses, chicken exhibits will all  
11 return. The North and South tents and the Maternity  
12 Barn will be used for storage. So rest assured, lots of  
13 animals at the OC Fair this year.

14 In terms of food and shopping, several  
15 consession locations will change. So don't come to the  
16 Fair expecting to see your favorite concessionaire in  
17 the same place. It will be a -- a fun discovery.  
18 Stands and eating areas will be spaced with plenty of  
19 elbow room. So we've created lots of eating areas with  
20 picnic tables and umbrellas so that people can eat their  
21 food in a, you know, a safer area.

22 Shopping will remain in the Costa Mesa, Santa  
23 Ana, and Huntington Beach buildings. Those building  
24 capacities will be enforced and booths will have  
25 additional spacing and we'll have some directional

1 considerations so that there's not cross traffic in  
2 those buildings. We are reconfiguring Yellow Gate which  
3 is the gate on the east side of the property.

4 The foot traffic in that area we expect to be  
5 reduced, because at this point we will have no shuttles,  
6 and we're not certain if the OCTA buses will back. We  
7 have not yet heard whether they have received their  
8 grant money for that program to return.

9 The giant alligators, the snakes, and the  
10 lorikeets will not be returning. Again, those are  
11 really tight areas with compact lines. So we're -- we  
12 can't have them return this year. We want everyone to  
13 know that our facilities department is ready to roll out  
14 our health and safety plan. It will be fully executed.

15 Staff will be thoroughly cleaning all of our  
16 high-touch surfaces on a regular basis, like door  
17 handles and tables using Hypochlorous acid, the cleaner  
18 that Jerry has talked about. It's a wonderful product.  
19 And our restrooms will be limited. So there will only  
20 be a -- the number of people allowed in a restroom will  
21 only be equal to the stalls that are available. So  
22 we'll -- we'll monitor how many people will be using the  
23 restrooms at one time.

24 And the janitorial staff will be using that  
25 Hypochlorous disinfectant while servicing the restrooms.

1 We have had to make some decisions about our ticket  
2 promotions. We know that they're popular with the  
3 public, but they're designed to drive attendance at the  
4 gate. And unfortunately this year because of our need  
5 to control daily attendance, we've had to cut some of  
6 them out.

7 So not returning in 2021 will be our First  
8 Responders Week, Kids Day, Free Military and Families,  
9 friends of the Fair Day, our Free Opening Hour, which  
10 Free Opening Hour alone brought 30,000 people during  
11 that first opening hour on opening day. I think you can  
12 all understand why that doesn't make sense this year.  
13 Bounce Backs from other fairs and then, of course, we've  
14 talked about eliminating our Super Pass for this year.

15 However, returning in 2021, five and younger  
16 will be free and counted at the gate. We are working on  
17 an alternative to We Care Wednesday so that the public  
18 can help us support the food bank, OC Food Bank and  
19 Second Harvest Food Bank. We are offering our  
20 neighbors -- our wonderful neighbors who put up with a  
21 lot during the Fair -- we're still offering them  
22 discounted tickets.

23 And we are working on a community give-back  
24 program where we plan to get into the hands of the  
25 neediest in our community, particularly kids and their

1 families get tickets to the fair. So we want to make  
2 sure that the Fair is accessible to those who otherwise  
3 wouldn't be able to pay full price or buy a ticket  
4 online.

5 So I've been doing a lot of talking, but I'll  
6 stop there and see if there are any questions.

7 DIRECTOR AITKEN: Michele, this is Director  
8 Aitken. I think one of the nice things that Board  
9 members throughout the years have been able to do is buy  
10 tickets and then donate them to nonprofits. Since we  
11 aren't able to do that, is there another way for people  
12 that want that to to participate to, you know, donate to  
13 these programs or make sure that we have enough funds  
14 for anyone that is in need that might want a ticket to  
15 the Fair?

16 CEO RICHARDS: Yes, absolutely. And that's  
17 what I was alluding to in terms of the community  
18 giveback. We love that our Board members are so  
19 generous in supporting nonprofits, and we'd actually  
20 like to expand that this year. So I'll be working with  
21 individual Board members to make sure that we can get  
22 those -- those tickets in the hands of -- of those  
23 deserving organizations and families. Great question.  
24 Thank you, Ashleigh.

25 VICE CHAIR LA BELLE: Yes, Michele. This is

1 Director La Belle. A couple of observations and then  
2 questions. One of the things that I would like to make  
3 sure that we do when we begin the ticket sale process,  
4 we're going to be the only game in town this year and  
5 for who knows how long.

6 I think as you've indicated earlier that the  
7 demand is going to be significant, and I think we need  
8 to make it very sure that when we begin the ticket sales  
9 that our customers know exactly what the requirements  
10 are going to be relative to social distancing, masks,  
11 they'll be buying tickets for a day certain -- et  
12 cetera, et cetera, whatever other information that we  
13 can get out to the -- the general public I think would  
14 be very, very advisable.

15 Secondly, there are a number of private venues,  
16 stadiums, or amusement parks, or what have you that are  
17 opening up now. I would encourage staff to make sure  
18 that we are monitoring what they are doing to be able to  
19 apply that to -- as applicable to the Fair.

20 As an example, I just read an article this  
21 morning that at Dodger Stadium they're looking at  
22 setting up a vaccination-only section that will not  
23 include social distancing. And they're going to see how  
24 that works. To the extent that it works they're going  
25 to -- they're going to plan on expanding that.



1           That might be something that we should look at  
2 relative to the Pacific Amphitheater and to the Hanger.  
3 Another thought, as we progress through the year, you've  
4 already indicated that we're going to be looking at  
5 extending the concert season well beyond the Fair to  
6 August and September. I would hope that after the Fair  
7 concludes we could leave, perhaps including certain  
8 consessionaires, food vendors, and others that might  
9 want to stay around.

10           I'm hoping that you and staff can use your  
11 persuasive talents, which are very good, to see if RCS  
12 can leave several of the larger rides, i.e., the large  
13 wheel, perhaps the sky ride into August, September.  
14 That would add additional benefit to people who would be  
15 attending the Pac Amp concerts.

16           Like I said, we're going to be the only game in  
17 town this year. And I would think that we would have  
18 the ability to -- to encourage vendors of all sorts,  
19 food and other, to maybe year-round into August,  
20 September. Obviously we can consolidate into the area  
21 maybe that's closer to the -- to the Pacific  
22 Amphitheater.

23           But I'd like to suggest that staff look into  
24 that and see if that has any feasibility at all. And I  
25 guess lastly, at the May meeting I'm sure you're going

1 to be giving us a continuing update, it's changing  
2 literally on an hourly basis.

3 If you could, I'd like to request that be on as  
4 an action item in case there are any areas where staff  
5 would need or Board would want to provide some policy  
6 direction to staff relative to the Fair as it gets  
7 closer to -- to operating.

8 I think that would conclude my comments. At  
9 this time I'd like to see if there are any comments from  
10 the public that we would want to incorporate into our  
11 discussion.

12 CHAIR RUBALCAVA-GARCIA: Thanks, Doug. We  
13 don't have any public comment for this item. We had one  
14 public comment, but they actually decided not to speak  
15 on the topic.

16 I have a couple of questions related to some of  
17 the comments that Doug made. The first one is  
18 logistically would it be even be possible for RCS to  
19 leave something behind if there's nobody to operate it?

20 CEO RICHARDS: Well, there's -- certainly there  
21 are going to be some challenges with that. You know,  
22 I've always loved the idea of having a ferris wheel  
23 here, but we did approach RCS about the possibility of  
24 that. They did do have commitments to one other fair  
25 in -- in Lancaster following our Fair and then in

1 Arizona. They move on to the Arizona State Fair.

2 So we'll -- we'll have to see if anything has  
3 changed with -- with them. The -- the rides do require  
4 a trained certified operator. Whether they'd be able to  
5 leave, you know, an individual or individuals behind to  
6 operate the rides, you know, again, that's a question we  
7 can -- we can ask RCS. We have a call coming up with  
8 them, so we'll -- we'll discuss with them again about  
9 that possibility.

10 CHAIR RUBALCAVA-GARCIA: And I -- I kind of  
11 have some concerns. I'm glad you brought up the things  
12 that are going on at other events. And Michele, perhaps  
13 you can have Ken comment on what his team -- the safety  
14 team is doing to learn from Disney and Knott's Berry  
15 Farm and others who are preparing to open up and welcome  
16 guests back to their facility.

