



In the Matter Of:

O.C. FAIR & EVENT CENTER

BOARD OF DIRECTORS MEETING

February 24, 2022

Case No:

CERTIFIED COPY

32ND DISTRICT AGRICULTURAL ASSOCIATION
ORANGE COUNTY FAIR & EVENT CENTER

BOARD OF DIRECTORS MEETING

THURSDAY, FEBRUARY 24, 2022

9:31 A.M.

MEETING HELD

CERTIFIED COPY

VIA ZOOM

REPORTER'S TRANSCRIPT OF PROCEEDINGS

Stenographically Reported by:
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A P P E A R A N C E S

BOARD OF DIRECTORS

DOUG LA BELLE
Chairperson

SANDRA CERVANTES

ASHLEIGH AITKEN

BARBARA BAGNERIS

NICK KOVACEVICH

MELAHAT RAFIEI

NATALIE RUBALCAVA-GARCIA

---o0o---

STAFF

MICHELE RICHARDS
Chief Executive Officer

KEN KARNS
Chief Operating Officer

SUMMER ANGUS
Meeting Secretary Executive Assistant

JOAN HAMILL
Chief Business Development Officer

---o0o---

BOARD COUNSEL

JOSH CAPLAN
Deputy Attorney General

---o0o---

HEROES HALL FOUNDATION
Nick Berardino

---o0o---

A P P E A R A N C E S C O N T I N U E D

PUBLIC PARTICIPANTS

JACKIE JONES
California Department of Education
Southern Region Supervisor

LEIGH-ANN KAZOLAS
Equestrian Center

REGGIE MUNDEKIS

JEANINE ROBBINS

LISA SABO
Equestrian Center

GIBRAN STOUT

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1 Thursday, February 24, 2022, 9:31 a.m.

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3 MS. RICHARDS: Welcome, everyone, to the
4 February 2022 meeting of the Board of Directors for the
5 OC Fair & Event Center.

6 The mission of the OC Fair & Event Center is
7 celebration of Orange County's communities, interests,
8 agriculture, and heritage, with results justifying
9 resources expended.

10 So, Chair La Belle, I will turn the meeting
11 over to you.

12 CHAIRPERSON LA BELLE: Very good. Thank you,
13 Michele.

14 Natalie, can I ask you to lead us in the
15 pledge, please.

16 DIRECTOR RUBALCAVA-GARCIA: Absolutely, thank
17 you. Please put your right hand over your heart.

18 (Pledge of Allegiance was recited
19 in unison.)

20 CHAIRPERSON LA BELLE: Thanks, Natalie.

21 Summer, can you call the roll, please.

22 MS. ANGUS: My pleasure.

23 Chair La Belle.

24 CHAIRPERSON LA BELLE: Here.

25 MS. ANGUS: Vice Chair Pham.

1 (No response.)

2 MS. ANGUS: Director Rubalcava-Garcia.

3 DIRECTOR RUBALCAVA-GARCIA: Here.

4 MS. ANGUS: Director Cervantes.

5 DIRECTOR CERVANTES: Here.

6 MS. ANGUS: Director Ruiz.

7 (No response.)

8 MS. ANGUS: Director Bagneris.

9 DIRECTOR BAGNERIS: Here.

10 MS. ANGUS: Director Aitken.

11 DIRECTOR AITKEN: Here.

12 MS. ANGUS: Director Kovacevich.

13 (No response.)

