



Board of Directors Meeting

April 22, 2021

Good morning.

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

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

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

Please keep your device on mute

The Mission of OCFEC is...

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

(with results justifying resources expended)





5. Closed Session

- A. Pending Litigation** – The Board will meet in closed session to consult with legal counsel regarding the following pending litigation. [Gov. Code section 11126(e).]
- i. To confer with and receive advice from legal counsel regarding potential litigation involving the 32nd District Agricultural Association. Based on existing facts and circumstances, the Board of Directors will decide whether to initiate litigation. (Govt. Code, § 11126, subd. (e).)
 - ii. To confer with and receive advice from legal counsel regarding potential litigation involving the 32nd District Agricultural Association. Based on existing facts and circumstances, there is significant exposure to litigation against the 32nd District Agricultural Association. (Govt. Code, § 11126, subd. (e).)
 - iii. To confer with counsel, discuss, and consider the following pending litigation to which the 32nd DAA is a party. 32nd District Agricultural Association v. Ovations Fanfare, L.P., et al., Orange County Superior Court, Case No. 30-2020-01161661-CU-CO-CJC
- B. Personnel:** The Board will meet in closed session to consider the evaluation of performance of the General Manager / CEO. [Govt. Code, § 11126, subd. (a).]



6. CEO's Operational Announcements & Updates



For the Three Months Ended March 31, 2021

	Actual	Budget	Variance Favorable (Unfavorable)
YTD Revenue	\$1,309,191	\$319,861	\$989,330
YTD Expenses	<u>\$4,352,560</u>	<u>\$6,178,531</u>	<u>\$1,825,972</u>
YTD Net Proceeds (Deficit)	<u><u>\$(3,043,369)</u></u>	<u><u>\$(5,858,670)</u></u>	<u><u>\$2,815,302</u></u>

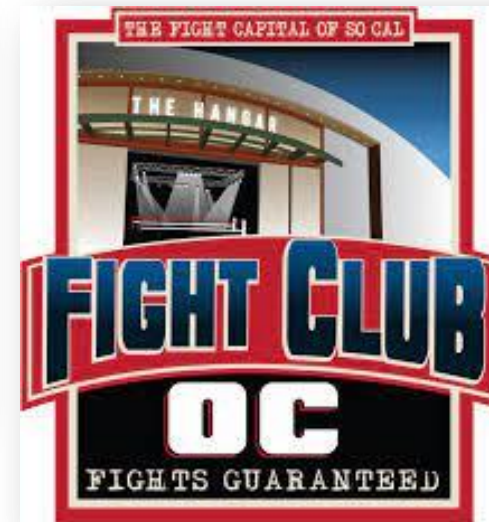


Cash and Cash Equivalents

	<u>March 31, 2021</u>	<u>March 31, 2020</u>
Cash on Hand	\$ 1,189,208	\$ 3,473,440
Investments	<u>\$37,860,911</u>	<u>\$51,255,686</u>
Total Cash and Cash Equivalents	<u>\$39,050,119</u>	<u>\$54,729,126</u>
Year over Year Decrease	<u>(\$15,679,007)</u>	
Year over Year % Decrease	-28.6%	



6. CEO's Operational Announcements & Updates



Ongoing Events



Upcoming

POWER OF ONE
FOUNDATION

Emergency Food Assistance
**Drive-Through
Distribution**

Sat
Apr 24

28TH ANNUAL SOS WILD & CRAZY
TACO NIGHT

Drive-Thru

Sat
Apr 24

Flying Miz Daisy

**VINTAGE
MARKET**

Sat
May 8



IMAGINOLOGY

GOES VIRTUAL

April 19 - 25, 2021

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7. Minutes

A. Board meeting held March 25, 2021

Action Item



8. Matters of Public Comment

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

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



9. Consent Calendar: (Policy Reference: 4.3.4)

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

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



10A. Review of OC Fair Planning Considerations and Vote on 2021 Dates

INFORMATION ITEM:

Staff has been carefully monitoring the COVID-19 situation throughout Orange County, working closely with County officials and the Orange County Health Care Agency to assess.

As reported at previous Board Meetings, OCFEC team has been diligently planning and preparing for the safe reopening of the annual OC Fair. As part of this process, meetings have been held with key fair partners who are ready to move forward.





Time FOR **Fun**

2021 Fair Theme



OC Fair & Event Center - Costa Mesa, CA

Re-Opening: Where We Stand

- More than 2 million vaccine doses administered in Orange County as of 4/16, up nearly 18% from the prior week
- Nearly 750,000 OC residents are fully vaccinated, up from 600,000 last week
- OC's case rate is 2.8 per 100,000 residents, down from 3 last week
- OC's positivity rate dipped from 1.6% to 1.4%, meeting the least restrictive yellow tier's requirements of less than 2% for the straight fourth week
- Governor Newsom announced that the state may drop its color-coded tier system and fully reopen by June 15
- Everyone 16 and older is eligible for a COVID vaccination
- Governor Newsom, "Over 1 in 4 Californians are now fully vaccinated."