17 But one of the concerns I do have about having  
18 a VIP section is we are a State agency and having --  
19 when -- when the Board discussed whether or not we were  
20 going to require vaccinations, we decided not to do  
21 that. And I feel it will be logistically impossible and  
22 also create more tension within the community if we, a  
23 public agency, have a VIP section that does not promote  
24 physical distancing.

25 Because, I mean, the CDC guidelines still say

1 you need to be, you know whatever distance away but  
2 they're still enforcing that. And I just think we might  
3 be opening up an unnecessary can of worms if we start to  
4 explore that option particularly for the OC Fair.

5 CEO RICHARDS: We -- we, in fact that was the  
6 hallway conversation this morning before the start of  
7 the Board meeting about the announcement from Angel  
8 Stadium, so obviously it's something we'll have to  
9 explore. You bring up a good point, Chair  
10 Rubalcava-Garcia, about whether as a State agency we  
11 could do that.

12 I think it's such a creative idea, but as Doug  
13 mentioned, you know, that's a private venue and so we'll  
14 have to seek input from the State on that. But I'll --  
15 I'm happy to turn it over to Ken. I know that many of  
16 our staff members are in close contact with their  
17 counterparts at other venues in Southern California.

18 So Ken, if you have anything else to add to  
19 that, feel free to weigh in.

20 COO KARNS: Thank you, Michele. Thank you,  
21 Chair. Yes, so staff has been encouraged to communicate  
22 with their counterparts and share. A lot of times we do  
23 lead in some of those things across our industry. So  
24 that's always good to help lift up the entire fair  
25 industry.

1 Internally, we have our subcommittees that are  
2 meeting. We are going to be pulling all aspects of the  
3 health and safety of the Fair together into a packet.  
4 We will be walking the Orange County Health Care Agency  
5 through that, all that work that's going to get pulled  
6 together in one binder, per se, and cover off all  
7 aspects of health and safety. So still being worked on.

8 CHAIR RUBALCAVA-GARCIA: Thanks, Ken. Any  
9 other questions or comments from the Board?

10 VICE CHAIR LA BELLE: Natalie, this is Doug,  
11 again. Just -- just to reiterate, I think the most  
12 important thing is when our customers buy tickets to the  
13 Fair that they know what the Fair is going to be looking  
14 like this year. That it's not going to be like it was  
15 in the past.

16 It's still going to be a very uplifting and  
17 positive experience, but if you're coming because of a  
18 specific ride, that ride may not be there. I think Ken  
19 indicated last month that at both the kiddie area and  
20 the adult area for the rides, they're going to be  
21 reduced significantly to account for social distancing.

22 I would assume the same would be the case in  
23 terms of the Midway area itself with the games. So I  
24 think we need to, obviously, just make sure that we be  
25 as open as we can with our -- our customers as to what

1 experience they're going to be buying.

2 CHAIR RUBALCAVA-GARCIA: Thanks, Doug --  
3 thanks, Director La Belle. Any other questions or  
4 comments from the Board?

5 CEO RICHARDS: Ken, did you have -- did you  
6 have anything else you wanted to add regarding that?

7 COO KARNS: Sure. I can just provide a little  
8 bit of information to address a bit of what Director La  
9 Belle was stating. When a customer buys a ticket online  
10 through Ticketmaster there will be very clear and  
11 concise language about what they're agreeing to as it  
12 relates to some of our health and safety. For example,  
13 you must, if it's still applicable, you must wear a  
14 mask. And that's -- that will be in there --

15 Secondly, we will be provided by RCS a complete  
16 list of rides and games, and our communications  
17 department will have that at their disposal. And so we  
18 will -- we will do everything we can to make sure the  
19 public knows what's -- what to expect when they come  
20 on the property.

21 CHAIR RUBALCAVA-GARCIA: Thanks, Ken. Any  
22 additional questions, Director La Belle, on that topic?

23 VICE CHAIR LA BELLE: No. I'm fine. Thank  
24 you.

25 CHAIR RUBALCAVA-GARCIA: Thank you. Any other

1 questions from the Board?

2 DIRECTOR CERVANTES: Nope.

3 CHAIR RUBALCAVA-GARCIA: Perfect. Thank you,  
4 Michele, for the update. And this was just an  
5 informational item, so there's no action to be taken by  
6 the Board. And just to confirm, Summer, we do not have  
7 public comment on this topic, right?

8 SECRETARY ANGUS: That is correct. There are  
9 none.

10 CHAIR RUBALCAVA-GARCIA: Thank you. I'd like  
11 to move on to agenda Item 10B now. This is -- this is  
12 something I think is really important for the Board to  
13 address. It's the strategic planning process. We do  
14 have this on the agenda as an action item just so that  
15 the Board can provide direction on the -- how we would  
16 like to approach the process moving forward.

17 I'm recommending that the Board consider having  
18 staff facilitate this discussion and process. CEO  
19 Richards and her team know overall operations and  
20 business of the Fair better than a consultant would, in  
21 my opinion, but this is something that we will be  
22 discussing.

23 I would like to take this in a three-step  
24 process. One, I would like to talk about what -- the  
25 structure the Board would like to take. What are our

1 strategic-planning goals? And then what are some of the  
2 big-picture items that we would like to discuss and  
3 focus on?

4 A strategic plan is only as good as, you know,  
5 the Board can make it, but I -- I really do believe that  
6 we need to stay focused and efficient during this  
7 process, and also understand that we cannot do  
8 everything within the next three years, but we should  
9 focus on some of the most important things that the  
10 Board agrees on today during this discussion.

11 Any questions on that front? So hearing that  
12 there are none, I'm going to move on to the structure.  
13 Is the Board -- and this is all open for discussion, so  
14 -- is the Board comfortable with staff facilitating the  
15 strategic planning process in-house and not hiring a  
16 consultant?

17 And I'm going to kind of set the table for this  
18 one. So in the past, the Board has hired a consultant  
19 to conduct the strategic planning process. They helped  
20 facilitate as well. And I just wanted to get the  
21 Board's thoughts on that.

22 DIRECTOR RUIZ: Yeah. This is Director Ruiz.  
23 I -- I -- I would suggest that we go with the staff to  
24 do this based on the experiences we've had in the past.  
25 Like you said before, nobody knows our grounds better



1 than our staff who are there on a daily basis. So I'm  
2 all on board in the support that staff do this for us.

3 I was part of a committee before that we hired  
4 someone from the outside, and it, you know, it didn't  
5 turn out as well as I would have liked it. So that's  
6 why giving it to staff, I think it's a great idea and a  
7 great recommendation that I would fully support 100  
8 percent.

9 DIRECTOR CERVANTES: And this is Sandra. I  
10 also agree.

11 DIRECTOR BAGNERIS: Director Rubalcava-Garcia,  
12 this is Director Bagneris. I agree. I think the staff  
13 will be perfect to do it. I think in the past, from my  
14 recollection is, you know, there was a lack of trust  
15 that our internal resources were going to be capable of  
16 really describing what needed to happen. And so we  
17 hired an outside consultant.

18 And I agree with Director Ruiz that that didn't  
19 quite turn out the way we would have wanted. It got us  
20 by, but it wasn't as thorough and in depth as it could  
21 have been. I think having staff, Michele, and her team  
22 to direct us through this process would be a great  
23 choice this time around.

24 CHAIR RUBALCAVA-GARCIA: Thank you, Director  
25 Bagneris. Oh, go ahead.

1           VICE CHAIR LA BELLE: This is Director La  
2 Belle. I would agree with staff being the lead provider  
3 of information pulling things together. A couple of  
4 thoughts that I would just throw out for the other Board  
5 members. One of the things I think that would be really  
6 helpful, we did have a pretty comprehensive study done  
7 about five years ago by Kelly and Associates.

8           And I think it would be beneficial, I think, if  
9 probably all of us except Nick and Natalie were on the  
10 Board at the time, I'd like to see that document or  
11 documents that were produced in that process distributed  
12 to the Board again just to kind of fresh our memories as  
13 to the process we went through before.

14           I do agree that I think staff can certainly  
15 handle the process. The only thing I would throw out is  
16 if at some point in time we have -- and I think we  
17 probably should have a community workshop. It might be  
18 a good idea to have some sort of facilitator, a third  
19 party, if you will, be the one that would monitor that  
20 process.