14 MS. ANGUS: And Director Rafiei.

15 DIRECTOR RAFIEI: Here.

16 MS. ANGUS: Thank you.

17 CHAIRPERSON LA BELLE: The first item is the
18 minutes from the January 27th meeting. It's an action
19 item.

20 Do we have a motion and a second?

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

23 DIRECTOR AITKEN: This is Ashleigh. Second.

24 CHAIRPERSON LA BELLE: We have a motion and a
25 second.

1 Can you call the roll, please, Summer.

2 MS. ANGUS: Chair La Belle.

3 CHAIRPERSON LA BELLE: Yes.

4 MS. ANGUS: Director Rubalcava-Garcia.

5 DIRECTOR RUBALCAVA-GARCIA: Yes.

6 MS. ANGUS: Director Cervantes.

7 DIRECTOR CERVANTES: Yes.

8 MS. ANGUS: Director Bagneris.

9 DIRECTOR BAGNERIS: Yes.

10 MS. ANGUS: Director Aitken.

11 DIRECTOR AITKEN: Yes.

12 MS. ANGUS: And Director Rafiei.

13 DIRECTOR RAFIEI: Yes.

14 MS. ANGUS: Thank you.

15 CHAIRPERSON LA BELLE: Matters of public
16 comment. Can you introduce that, Michele, please.

17 MS. RICHARDS: Yes. Happy to.

18 Public comment is allowed on issues not on the
19 current agenda. However, no debate by the board shall
20 be permitted on such public comments and no action will
21 be taken on such public comment items at this time, as
22 law requires formal public notice prior to any action on
23 a docket item. Speakers are requested to sign in prior
24 to the start of the meeting and are limited to three
25 minutes. Comments will be accepted on all other agenda

1 items at the time each item is listed on the agenda.
2 Speakers wishing to address the board on items on the
3 agenda are requested to sign in prior to the start of
4 the meeting and identify the agenda items on which you
5 desire to address the board.

6 Speakers are limited to three minutes.

7 CHAIRPERSON LA BELLE: Summer, do we have any
8 matters of public comment on non agenda items?

9 MS. ANGUS: Let me see. One second here. Lisa
10 Sabo would like to make general public comment. And
11 then, just as announcement, if you are dialed in and
12 would like to make public comment, please use *6 to
13 unmute yourself. If you would like to make general
14 public comment at this time and are dialed in, please
15 state your name.

16 Okay. We'll take Lisa Sabo. Lisa, when you
17 are ready.

18 MS. SABO: Yes. Are you there, Summer? Can
19 you hear me?

20 MS. ANGUS: Yes. Go right ahead.

21 MS. SABO: Yes. Well, first I want to thank
22 the fair board for taking public comment and doing these
23 meetings and everything that you do. Real quick, I'm
24 from the Equestrian Center. For the new board members,
25 I'm Lisa Sabo. I'm a trainer at the Equestrian Center,

1 and I just wanted to give you a real quick update on how
2 we've been doing.

3 Our pony club, which we're a member of U.S.
4 Pony Clubs, and we have Newport Mesa Pony Club. We're
5 up to 36 members. And in January and February we had a
6 certification and a handful of new D1, D2s, and then
7 Cls. And we are super excited about that, and we have
8 so many excited kids. They are studying it this
9 weekend.

10 They are doing what's called a "quiz rally" in
11 the region, and so they are all studying hard for that.
12 And that -- where they go and they share or they get
13 tested. It's like a big game show on their knowledge
14 for horses. So the kids, our teams, are studying hard
15 with their flash cards and reading their pony club
16 manuals. It's super fun.

17 And we have three kids in our pony club that
18 are working hard this summer to do a national-level
19 rating. And those are some high school kids. The kids
20 go to Irvine schools and Costa Mesa High School.

21 Next is our nonprofit. Changing Strides is
22 doing great. Every month we've been holding camps now,
23 weekend camps. And what's fun is -- actually, we found
24 out along the way -- several of our pony clubbers came
25 out of -- they have been adopted out of the foster

1 system. We didn't even realize that until now that we
2 know them better. And so they are -- one of them in
3 particular is very excited about helping Changing
4 Strides with our camps. And last month we had 12 kids
5 that participated in the camp, and they come from just
6 at-risk homes. So that's exciting for the Equestrian
7 Center.

8 And then the last thing. I just want to say,
9 we had a rider win the USEA Eventing Association Century
10 Award, Suzanna Robelle (phonetic). The Century Award
11 goes to a rider that is combined age with their horse
12 over 100. So Suzanna is 73-years old and her horse,
13 Lady, an off-the-track Thoroughbred, is 29. And Suzanna
14 has been teaching for me for the last few years also.