The Basics

- July 16-August 15
 - 10am-11pm (Wednesday/Thursday)
 - 10am-Midnight (Friday/Saturday/Sunday)
- 45,000 paid admission capacity per day
- Online ticket reservation through TicketMaster
 - “Feeless” transaction to customer
- Ticket prices will not increase
 - Weekday (Wed – Thursday) Adult \$12, Senior/Child \$7
 - Weekend (Fri – Sun) Adult \$14, Senior/Child \$7
 - Children 5 & Under FREE
- Online sales launch May 1, 2021
- Advance carnival tickets will be sold online
- Masks will be mandatory for all guests, employees and partners

“How to Fair” Education Campaign

- For a positive fair experience
 - How to buy tickets
 - How to prepare for your visit
 - What to expect upon arrival
 - Highlights of fair programs/activities/events
 - Post-fair guest survey
 - 2021 OC Fair mobile app under development



Parking

- Parking Fee will remain at \$10
- Goal is to keep all public on site
- Credit card transactions only
- Main Gate off Fair Dr. will be used as a drop-off, rideshare, taxi, ADA and turnaround location
- There will be no shuttles from off-site lots or OCTA buses
- OCC lots will be used for employees and partners
- Neighborhood Ambassador Program will return

At the Gates

- Employees still at gates to welcome guests and scan tickets/badges
- Public Entrance gates will look a little different to accommodate physical distancing.
- New screening technology under review



Entertainment

- Pig races move to Park Plaza
- Hypnotist moving to Plaza Pacifica Stage
- Introducing Dueling Pianos at Plaza Pacifica Stage
- Evaluating Hangar programming
- Pacific Amphitheatre concert dates will change:
 - Concerts beginning July 26
 - More shows will extend into August/September
- No ASA events
 - Will be used for storage, creating more public parking availability
 - Exploring the opportunity to host fan favorite events post-fair



Exhibits Program

- Heroes Hall will feature the Private Miller WWII watercolor exhibit
- Centennial Farm will be fully open
 - Piglets!
 - Hoss & Howie (oxen team) will return to Centennial Farm
 - OC Connection Program (non-profits) will be featured in Millennium Barn will rotate
- Culinary Arts Program will continue in the OC Promenade, but competitions will be limited.
- OC Promenade will include new features:
 - Special California agriculture exhibit
 - “Low touch” activities, youth competitions, daily magic shows and a new theme “celebrating CA’s National Parks”



Exhibits Program

- Home Arts in the Anaheim Building
 - reduced number of competitions
 - will include the Table Settings exhibits (formerly in Promenade) and limited Collections (formerly in Building 15).
- Visual Arts in the Los Alamitos Building
 - reduced number of competitions
 - will include the woodworking program
- Exploring possibility of some virtual competitive entries



Exhibits Program

- The “OC FAIR” giant letters will return to Blue Gate
- Jr. Livestock Auction will be virtual
 - Market Week activities will take place on site pre-fair.
 - livestock competitions will return in the Show Ring
 - swine tent and beef barns will be activated
 - camel dairy, game birds, goats, horses and chicken exhibits will return
 - North and South tents and Maternity Barn will be used for storage



Food and Shopping



- Several concessions locations will change
 - Some concessionaires will not be returning
 - Stands and eating areas will be spaced with plenty of elbow room
- Shopping will remain in Costa Mesa, Santa Ana and Huntington Beach Buildings
 - Building capacity limits will be enforced
 - Booths will have additional spacing
 - Directional considerations
- Yellow Gate area will be reconfigured
 - Foot traffic decreased due to no shuttles or OCTA busses at that gate
 - Giant Alligator, Snakes and Lorikeets will not be returning



Facilities

- COVID-19 Health & Safety Plan will be executed
 - Staff will thoroughly clean high touch surfaces, like door handles and tables, on a regular basis with the Hypochlorous cleaner
- Restrooms
 - Restrooms use will be limited to the number of stations in each restroom
 - Janitorial staff will use the Hypochlorous disinfectant on all surfaces while servicing the restrooms

Ticket Promotion Changes for 2021

Due to the need to control daily attendance:

Not Returning in 2021

- First Responders Free Week
- Kids Day
- Free Military and Families
- Friends of the Fair Day
- Free Opening Hour
- Other Fairs Bounce Back
- Super Pass

Returning in 2021

- 5 and Younger Free
- We Care Wednesday (alternative)
- Neighbor Tickets
- Community Give Back (TBD)



10B. Brainstorming Discussion Regarding Board of Directors Strategic Planning Session and Vote on Direction to Staff for Assisting in the Process

Board Chair Rubalcava-Garcia is introducing an opportunity for the Board of Directors to participate in a strategic planning process. The Board will have a brainstorming discussion regarding this process and provide staff with direction on the content and format including:

- How the session should be facilitated
- Timeframe for the resulting plan, i.e. 3-year vs. 5-year
- Date/time for the strategic planning session
- Goals
- Big picture items to include in the strategic planning session

RECOMMENDATION:

At the Board of Directors discretion.



10C. Committee/Ad Hoc Committee/Liaison Reports

INFORMATION ITEM:

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

- i. Leadership Committee (Chair Rubalcava-Garcia, Committee Chair; Vice Chair La Belle)
- ii. Financial Monitoring and Audit Committee (Director Pham, Committee Chair; Director Bagneris)
- iii. Facilities Committee (Director Aitken, Committee Chair; Director Ruiz)
- iv. Governance Committee (Director Cervantes, Committee Chair; Chair Rubalcava-Garcia)
- v. Community Affairs Committee (Director Kovacevich, Committee Chair; Director Ruiz)
- vi. Centennial Farm Foundation Liaison (Director Cervantes)
- vii. Heroes Hall Veterans Foundation Liaison (Vice Chair La Belle, Director Cervantes)





12. Board of Directors' Matters of Information

Next Board Meeting

May 27, 2021





OC Fair & Event Center – Costa Mesa, California