21           We, as Board members, all speak very freely  
22 about our thoughts on different items, and we respect  
23 each other's viewpoints. But sometimes it's good to  
24 really have a third party that has no stake in the --  
25 and I'm not looking at a 5,000, 10,000 dollar study.

1 I'm looking at just somebody -- assuming we  
2 have a workshop or workshops -- that we come in and be  
3 the facilitator of that discussion process between Board  
4 members, staff, and the community. So I'll just throw  
5 that out as a -- as a thought and that decision can  
6 obviously be -- be made later. But I wanted to get that  
7 on the table.

8 CHAIR RUBALCAVA-GARCIA: Doug, so I -- if you  
9 can kind of elaborate further on -- on that suggestion.  
10 You know, we, the Board has successfully facilitated  
11 community workshops, you know, recently, you know, with  
12 Director Ruiz and Director Kovacevich doing the  
13 Community Engagement Committee with the Finance  
14 Committee with Director Bagneris and Director Pham  
15 conducting that workshop annually.

16 What additional benefits do you think a  
17 consultant would be able to do in that facilitation  
18 process that -- that we're not able to?

19 VICE CHAIR LA BELLE: Well, I certainly think  
20 obviously we're able to, as individual directors. I'm  
21 just reflecting of a number of years, a team-building  
22 experience where whether it was related to our police  
23 operation or whether it was related to the organization  
24 as a total that it was very helpful to bring in an  
25 independent third party on a one-day basis to help pull

1 out all of the specific information that's important to  
2 finalizing the plan.

3 Like I said, it's not someone that's going to  
4 come in and do the work for you. It's just somebody  
5 that's going to come in, an independent third party  
6 making sure that all of the groups that have an interest  
7 in what ultimately is developed be they Board members,  
8 be they staff members, be they community members, have  
9 an opportunity to make sure their input is there.

10 And I -- I just think it's -- I think it's  
11 beneficial to have that, an independent facilitator come  
12 in at some point in time. But again, obviously it's up  
13 to the -- up to the Board. And like I said, I don't  
14 think we need to make that decision now. But I just  
15 think that -- and there's a number of -- a number of  
16 firms out there, individuals out there that can do it.

17 To give you an example, he's not doing it any  
18 longer because he's old like me, but Mike McCurry, who  
19 was our police chief in Signal Hill and my assistant  
20 there, he and his partners did that for a -- for a  
21 living. When they retired, he would come in and  
22 facilitate the discussion process, and I think everybody  
23 but Natalie and Nick know Mike was the Chair of the  
24 committee that -- that the Board appointed to bring  
25 closure to the process relative to the ongoing sale of

1 the Fair many years ago.

2 And I just think it's -- I think it's  
3 potentially very good to have somebody who, like I said,  
4 can come in and just facilitate that discussion. Come  
5 in the morning, set it up, engage the group, and go  
6 away. It's not an expensive process. You know, like I  
7 said, I think it's something that at some point in time  
8 we ought to -- we ought to consider.

9 Maybe we get to the end of the day and we don't  
10 need to do that. But I think the important thing is  
11 that the Board at the end of the process has a comfort  
12 level that we've gotten everything we need into the --  
13 into the process to make our financial decision.

14 CHAIR RUBALCAVA-GARCIA: Thank you, Director La  
15 Bell. Director Aitken or Kovacevich, do you have  
16 anything to add to that question?

17 DIRECTOR AITKEN: I understand what Director La  
18 Belle is saying about the need for independence and  
19 sometimes people are more free flowing with their  
20 thoughts and opinions anonymously. Is there a way --  
21 and I don't know if the Leadership Committee or maybe  
22 staff would be able to facilitate this where we could  
23 develop internally a good questionnaire that Board  
24 members could fill out anonymously, kind of like we do  
25 with blind bidding systems.

1           And then maybe develop really good questions --  
2       because obviously garbage in garbage out -- but good  
3       questions for all of our stakeholders that we could use  
4       the various survey systems that are out there to collect  
5       anonymous data -- anonymous data -- excuse me.

6           So at least we have a level of comfort that  
7       summaries aren't being skewed or have a personal  
8       narrative where we can all kind of access each other's  
9       raw data. I don't know if that's possible or maybe  
10      that's too laborious for the staff. But I think the  
11      laboring war would be making sure we really have tight  
12      questionnaires and really get it out to the right people  
13      and then we can analyze the data and see what  
14      information we can glean from that.

15           CHAIR RUBALCAVA-GARCIA: That's a great  
16      suggest- -- I mean, CEO Richards with SurveyMonkey and  
17      other survey tools, that should be something you should  
18      be able to facilitate. I think that's a great  
19      suggestion.

20           CEO RICHARDS: Yeah. Actually, very easily be  
21      able to do that. I love that idea as well so that we're  
22      getting input in our stakeholders. But also, one of our  
23      stakeholders is the general public. And so being able  
24      through an anonymous survey to, you know, push a survey  
25      out to the general public as well would be very valuable

1 in this process.

2 And we, you know, we have our mechanisms for  
3 doing that using our database, using Flashvote, which is  
4 a program that has really helped us gather input from  
5 the general public too. I think it would be an  
6 important part of this process, actually.

7 CHAIR RUBALCAVA-GARCIA: And I agree with  
8 Director Aitken on having that survey capability for the  
9 Board as well. You know, there might be some Board  
10 members who would feel better with an anonymous --  
11 giving their feedback anonymously so they can be more  
12 candid about their question answering. That I do agree.

13 Anything -- the one thing I, and you can, for  
14 the Board, if you have any reservations about this --  
15 before a survey goes out to the public, I think it would  
16 be good for the Board to see the questions and perhaps  
17 an opportunity to suggest modifications to the questions  
18 directly to CEO Richards so that we can also comply with  
19 Bagley-Keene.

20 But I don't think anything should go out until  
21 the Board has had an opportunity to comment on that.  
22 Okay. So any other questions on the facilitation  
23 process? Okay. Well, thank you all for your comments.  
24 This is great. Moving on to the time frame.

25 So would we like to -- I'm recommending that we

1 do a three-year versus a five-year simply because we are  
2 in a recovery period. This could go on for the next  
3 three years, and, you know, perhaps we just take a  
4 short-term snapshot of what we would like to accomplish  
5 and you know we're able to provide staff with direction  
6 on that front. Are there any questions, objections, or  
7 comments on that?

8 DIRECTOR AITKEN: I think it's a great idea  
9 considering with the financial uncertainty not knowing,  
10 you know, we -- where we're going to be that's going to  
11 be at the end of this year. I think that's going to be  
12 more helpful, if we have a better understanding of where  
13 we're going to be in three years versus five.

14 DIRECTOR KOVACEVICH: I agree. I like the  
15 three year.

16 VICE CHAIR LA BELLE: I concur as well.

17 DIRECTOR RUIZ: Yeah. Same here. This is  
18 Director Ruiz. I agree as well. You know, we're still  
19 not out of the woods with this pandemic. So we don't  
20 know, you know, how long this is going to take. So five  
21 years is perfect.

22 DIRECTOR CERVANTES: And this is Sandra. I  
23 agree as well.

24 CHAIR RUBALCAVA-GARCIA: Okay. Perfect. Thank  
25 you. And then would we like to make this part of a



1 regular Board meeting or set a special meeting? I'm  
2 thinking it'll take us maybe two four-hour sessions.  
3 But we do need full Board participation so that is one  
4 thing we need to make sure that we put it on our  
5 calendars, and, you know, do everything that we can to  
6 minimize any conflicts that might occur.

7 DIRECTOR BAGNERIS: Madam Chair, this is  
8 Director Bagneris. I'd like to have a separate session  
9 from the Board meeting, if possible.

10 CHAIR RUBALCAVA-GARCIA: Perfect. Thank you.

11 DIRECTOR RUIZ: Yeah. This is Director Ruiz.  
12 I agree with that as well. Like also you said if we can  
13 set a time and make sure we get everybody there, I know  
14 it's kind of tough to do based on our schedules that we  
15 all have going. But I think full participation here is  
16 -- should be required because it's a very important  
17 agenda that we're taking on. So if we can set a time  
18 that would be great, but I would like to make sure that  
19 everybody would be able to attend.