15 She's a huge Pony Club advocate, just a
16 wonderful woman, and she worked hard to do the dressage,
17 cross-country, and show jumping at the Galway Downs
18 event in Temecula. And they placed fourth. And they
19 won a Century Award. So we're super excited. It just
20 shows you that equestrians are all ages, all levels.
21 It's just such a beautiful sport.

22 And we really enjoy the Equestrian Center at
23 the Orange County Fairgrounds. That's a quick little
24 update of letting you guys know what's going on, and we
25 would love to have any of you out to visit. Just give

1 us a call.

2 So thank you. Thank you, Summer. Thank you,
3 everybody.

4 MS. ANGUS: Thank you, Lisa.

5 Chair La Belle, just for the record, Director
6 Kovacevich has joined the meeting.

7 CHAIRPERSON LA BELLE: Very good. Thank you.

8 And there are no other public comments at this
9 time?

10 MS. ANGUS: No other public comment at this
11 time.

12 CHAIRPERSON LA BELLE: Okay. Michele, the
13 consent calendar.

14 MS. RICHARDS: Yes. All matters listed under
15 consent calendar are operational matters about which the
16 board has governing policies, implementation of which is
17 delegated to the CEO. They will be enacted in one
18 motion. There will be no discussion of these items
19 prior to the time the board of directors votes on the
20 motion unless members of the board, staff, or public
21 request specific items to be discussed separately and/or
22 removed from this section.

23 Any member of the public who wishes to discuss
24 consent calendar items should notify the chair of the
25 board at the time requested and be recognized by

1 invitation of the chair to address the board.

2 CHAIRPERSON LA BELLE: Thank you, Michele.

3 MS. RICHARDS: At this time, Chair La Belle,
4 staff has three items to remove from the consent
5 calendar. And if you would like, I can --

6 CHAIRPERSON LA BELLE: Please, yeah.

7 MS. RICHARDS: I can address those now.

8 CHAIRPERSON LA BELLE: Yes. Go ahead. I'm
9 sorry.

10 MS. RICHARDS: Sure. No problem.

11 On your agendas, under Standard Agreements on
12 the third line, we are pulling SA-017-22PA. That is a
13 standard agreement with the tribute band called
14 Devotional. It's a Depeche Mode tribute band.
15 Unfortunately, the band has had to cancel their
16 performance due to personnel issues. So we're removing
17 that from the consent calendar.

18 And then the very last item under Standard
19 Agreements on the agenda is SA-033-22SP. That is a
20 sponsorship agreement with Pepsi, and, unfortunately,
21 there's a contract item that still has not been
22 finalized. And so we'll bring that contract back on the
23 consent calendar for March.

24 And then one final item. Under Rental
25 Agreements, R-060-22, it's in the middle of the second

1 line under Rental Agreements. That's for an event with
2 the Orange County Wine Society for their wine auction,
3 and there is an error in that contract that will be
4 corrected and brought back in March.