20 VICE CHAIR LA BELLE: I agree with everyone. I  
21 probably have the most open schedule of anybody. My  
22 sock drawers are already organized, so I'm good just  
23 about any time you want to do it.

24 CHAIR RUBALCAVA-GARCIA: Perfect. Okay.  
25 Great. So what -- I think I'm -- I'm just going to

1 recap the structure part. It sounds like the majority  
2 of the Board is comfortable with having staff facilitate  
3 the strategic planning process. We are okay with --  
4 with a three-year strategic plan.

5 And we will hold a separate session. And  
6 Michele, can we have Summer coordinate calendars with  
7 all the Board members just to ensure that everybody will  
8 be present? And at that time we can determine whether  
9 it'll be an afternoon meeting or maybe we'll do one in  
10 the afternoon and one in the morning.

11 CEO RICHARDS: Yes, of course.

12 CHAIR RUBALCAVA-GARCIA: Thank you. Moving on  
13 to the strategic planning -- oh, go ahead. Sorry.

14 VICE CHAIR LA BELLE: Natalie, this is Doug.  
15 Just one last thought given the extensive work that  
16 staff is involved in now, just trying to get everything  
17 put together for -- for the Fair, is there something we  
18 should kind of look at doing maybe post-Fair or is it  
19 your thought that we should try to do it in May or June  
20 as well? I just pose that as a question given the  
21 dynamics of being the only game in town that we're  
22 trying to administer. I just throw that out for a  
23 thought.

24 CHAIR RUBALCAVA-GARCIA: That's a good  
25 question. Michele, since the majority of this will fall

1 onto your staff's plate, do you have a -- a preference?

2 CEO RICHARDS: Well, certainly we're open to  
3 doing whatever the Board's preference is. You know,  
4 obviously post-Fair would be more ideal, just because  
5 we're heading into, you know, a very new type of Fair, a  
6 lot of moving pieces.

7 But we -- we could be ready to facilitate that  
8 prior to Fair. But I guess if I had to voice a  
9 preference, it would be to, you know, to maybe wait  
10 until post-Fair and then that gives us an ample amount  
11 of time to do -- develop some of the surveying -- the  
12 surveys. We can bring that to the Board for, you know,  
13 for discussion.

14 So I think that there's pieces that we can do  
15 before the Fair and then actually do the -- the planning  
16 sessions post-Fair. So we're at least making some  
17 progress.

18 CHAIR RUBALCAVA-GARCIA: Okay. And so why  
19 don't we keep strategic planning on the agenda as an  
20 action item until after fair just so if there are -- if  
21 there's survey questions that you want to bring that the  
22 Board can vote on and review during public session  
23 during the public Board meeting then at least we can  
24 address that at that time so that we're fully prepared  
25 to hit the ground running after Fair. So then, you

1 know, why don't we see if we can schedule something for  
2 September?

3 DIRECTOR AITKEN: Chair Rubalcava-Garcia, would  
4 it be possible if we're able to develop questionnaires  
5 for the public part, not necessarily our own property  
6 stakeholders, but the public to have like a QR code or  
7 to have some type of link so when people buy a ticket  
8 for online reservations or if we have a consignment  
9 throughout the actual Fair we can capture as many people  
10 that are fairgoers as possible.

11 CHAIR RUBALCAVA-GARCIA: I like that  
12 suggestion. I think it's -- Michele?

13 CEO RICHARDS: I love that idea. And yes,  
14 there -- there are several touch points that we can use  
15 to gather public data. So maybe, I'm just thinking out  
16 loud here. Perhaps for the May Board meeting, we can --  
17 we can bring some recommended questions to the Board.  
18 And I can -- I can gather data between now and then, get  
19 ideas for questions. And the Board could vote on the  
20 questions that would go out to the public.

21 And then pre-Fair and during the Fair we can  
22 activate all kinds of touch points for the public to be  
23 able to weigh in. And then we'll consolidate all of  
24 that data and it'll be ready when we're ready to move  
25 forward in September with the strategic planning

1 session. I like that idea a lot, actually.

2 CHAIR RUBALCAVA-GARCIA: Perfect. And if any  
3 Board members have suggested questions, feel free to  
4 send them to Michele as well. The one thing I do ask  
5 is -- the questions will be based on what the goals of  
6 our strategic planning initiative is and we'll discuss  
7 the goals and what big-picture items we want to include  
8 in strategic planning.

9 So let's just try and maintain our focus and  
10 ensure that it's relevant to the goals for a strategic  
11 planning, if that makes sense. Okay. Perfect. So  
12 thank you. That was a great suggestion, Director  
13 Aitken. So moving on to strategic planning goals.

14 I think we need to really -- this is an area we  
15 probably need to spend the most time on, but what do we  
16 want to accomplish in the next three years? The goal,  
17 you know, we want to be thoughtful and deliberate in  
18 this process. So, you know, is it revenue generation?  
19 Is it, you know, do we want to rebuild our 50 million  
20 dollar reserves or do we want to go ahead and invest the  
21 current 38 -- I think it's at 37.8 million in reserves  
22 that we currently have at the Fair?

23 So opening that up for discussion in terms of  
24 strategic planning goals.

25 VICE CHAIR LA BELLE: Natalie, this is Doug. I

1 think we have a very comprehensive infrastructure plan  
2 that the Facilities Committee has worked on. And I  
3 think we need to be looking at what the -- the capital  
4 needs are going to be for the Fair & Event Center, and  
5 we need to look at what the operational needs are going  
6 to be for the Fair & Event Center over that three-year  
7 period.

8 The challenge that we're going to have,  
9 obviously is the pandemic has, you know, thrown  
10 everything off filter. I think we just have to put that  
11 in the background and just say, okay, what do we need to  
12 do to get back to where we were at and what are the  
13 capital needs to meet the needs of the district, and  
14 accordingly what are going to be the operational needs  
15 to make sure those things get accomplished?

16 CHAIR RUBALCAVA-GARCIA: Yeah, yeah. And that  
17 goes back to the question about the building of the  
18 reserve. So I'm going to kind of jump forward then,  
19 Doug. So we have conducted an infrastructure audit,  
20 Director Aitken and Director Ruiz were part of that  
21 process.

22 You know, it's now the time to go ahead and  
23 shift over to the master site plan and start to, you  
24 know, move forward with that process, and that will help  
25 answer some of the questions that Doug mentioned. Do we

1 want to review our public programming, for example.  
2 Right now we have several things that occur on the  
3 fairgrounds.

4 Do you we want to look at that as a Board and  
5 figure out if we're going in the right direction? Are  
6 there things we want to pull back on? Are there things  
7 we want to enhance? For example, one of the things that  
8 comes to mind for me is Imaginology. It's one of the  
9 Fair's biggest givebacks. It's an amazing event, if  
10 you've had an opportunity to participate in person.

11 And I think what the staff has done this year  
12 is innovative, you know, to say the least from this  
13 virtual aspect. But are there opportunities for us to  
14 really kind of take it even bigger and make it a  
15 profitable event for the fairgrounds?

16 Not that it's always about revenue, but I, too,  
17 believe that, you know, you should be able to at least  
18 cover expenses, and, you know, contribute to the  
19 reserves. And that is an area where I think we might be  
20 able to do, you know, better there.

21 The EQC study, you know, how would we like to  
22 incorporate that moving forward? And then also the  
23 master site plan. Can that help the Board decide the  
24 best path forward? Since I know Director Aitken  
25 mentioned in the past there was -- the EQC area has

1     been -- was in that master site plan before.

2             What our educational assets, you know, are we  
3     happy with the way those are? Is that something we want  
4     to focus on now? Heroes Hall, Centennial Farm. What  
5     are our relationships with the foundations? Are these  
6     things that we should be addressing in this strategic  
7     plan?

8             So those are just a couple -- a few things that  
9     the Board can -- maybe will prompt some discussion on  
10    our goals for this process.

11            DIRECTOR AITKEN: I agree, and I'm glad that  
12    you, Chair, brought up our public givebacks, because I  
13    think one of the more difficult discussions that we're  
14    going to have is measuring the Orange County Fair  
15    revenue stream versus what goes outside at the property  
16    as a whole from Fair time.

17            And so I think really focusing on ways that we  
18    can diversify our revenue stream given that we're going  
19    to have some open weekends, we're going to try to, you  
20    know, come in and analyze where we are in the grander  
21    Orange County Market Place for different events, expos,  
22    conventions.

23            I had a former boss that used to always tell  
24    me, "What gets measured, gets managed." So I think kind  
25    of looking at, you know, where are we right now,



1 compared to other facilities in Orange County and what  
2 can we do to kind of outside of Fair time -- and then do  
3 a separate analysis for inside Fair time.

4 Are we going -- do we want to focus on customer  
5 growth and outside a pandemic, making the Fair larger  
6 and more consistently larger on our non- -- non-weekend  
7 days? Do we want to focus on diversifying our customer  
8 base in bringing in communities that maybe don't  
9 necessarily know about the Fair or go to the Fair? And  
10 how can we kind of attract those different customers, if  
11 that's something that we want to do?

12 CHAIR RUBALCAVA-GARCIA: Thank you. Any  
13 additional comments on this topic? And there is no  
14 right or wrong answer, not that I have to remind any  
15 Board members that there is no right or wrong answer.  
16 But this is really an exploratory opportunity for us  
17 just to discuss what we will focus on and what we want  
18 to include in the strategic plan. And this is just for  
19 a three-year period.

20 VICE CHAIR LA BELLE: Natalie, this is -- this  
21 is Doug. I would just ditto Ashleigh's comments, I  
22 think, looking at the availability of expanding  
23 operations. Some of us were on the Board when the  
24 Barrett-Jackson Auction was held here for two or three  
25 years and that was a really exciting opportunity.

1           And I think that something along that line or  
2   other lines related to that, I think are things that we  
3   should be exploring to -- to not only maximize the  
4   revenue that we generate, because that goes back into  
5   all the programs that we provide that don't generate  
6   revenue. And then to expand the customer experience  
7   with some of those things. So I -- I think that's a  
8   great idea that we include exploring those to the  
9   maximum extent possible in this -- in this planning  
10  process.

11           CHAIR RUBALCAVA-GARCIA: Okay. Perfect. So  
12  definitely we'll include ways to diversify revenue  
13  streams as part of the strategic plan. Are there any  
14  comments on the master site plan? I -- you know, at  
15  this time I was a member of the Facilities Committee as  
16  well at some point.

17           And I think it's important that now that we've  
18  completed the infrastructure audit that we now shift  
19  over to the master site plan. And I don't know if it's  
20  the will of the Board to include this in our strategic  
21  planning of this year.

22           VICE CHAIR LA BELLE: I would support that,  
23  Natalie. I think everything got put on hold to complete  
24  the infrastructure study, that's now done. And I think  
25  at some point in time we need to take the work that was

1 completed and decide what we want to do and what we  
2 don't want to do.

3 And, you know, there's no use in remaking the  
4 wheel. You know, we can discuss all of the down sides  
5 of that, but there was some very good data in the master  
6 site plan. And I think we, as a Board, through this  
7 process need to decide what we want to do and what we  
8 don't want to do, and then, you know, kind of put that  
9 to rest and move forward. But I would agree with that,  
10 that we should do that.

11 DIRECTOR CERVANTES: This is Sandra, and I also  
12 agree. It's really nice that we're having this  
13 conversation because then we can truly assess the  
14 uniqueness of what's needed now and how it can better,  
15 you know, serve and also just continue our commitment to  
16 the community. So I agree moving forward in including  
17 it.

18 CHAIR RUBALCAVA-GARCIA: Thank you.

19 DIRECTOR RUIZ: Yeah. This is Director Ruiz.  
20 I also agree in including it. There was a lot of great  
21 information on that study. And, you know, if we can  
22 incorporate that into it, I think this would really help  
23 us out and get this done. And like I said, I've been a  
24 part of other strategic plans before, and I think the  
25 direction we're heading in now, it's great and looking

1 forward.

2 CHAIR RUBALCAVA-GARCIA: Thank you. Any other  
3 comments on that? So the second goal will be master  
4 site plan implementation and discussion. And I do --  
5 I'm glad the Board has decided to go this direction  
6 because I do think it'll answer a couple of questions.  
7 You know, do we build up reserves? Do we utilize some  
8 of our current reserves to enhance the property? Are we  
9 best utilizing the land that we have to serve the  
10 public?

11 So -- okay. Perfect. On that front, and then  
12 any other items, so we have educational assets,  
13 relationships with foundations. The public programming,  
14 I think Director Aitken also agreed on -- we should  
15 probably include that as well. I don't think it'll take  
16 up a lot of time to discuss as part of the process.

17 And then foundations. Is everybody comfortable  
18 with discussing relationships with foundations? I  
19 believe we have a couple of MOUs that are expired and  
20 need to be renewed anyway, so that could be something  
21 that we include in the process. Any objections to that?

22 Okay. So -- and then the EQC study. And that  
23 will be -- I mean I think there we'll get some  
24 information from the master site plan as well, but  
25 can -- is the Board comfortable with including that as

1 part of the strategic plan process as well?

2 DIRECTOR CERVANTES: This is Sandra.

3 Absolutely.

4 CHAIR RUBALCAVA-GARCIA: Thank you, Sandra.

5 VICE CHAIR LA BELLE: This is Doug. I agree.

6 DIRECTOR BAGNERIS: Director Bagneris.

7 Absolutely. We cannot leave that out.

8 CHAIR RUBALCAVA-GARCIA: Okay. Perfect. All  
9 right. Any other questions? And I do think there  
10 was -- any other questions or additions that we would  
11 like to include in the strategic planning goals? Okay.  
12 Hearing that there are none, I think we have our path  
13 forward. Michele, do you have any questions?

14 CEO RICHARDS: No, just a comment. I think  
15 there's -- there's actually a lot of pre-planning that  
16 we can do that I can start with staff in May and June  
17 that I don't think will overwhelm us in terms of Fair  
18 preparation -- bring those pieces back to the Board for  
19 review and approval.

20 And again, that puts us that much more ahead  
21 post-Fair. So we can do a lot of prep work is what I'm  
22 saying between now and the fall to get ready for this --  
23 this session. And I -- I couldn't agree more with the  
24 topics that the Board has outlined.

25 These are all things that are critical to

1 moving forward. So I know we'll be very, very happy to  
2 have a strategic plan and clear direction following  
3 this. So I -- I commend the Board for moving forward.

4 DIRECTOR BAGNERIS: Madam Chair, it's Director  
5 Bagneris. I just want to follow on what Michele just  
6 said. I like the idea of doing this pre-planning  
7 because we know at the end of the year we're moving to  
8 Board transition. And I would like to make sure that  
9 you have a big hand in how we kick this off and start it  
10 as you brought it to us for the agenda today.

11 So getting -- making sure we can hit the ground  
12 running in September, it would be great. And get --  
13 help us again, and then the next Chair can pick it up  
14 from there.

15 CHAIR RUBALCAVA-GARCIA: Thank you, Director  
16 Bagneris. So any other questions? I think we actually  
17 made it through this discussion in a pretty timely  
18 manner. Any other questions before we move on to the  
19 next agenda item? Okay.

20 My only comment is I'm excited to start the  
21 process. And as I mentioned, we'll go ahead and keep it  
22 on the agenda as an action item, just so the Board has  
23 an opportunity to comment on any items that the public  
24 might be exposed to. We will definitely have public  
25 workshops. This is a public agency. We definitely want

1 to engage the public on this topic, and we will make the  
2 process as transparent and collaborative as possible.

3 CEO RICHARDS: Chair Rubalcava-Garcia, this is  
4 an action item, so I don't know if you want to attempt  
5 to sort of summarize so we can have a motion?

6 CHAIR RUBALCAVA-GARCIA: Can I get a motion  
7 to -- I'm just going to kind of recap what we did, and  
8 I'm going to see if I can get a motion for moving  
9 forward with the strategic planning process. So the  
10 Board has agreed that we will go ahead and facilitate  
11 the process in house. We will look for -- look to  
12 develop a three-year strategic plan.

13 We will focus on the master site planning ways  
14 to diversify revenue streams. We will look at our  
15 foundation MOUs and relationship with them and  
16 incorporate the equestrian center study process in this  
17 -- in this whole thing.