5 CHAIRPERSON LA BELLE: Thank you, Michele.

6 With those three being pulled, is there a
7 motion to approve the remainder of the consent calendar?

8 DIRECTOR CERVANTES: Sandra Cervantes. I so
9 move.

10 DIRECTOR RAFIEI: Director Rafiei. Second.

11 CHAIRPERSON LA BELLE: Okay. We have a motion
12 and a second. Call the question, Summer.

13 MS. ANGUS: Chair La Belle.

14 CHAIRPERSON LA BELLE: Yes.

15 MS. ANGUS: Director Rubalcava-Garcia.

16 DIRECTOR RUBALCAVA-GARCIA: Yes.

17 MS. ANGUS: Director Cervantes.

18 DIRECTOR CERVANTES: Yes.

19 MS. ANGUS: Director Bagneris.

20 DIRECTOR BAGNERIS: Yes.

21 MS. ANGUS: Director Aitken. Director Aitken.

22 DIRECTOR AITKEN: Oh, sorry about that. Yes.

23 MS. ANGUS: Thank you.

24 Director Kovacevich.

25 DIRECTOR KOVACEVICH: Yes.

1 MS. ANGUS: And Director Rafiei.

2 DIRECTOR RAFIEI: Yes.

3 MS. ANGUS: Thank you.

4 CHAIRPERSON LA BELLE: Okay. Moving on to the
5 governance matters.

6 Item 8A, review the draft strategic planning
7 action steps.

8 What I would like to do on this, I would like
9 to ask Michele if she will go through this section by
10 section. And when we complete a section, I will ask for
11 public comments on the annual fair or year-round
12 activities, as the case may be. And then obviously
13 direct your comments accordingly. Hopefully that will
14 help to move it along.

15 So if you could proceed on that basis, Michele.

16 MS. RICHARDS: I will.

17 This next section represents a lot of work on
18 behalf of the board of directors that started in October
19 of 2021. The board has held four strategic planning
20 workshops, and we are now ready to bring back the draft
21 strategic statements that the board has developed.

22 At that point, the staff went off and did some
23 work on developing measurable goals or implementation
24 steps for each of the directional statements that the
25 board developed. So we're going to review those one by

1 one because they will become part of the three-year
2 strategic plan.

3 The next step would be the proper -- final
4 property discussion in March. And then we'll be able to
5 put the strategic plan before the public for comment and
6 feedback.

7 So let's start off with the Annual OC Fair.
8 The board has already approved this statement: The
9 Annual OC Fair will establish public/private
10 partnerships designed to benefit and increase
11 accessibility to lower income residents of Orange County
12 so that all who are served are provided a full fair
13 experience.

14 What you haven't seen are the goals or the
15 implementation steps that staff has developed. And this
16 is how, over the next three years, we're going to
17 achieve this direction:

18 So in year one, we're proposing increasing the
19 board-directed fair admission ticket donations to local
20 Orange County nonprofits, from 2,500, which is what it
21 was in 2021, to 5,000, doubling that amount, in order to
22 provide access to the county's neediest families. Staff
23 will continue to work with board members to maximize
24 opportunities throughout Orange County, to serve the
25 community with complimentary admission tickets.

1 In year two, we would like to use board member
2 assistance to identify Orange County nonprofit
3 organizations or -- sorry -- or community foundations to
4 contribute at least \$50 to each of the 5,000 individuals
5 receiving donated admission in order to provide a full
6 fair experience, including food and carnival rides.

7 And then in year three, we would like to take
8 that program and double it again.

9 So I will stop there and see if board members
10 have any recommended changes or comments regarding those
11 implementation steps.

12 CHAIRPERSON LA BELLE: Any comments from the
13 directors?

14 (No response.)

15 CHAIRPERSON LA BELLE: I have one that I would
16 like to throw out. I would kind of like to see what you
17 have in -- assuming we can do this -- what you have in
18 year two moved into year one. I think anything we can
19 do that would expand the total experience at the fair,
20 not only just getting into the fair, but being able to
21 take advantage of the rides and games and other things.

22 So if it's feasible, I would like to see if we
23 can move the year two into year one. And I would like
24 to see what other comments the directors might have
25 regarding that.

1 DIRECTOR RUBALCAVA-GARCIA: Yeah. Director
2 La Belle, I agree with that. It's not really the
3 admission that costs a lot, but it's the experience.
4 And I know we have a lot of free items or free
5 activities for families to do. But I agree.

6 Is there a possibility to get RCS to underwrite
7 or subsidize a program or just an auction for families
8 to take advantage of?

9 MS. RICHARDS: We can certainly try.

10 DIRECTOR RUBALCAVA-GARCIA: Okay.

11 MS. RICHARDS: It's not part of their contract,
12 but they have always been very generous.

13 I know this comment was based on some
14 discussion from Director Rafiei about reaching out to
15 foundations and nonprofits that she's connected with in
16 the community -- many of you are connected with -- to
17 seek assistance from them as well to help provide. So
18 we put it in year two to give us some time to develop
19 that foundation, but we can certainly start that work
20 this year as well.