18 So can I get a motion to approve the strategic  
19 planning?

20 DIRECTOR CERVANTES: This is Sandra, I so move.

21 CHAIR RUBALCAVA-GARCIA: Thank you, Director  
22 Cervantes. Can I get a second?

23 VICE CHAIR LA BELLE: Second. Second.

24 CHAIR RUBALCAVA-GARCIA: Thank you, Director La  
25 Belle. Summer, can you please take roll call?

1 SECRETARY ANGUS: Chair Rubalcava-Garcia?

2 CHAIR RUBALCAVA-GARCIA: Yes.

3 SECRETARY ANGUS: Vice Chair La Belle?

4 VICE CHAIR LA BELLE: Yes.

5 SECRETARY ANGUS: Director Cervantes?

6 DIRECTOR CERVANTES: Yes.

7 SECRETARY ANGUS: Director Ruiz?

8 DIRECTOR RUIZ: Yes.

9 SECRETARY ANGUS: Director Bagneris?

10 DIRECTOR BAGNERIS: Yes.

11 SECRETARY ANGUS: Director Aitken?

12 DIRECTOR AITKEN: Yes.

13 SECRETARY ANGUS: And Director Kovacevich?

14 DIRECTOR KOVACEVICH: Yes.

15 SECRETARY ANGUS: Thank you.

16 CHAIR RUBALCAVA-GARCIA: Thank you, members of  
17 the Board, and thank you, staff, for your willingness to  
18 take on this -- this task. So moving on to agenda Item  
19 C, our Ad Hoc committees. So let's see. I'm going to  
20 go ahead and move on to the Financial Monitoring and  
21 Audit Committee. Is there a report from this committee?

22 DIRECTOR BAGNERIS: Yes, there is. Yes, there  
23 is. We did meet on the 16th, our normal monitoring  
24 meeting Director Pham, myself, and staff. And you  
25 already heard about the 1.56 million that we were



1 allocated. We were really excited about that and happy  
2 that we were included in that allocation from the State.

3 And also the bid processes, comparative bid  
4 processes for our auditor. And we did select Lance Soll  
5 & Lunghard. And if you remember, they were our auditor  
6 for last time and we had a great relationship with them.  
7 So we're looking forward to that. Other than that,  
8 Michele, if you have anything you want to add, I know  
9 Director Pham isn't on the line. So that's all I have.

10 CEO RICHARDS: No, nothing to add. Very good.

11 CHAIR RUBALCAVA-GARCIA: Thank you, Director  
12 Bagneris. Facilities Committee, Director Aitken or  
13 Director Ruiz.

14 DIRECTOR RUIZ: Hi. Good morning. Yes. We  
15 had a meeting on the 16th of this month, and it was a  
16 great meeting, very informative. We discussed a lot of  
17 the projects that have been completed and that we're  
18 going to take on. And again, Michele and her staff did  
19 a great job in informing us in regards to all these  
20 projects.

21 I know there was some discussion about, you  
22 know, possibly removing some trees from some of the  
23 gates to, you know, that can ease traffic, and I think  
24 it's great. Hopefully people won't have a problem with  
25 removing trees. I know we got an arborist to look at

1 this. And these are deceased trees, so there's a need  
2 to take these trees down.

3 So again, great information was given to us, so  
4 as you can see on the summary report that was posted on  
5 the website. So with that, I will turn it over to Ken  
6 because I believe Ken is going to show us some slides  
7 and give more details in regards to this.

8 COO KARNS: Thank you, Director Ruiz. Yeah.  
9 Well, there is -- Jerry took some pictures. And while  
10 they're up, there is one item in the report that I did  
11 want to highlight for the Board. But yeah, what you're  
12 looking at is, boy, some great improvements down at the  
13 east end of the property inside the equestrian center.  
14 And that old desilting separation pit is gone, and sure,  
15 with the new system, it sure has improved things there.  
16 And the other photo of gate four and a half with some of  
17 that work.

18 So while that's up, the one item on the report  
19 that I want to highlight too for the entire Board,  
20 because we've been speaking about this from all the way  
21 back to the approval of the operating budget in which we  
22 indicated that the new entrance systems that we were  
23 investigating are not part of the budget, but we need to  
24 come back to the full Board for approval.

25 So want to highlight that in next month's

1 meeting, there will be an agenda item and a report that  
2 lays out the cost for the 2021 Fair, the savings that  
3 we'll have, and the net impact that we're going to be  
4 asking for out of the operations budget and the  
5 recommendation of a rental for a year one to test all  
6 these systems versus a major capital outlay.

7 The manufacturer of the new systems, Evolv, has  
8 worked with us and the company Valsi, who is the  
9 technology provider and the ones that we'll actually be  
10 renting from, we've worked through how all the gates  
11 will work. We've got their numbers. We'll put a full  
12 report together and it'll come back to the full Board  
13 for discussion, questions, and any final input and  
14 either approval or disapproval.

15 And if this doesn't get approved, we can talk  
16 about plan B. But again, I'll remind the Board that  
17 this technology improves the flow through whereby  
18 instead of having to stop 100 percent of the people, if  
19 there's only one percent that there's any issues with,  
20 99 percent of the people get to flow through and you  
21 just deal with those -- with those that may have  
22 something that shouldn't come in.

23 And again, this technology, smart technology,  
24 has the ability to tell the difference between a set of  
25 keys and a knife, per se, or a gun. So we look forward

1 to bringing that back to the Board.

2 CHAIR RUBALCAVA-GARCIA: Thank you, Ken. Any  
3 other comments from the Facilities Committee? Perfect.  
4 And I think, I mean, I'm very glad that safety is always  
5 top of mind for OC Fair and including the best  
6 technology to help support that. Moving on to the  
7 Community Affairs Committee.

8 DIRECTOR KOVACEVICH: Yeah. This is Director  
9 Kovacevich. We have a quick update. So as we've talked  
10 about at previous meetings that we'd like to gather  
11 public input, and we were planning a public meeting.  
12 We're pleased to announce that we have scheduled that  
13 public meeting for May 17th at 4:00 p.m.

14 And we're encouraging members of the community  
15 to come join us and give their input on our project to  
16 bring a public art piece to the OC Fair & Event Center  
17 that will be built to represent diversity in the  
18 community, and we welcome people's opinion as to what  
19 should be included. It's going to be a long process,  
20 but we're excited to get it kicked off and see everybody  
21 on May 17th. I don't know if Director Ruiz has anything  
22 else to add.

23 DIRECTOR RUIZ: No, no, I don't, Director  
24 Kovacevich, you pretty much covered it. I just wanted  
25 to extend this invitation to the other directors to

1 attend this meeting because I also would like to hear  
2 their input as well as the public's. That's it. Thank  
3 you.

4 CHAIR RUBALCAVA-GARCIA: Thank you. Michele,  
5 is it possible to get a calendar invite for the Board  
6 members just so it's on -- I kind of live and breath by  
7 my calendar. If it's possible just so we have it there  
8 just in case. May 17th, yeah. When's the meeting?

9 CEO RICHARDS: Yeah. I'll have Summer copy all  
10 of the Board members on that. We'll be posting the  
11 notice of that by May 7th. So there will be an Outlook  
12 invitation, Zoom, you know, invitation that goes out.  
13 So we'll include all the Board members on that.

14 CHAIR RUBALCAVA-GARCIA: Perfect. Thank you.  
15 Thank you for getting that scheduled. And then Heroes  
16 Hall Veterans Foundation. Director La Belle, Director  
17 Cervantes.

18 VICE CHAIR LA BELLE: Yes.

19 DIRECTOR CERVANTES: I don't have anything.

20 CHAIR RUBALCAVA-GARCIA: Thank you, Director  
21 Cervantes.

22 VICE CHAIR LA BELLE: Nothing -- nothing  
23 further at this time.

24 CHAIR RUBALCAVA-GARCIA: Thank you, Director La  
25 Belle. I'm going to go back to the Leadership

1 Committee. The Leadership Committee met back on April  
2 16th, and we also discussed the EQC study which is one  
3 of the special projects that the Leadership Committee  
4 currently has on their plate.

5 We've asked Doug to come and present to the  
6 Board and to the public today just an update on some of  
7 his findings. Doug Lofstrom, sorry Doug. Like -- Doug.

8 DOUG LOFSTROM: Yeah. Good morning, members of  
9 the Board and public. Regarding the study, I'm pleased  
10 with the progress to date, and I remain confident that  
11 the study, or as I refer to it as a resource document,  
12 will be available to the Board of Directors at the May  
13 Board meeting.

14 As I said last month, in my opinion, the  
15 audience for this study is the Board of Directors. My  
16 efforts are to focus on that audience. The public will  
17 have an opportunity to review any of the information  
18 that I'm sharing with the Board. As I write this  
19 document, I'm in the early stages of writing the  
20 document.

21 My focus and attention is to ensure that  
22 whatever information I'm sharing with you will be  
23 helpful to the Board of Directors as they go through the  
24 review and study process. Currently there are two  
25 electronic surveys. The first electronic survey is out

1 to the boarders, trainers, and to those that take  
2 lessons at EQC. We're asking the trainers to share that  
3 link with their lesson clients.

4 I want to thank Rick and Curt at the equestrian  
5 center office. Michele drafted a letter, Terry Moore  
6 provided the link and that information went out in their  
7 monthly billings this week so that the users of EQC will  
8 have that opportunity to participate in that first  
9 electronic survey.

10 The next one, Michele and Terry Moore are  
11 working on the questions -- excuse me -- that will go to  
12 the public, the public in general. And our hope is that  
13 that electronic survey will go out either the end of  
14 this month or the first of May. The goal for both  
15 surveys is to have all information in by May 15th and  
16 then what we will do, we will create a PDF document and  
17 I will attach that to the report that's coming to the  
18 Board.

19 So the Board will see all of the results of the  
20 survey as well as the public. I want to emphasize, as  
21 I've said last month, there will be no recommendation  
22 coming from me or the study as to what direction or  
23 vision should be for EQC. That is the prerogative of  
24 the Board of Directors. The study is going to show --  
25 is going to explain to you how things operate, not how

1 things work.

2 That's a subject difference, but it's very,  
3 very important because we know how a boarding and  
4 training -- how to do it. We know how to do a horse  
5 show facility. We've done all of those things in the  
6 past, but I think it's important that this study focuses  
7 on how things operate whether they operate here or they  
8 operate at another facility.

9 And once again, I'm hopeful you will be the  
10 judge of this, that this resource document is going to  
11 help you as you go through future policy discussions and  
12 review relating to EQC. And I know you had the  
13 discussion just prior to this about the strategic plan  
14 and having this information I think will help you at the  
15 appropriate time. There will be -- there will be a  
16 section in the study that I will list all of the  
17 individuals and organizations that I have spoken to.

18 So you will see who I've talked to and the  
19 organizations that I've talked to. Another section that  
20 I decided to put together was, as I shared at the very  
21 beginning, I kind of approached this project as though I  
22 was sitting in your chair. So if I was just to give you  
23 40 or 50 pages of information, I don't think that would  
24 be fair to you. So what I'm doing is I'm actually  
25 creating a section that I'm calling review, evaluation,



1 and assessment.

2 What I will do is I will make some suggested  
3 items for you to consider which becomes kind of your  
4 check list. You can modify those, you can use them, or  
5 you can go a different direction. But I got to  
6 thinking, I think it will be helpful to you as you start  
7 to digest this information what might be the next steps  
8 that you should look at in this review process. And I  
9 think that will be a very important part of the study.

10 I will continue to work with Michele and Board  
11 leadership on the best way to share this information  
12 with the Board. And this study has involved a lot of  
13 people. Many of the staff at the OC Fair & Event Center  
14 have been extremely helpful to me. I don't want to  
15 mention any names. They know who they are, and I want  
16 to thank them for all the extra time that they've put in  
17 to help make this document meaningful.

18 And there have been many people outside the  
19 organization who have taken time to speak with me and  
20 that information has been very helpful as well. And  
21 with that, I'd be happy to answer any questions anybody  
22 might have.

23 CHAIR RUBALCAVA-GARCIA: Any questions from the  
24 Board regarding Doug's update?

25 VICE CHAIR LA BELLE: Natalie, I have a

1 question for Doug. Sort of unrelated to this, but can  
2 we have time to do a cattle drive at this year's fair?

3 CEO RICHARDS: No, no.

4 DOUG LOFSTROM: The answer -- the answer is  
5 always yes, but the prob- -- but the problem is the guys  
6 are getting older and they keep asking me, when are we  
7 going to do one, so it's up to Michele.

8 CEO RICHARDS: No, no.

9 CHAIR RUBALCAVA-GARCIA: Director Ruiz, do you  
10 have a comment?

11 DIRECTOR RUIZ: No, no, I don't. I -- well, I  
12 just wanted to thank Doug for his work in this. We  
13 really appreciate it and just keep up the good work,  
14 Doug, and thank you for everything that you're doing.

15 DOUG LOFSTROM: You're welcome.

16 CHAIR RUBALCAVA-GARCIA: Yeah. And, Doug, on  
17 behalf of, you know, the Leadership Committee and the  
18 Board also I just want to thank you for providing us  
19 with the information that we need to make thoughtful  
20 decisions. You know, as you just alluded to, the EQC  
21 study will be instrumental in our strategic planning.

22 So the fact that we will have all of this  
23 information at the ready in September is extremely  
24 helpful. And I'm also grateful that you're not putting  
25 any recommendations in there so that it didn't skew the

1 decision of the Board, but it just allows us to have,  
2 you know, discussions around what the best path forward  
3 is.

4 DOUG LOFSTROM: Right.

5 DIRECTOR CERVANTES: Hello, this is Sandra, and  
6 I wanted to also say, you know, thank you, Doug, so much  
7 for allowing us to have enough information and make good  
8 decisions, so thank you again.

9 CHAIR RUBALCAVA-GARCIA: Thank you. Any other  
10 comments on these items before I go ahead and take  
11 public comment? I believe we have one public comment on  
12 committee updates.

13 VICE CHAIR LA BELLE: Natalie, this is Doug.  
14 On our leadership report, we indicated the RFP is coming  
15 up later this year for RCS. And one of the things that  
16 doesn't have to be next month, but some time  
17 sufficiently in advance of when staff intends to -- to  
18 issue the RFP, I'd like to see an action item on the  
19 Board agenda so we can discuss the process for the  
20 carnival operator on a go-forward basis.

21 As I think most of us will recall several years  
22 ago we had a speaker at a couple of the meetings who  
23 spoke about they could -- they could do a better deal by  
24 operating the Midway operations separate from the  
25 carnival operation. I don't know if that's a good idea,

1 but I think we should have a discussion at the Board  
2 level as to what we want to include or not include in  
3 the RFP that goes out on the street for carnival  
4 operation.

5 So I'd like to request that whenever staff  
6 feels they need that discretion in advance of the  
7 hitting streaks with the RFP that it'd be placed on the  
8 appropriate agenda.

9 CHAIR RUBALCAVA-GARCIA: Thanks, Doug. Michele  
10 when will the RFP process begin?

11 CEO RICHARDS: Well, we've already begun  
12 reviewing the last RFP, which, you know, it was 10 years  
13 ago, so there's a lot to look at making recommendations  
14 about changes that, you know, we feel are necessary. In  
15 terms of dates, Ken, I'll ask you if you've got a target  
16 day for wanting to release that post-Fair?

17 COO KARNS: Well, ideally we'd like to release  
18 it at the beginning of the fourth quarter so that we can  
19 see what the impact is -- any impact is as we develop  
20 budgets going into the end of the year and give enough  
21 time for any provider or any changes or any -- or  
22 anything that may occur well in advance of the 2022  
23 Fair.

24 CHAIR RUBALCAVA-GARCIA: So October. I  
25 would -- I mean, based on what Doug just said it sounds

1 like he -- it might -- if the Board decides to go in a  
2 different direction, it might really change the RFP  
3 process. So what I think I heard Director La Belle say  
4 is he would like to explore whether we have a ride  
5 operator and a carnival operator.

6 So somebody to do the games and a different,  
7 you know, possibly have a different RFP for the rides.  
8 Currently RCS is the vendor who does all of that. So I  
9 mean, any questions or comments from the rest of the  
10 Board? In my eyes that needs to be a May agenda item  
11 because it would be too late for staff to have to go  
12 and, you know, reverse course in September to get that  
13 RFP out in October. Michele.

14 VICE CHAIR LA BELLE: I would -- I would concur  
15 with that, Natalie. Sooner is probably better, and, you  
16 know, there's pros and cons any way you look at it, but  
17 I just think the Board needs to weigh in and provide  
18 direction to staff as how we want to move forward.