21 DIRECTOR RAFIEI: That was going to be my
22 comment. Thank you so much, Michele. And I would like
23 to start right away, you know, with staff to reach out
24 to some of these groups.

25 One of them is based in Newport Beach, The Joy

1 of Giving, that reached out to me as soon as I got
2 appointed to this board to see how they could help. And
3 I think the best way to help is to not put the burden on
4 the businesses that are coming to the fair, but let's go
5 out to the community and see how we can make this
6 experience for all of the members in our community
7 something that's fun. You know, as someone who grew up
8 in poverty, I will tell you it was not fun going to the
9 fair when all we could do was hang out with all the free
10 stuff.

11 I want to make sure that every child in Orange
12 County, regardless of the zip code they live in, has
13 that opportunity. So if we could maybe move up the
14 planning of it to year one, and if we can pull off a
15 miracle, we'll do it this year. If not, we'll do it
16 next.

17 MS. RICHARDS: We would love that -- sorry. Go
18 ahead, Director Bagneris.

19 DIRECTOR BAGNERIS: Chair La Belle, this is
20 Director Bagneris.

21 CHAIRPERSON LA BELLE: Yes, Barbara.

22 DIRECTOR BAGNERIS: I just want to make a
23 comment. It seems to me that year one, two, and three
24 are arbitrary. If we can do any of those things sooner,
25 we should do it if we can. So I see those as arbitrary,

1 just benchmarks. If we get them done early, that's
2 great.

3 CHAIRPERSON LA BELLE: Very good, thank you.

4 And maybe we can't do it all, but, you know,
5 any portion of two would be good. Anyway, I'm sorry,
6 Natalie. I keep stepping on your words. Go ahead.

7 DIRECTOR RUBALCAVA-GARCIA: I was just going to
8 mention, I'm happy to help. You know, we have the
9 Orange County Community Foundation that's located in
10 Orange County. We could always reach out to Shelly Hoss
11 and see if there's an opportunity to get one of their
12 funders to underwrite something like this. I'm also
13 happy to help with any of our other banks, you know,
14 that are in the region who also have community impact
15 goals to make. So whoever -- Michele, if you want to
16 work with me on that, I can help just connect some dots.

17 MS. RICHARDS: That's awesome. We would love
18 to do that.

19 So I think the feedback that we're documenting
20 is let's do it sooner than later. So we'll start the
21 ball rolling for year one, and we'll continue to grow it
22 throughout year two and three and beyond.

23 DIRECTOR RUBALCAVA-GARCIA: Yeah. I mean,
24 because if you can come to the fair but you can't buy a
25 corn dog, what's the point?

1 MS. RICHARDS: Yep. Yep very good.

2 CHAIRPERSON LA BELLE: One final thought on
3 that: The 30-some-odd cities in Orange County,
4 obviously the councils and staff in those cities know
5 better than I do what nonprofits might be operating
6 within their community. And if the Governmental Affairs
7 Committee, Ashleigh and Newton, through staff, could
8 somehow reach out to the cities to, you know, get
9 some -- at a minimum, get some contact information. And
10 then between Natalie and the rest of the board, we can,
11 you know, obviously make an outreach to those nonprofits
12 as well.

13 MS. RICHARDS: Very good.

14 CHAIRPERSON LA BELLE: Okay. Let's go to the
15 next section also on the annual fair.

16 MS. RICHARDS: Yep.

17 The board also approved this statement: The
18 Annual OC Fair will create an opportunity each year for
19 increased local business participation for merchants and
20 concessionaires.