19 CHAIR RUBALCAVA-GARCIA: Michele, did you  
20 have --

21 CEO RICHARDS: Yeah. I -- I might make a  
22 recommendation. I completely agree that, you know, the  
23 sooner the better, but this Board has done such a  
24 phenomenal job of working at the committee level and  
25 then bringing things to the full Board. This is an RFP

1 that we designated early on as part of the budget  
2 process that we would want significant Board involvement  
3 because it is a very important contract.

4 So I might suggest that staff meets first with  
5 the Leadership Committee, with you and Vice Chair La  
6 Belle. We can discuss sort of all the parameters, you  
7 know, some of the important considerations regarding the  
8 carnival RFP, make some recommendations that then you  
9 can bring to the -- the full Board for discussion in  
10 May.

11 I think that might be a more efficient way to,  
12 you know, to explore all the options.

13 CHAIR RUBALCAVA-GARCIA: So the only issue I  
14 have with taking it to Leadership Committee is Director  
15 La Belle is the one who brought it up. And I don't know  
16 if we'll get far -- right -- I think it almost needs to  
17 either go to a different committee or -- so why don't we  
18 go ahead and do this: Let's have the Leadership  
19 Committee discuss it, discuss parameters, but let's put  
20 it on the May agenda as an action item for the Board.

21 Does the -- does the rest of the Board feel  
22 that that is a good path forward?

23 DIRECTOR RUIZ: Yes. I'm definitely good with  
24 that, Director Rubalcava. I think that's the best way  
25 to approach this, you know, in spite of, you know,

1 circumstances that we're under. So I totally agree with  
2 that.

3 CHAIR RUBALCAVA-GARCIA: Thank you. Okay. So  
4 we're going to go ahead and move on to public comment.  
5 Summer, can you go ahead and take I think it's Reggie  
6 who has a public comment on this -- on committee  
7 reports?

8 SECRETARY ANGUS: Yes. Reggie Mundekis, when  
9 you're ready.

10 REGGIE MUNDEKIS: Hi. Good morning. Reggie  
11 Mundekis. Thank you for this opportunity to address you  
12 this morning. I'd like to thank staff and the  
13 Facilities Committee for the great stormwater  
14 improvements. It's such, such a marked change from what  
15 we had which was very old technology.

16 And I'd also like to thank staff for the  
17 innovative -- for the innovative irrigation system that  
18 proposed to be a test bed. I would also like to address  
19 the carnival RFP issues. The carnival RFP at San Diego  
20 County Fair has turned contentious and may result in  
21 litigation and has result in bid protests.

22 And I'd like to let the Board know that the  
23 company that kept appearing at Board meetings claiming  
24 that if you separated the carnival and the Midway  
25 contracts and gave them the Midway contract that the

1 Board could get so much more money out of them. I asked  
2 them how they did that.

3 And I was told by one of the principals of the  
4 company that they don't hire people to run the games,  
5 they use volunteers from the community, which it's not  
6 clear that that's legal under California law. And  
7 there's a huge issue there with using volunteers to work  
8 for a nonprofit company -- to work for a for-profit  
9 company, especially one that is out of state.

10 So I will be sending the Board an email  
11 containing some issues regarding the carnival RFP in a  
12 way to hopefully avoid some of the issues regarding very  
13 nasty bid protests and possible litigation that spills  
14 into the press and creates problems. So thank you.

15 CHAIR RUBALCAVA-GARCIA: Thank you, Reggie.  
16 Any other comments from the Board before I move on to  
17 agenda Item 11? First of all, I just want to thank all  
18 of the directors for their reports on their committees.  
19 Thank you for all of the work that you're doing.

20 I know that you're all volunteers, and it takes  
21 up a lot of time. And thank you to staff for your  
22 support of the Board on all of these initiatives.  
23 Moving on to agenda Item 11, Board of Directors matters  
24 of information. Director Ruiz, do you have anything to  
25 share?



1           DIRECTOR RUIZ: No, no, I don't. I don't have  
2 anything to share -- share with anyone at this time. I  
3 just wanted to thank everyone for their support,  
4 Michele, your staff, keep up the great work. And  
5 Director Rubalcava, thank you for your leadership.

6           CHAIR RUBALCAVA-GARCIA: Thank you. Director  
7 Aitken?

8           DIRECTOR AITKEN: Thank you. Great meeting,  
9 everybody. I wanted to give a shout-out to Joan who  
10 organized a really great tour when the vaccination site  
11 opened, and I was able to attend with some members of  
12 the Orange County Health Care Agency. It's an amazing  
13 facility, and it's so well organized.

14           And I know Joan put in a lot of work ahead to  
15 help us with that. And I also enjoyed your  
16 presentation. I have already printed out -- I don't  
17 know if you can see it -- my outdoor adventure location  
18 checklist because we're doing that this afternoon.  
19 We're both starting our scavenger hunt. So hopefully  
20 it'll be fun and I can find at the least one.

21           CHAIR RUBALCAVA-GARCIA: Thank you. Director  
22 Cervantes?

23           DIRECTOR CERVANTES: Thank you. I wanted to  
24 thank staff and then also I want to thank you, Director  
25 Rubalcava-Garcia, for a great meeting, so much

1 substance, and I feel like we've accomplished a lot, and  
2 I'm excited. So thank you.

3 CHAIR RUBALCAVA-GARCIA: Thank you. Director  
4 Kovacevich?

5 DIRECTOR KOVACEVICH: Hi. Can you hear me?  
6 I'm off -- I'm off mute?

7 CHAIR RUBALCAVA-GARCIA: Yes.

8 DIRECTOR KOVACEVICH: I'm hooked through my  
9 phone. Sorry. Okay. Well, yeah, I just wanted to,  
10 again, of course, thank staff, CEO Richards, Chair  
11 Rubalcava-Garcia, for everything you guys do, putting on  
12 this meeting.

13 You know, really excited to be a part of, you  
14 know, the vaccination effort. First the testing effort,  
15 now the vaccination effort that we're doing at the  
16 fairgrounds. I was fortunate to speak with the governor  
17 yesterday, and, you know, we're just -- California's  
18 just crushing it on the -- on the vaccines.

19 Right. The governor is doing a great job, and,  
20 you know, I'm glad that we're geared up to support those  
21 efforts in doing it. So I'm just proud to be a part of  
22 this organization and a part of our great state of  
23 California. And, you know, I wish everybody, you know,  
24 a happy weekend.

25 And as things are opening back up, of course,

1 continue to be safe even if you're vaccinated, but  
2 there's certainly a light at the end of the tunnel. And  
3 I think that light is shining brighter than ever with  
4 the upcoming fair that we're going to be hosting. So  
5 again, very exciting time, and I feel very honored to be  
6 a part of it. Thank you.

7 CHAIR RUBALCAVA-GARCIA: Thank you. Director  
8 La Belle?

9 VICE CHAIR LA BELLE: Just ditto everyone's  
10 comments, and thanks to you for your leadership and  
11 thanks to staff for all they're doing. I know it's  
12 going to be a very trying couple of months putting  
13 everything together. And, you know, I want to thank  
14 them for all of their hard work now and on a go-forward  
15 basis. Thank you.

16 CHAIR RUBALCAVA-GARCIA: Thank you. And I -- I  
17 just want to give a special thank you and shout-out to  
18 Terry Moore, director of communications, as well as Joan  
19 Hamill. So I know a bunch of you mentioned the  
20 vaccination site. We were also part of the press  
21 conference thanks to the leadership by CEO Richards and  
22 her team. And it went off without a hitch. It was  
23 great.

24 We had many members of the media there, and  
25 they were all very interested in the impact that the OC

1 Fair & Event Center has on the community, not only at  
2 Fair time but as a whole. They also were interested in  
3 understanding how many jobs would be generated by the  
4 Fair, and I believe it's 1500. I can't remember the  
5 numbers, but we had them at the time.

6 And the community was very receptive to that  
7 and grateful. So thank you all for your help on that  
8 front. And with that, I'm going to -- the next Board  
9 meeting is May 27, and this meeting is adjourned. Thank  
10 you.

11 (Whereupon, the OCFEC Board of Directors  
12 Meeting was hereby adjourned at 11:46 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: 04/30/2021



Patricia Garrido, CSR No. 14364

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