21 So in year one -- that's this year -- we will
22 continue our outreach through the OC chambers of
23 commerce and the destination management organizations,
24 the DMOs, like, for example, Destination Irvine, like
25 Travel Costa Mesa, etc., to identify at least five

1 additional local OC businesses to participate in the
2 2022 OC Fair. And this has already begun, by the way.
3 Our teams are taking applications and doing that
4 outreach right now.

5 In year two we would like to develop a portable
6 concessions operation and/or a pop-up concept to give
7 local restaurants an opportunity to participate,
8 beginning with the 2023 OC Fair. A lot of local
9 restaurants are still trying to get on their feet. They
10 are not able to participate in the fair for all 23 days.
11 But we would like to set up a portable operation that
12 would allow a restaurant to maybe come in for a week at
13 a time or a few days at a time.

14 And then in year three, we would like to
15 continue expanding the local business program,
16 increasing the number of local merchants and restaurants
17 participating in the 2024 Fair by 25 percent. So
18 continuing to grow that local presence at the fair.

19 CHAIRPERSON LA BELLE: Any comments from
20 directors on this particular section?

21 (No response.)

22 CHAIRPERSON LA BELLE: Okay. Michele, if you
23 would go to the next one, please.

24 MS. RICHARDS: Yep.

25 Marketing and advertising plans will focus on

1 promoting and highlighting free-of-charge programming at
2 the Annual OC Fair in order to become the number one
3 destination of choice for family activities each year.
4 The OC Fair will be, quote, a place where you can break
5 out with your family without breaking the bank, unquote.
6 We really love that quote.

7 In year one, we want to develop a mini campaign
8 within the full advertising campaign for the 2022 fair,
9 which focuses on affordable family fun. And we have
10 already launched that.

11 Also in year one, we want to develop benchmark
12 metrics to measure the success of the affordable family
13 fun campaign, including the number of positive comments
14 from the patron surveys, positive social media comments,
15 and industry recognition awards.

16 And then once we have developed those metrics
17 for the program, then in year two and three, continue to
18 show year over year increases in all of those areas,
19 where we measure the acceptance of that affordable
20 family fun message in the market.

21 CHAIRPERSON LA BELLE: Any board comments on
22 this section?

23 (No response.)

24 CHAIRPERSON LA BELLE: Okay. Michele, next
25 section.

1 MS. RICHARDS: All right.

2 The OC Fair will be the number one fair in the
3 state of California and in the top five in the U.S. for
4 providing an exceptional guest experience to include
5 educational offerings, exhibits that highlight the
6 community, and activities that promote traditions and
7 family connections.

8 So in all three years, we would like to achieve
9 guest satisfaction ratings above 4.0 in all categories
10 in our annual patron survey. We want to introduce at
11 least one new family-friendly exhibit or attraction each
12 year at the OC Fair that highlights family traditions
13 and connections. We will also present an annual state
14 of the fair address to the board of directors and the
15 public.

16 And then in year two, we want to conduct a
17 post-fair focus group to measure patron feedback on
18 their guest experience at the 2023 fair. So in addition
19 to the survey, online survey we do, we would actually
20 like to go a step further and host a focus group to get
21 comments as well.

22 CHAIRPERSON LA BELLE: Any comments from the
23 directors on that section?

24 (No response.)

25 CHAIRPERSON LA BELLE: Okay. I think there's

1 one more for the fair. Am I correct?

2 MS. RICHARDS: Nope. We're on to year-round
3 events.

4 CHAIRPERSON LA BELLE: Okay. I think at this
5 point in time, I would like to see if there are any
6 public comments specifically directed to the Annual OC
7 Fair implementation steps.

8 MS. ANGUS: Chair La Belle, I have --

9 MS. MUNDEKIS: Hi.

10 MS. ANGUS: Oh, hi, Reggie. Reggie Mundekis
11 would like to speak. I don't know if it's specifically
12 for the Annual OC Fair, but she can go ahead and tell
13 us. Reggie, would you like to speak now?

14 MS. MUNDEKIS: Yes. I would just like to say
15 how much I appreciate what you are doing and the
16 direction you are going in.

17 And thank you to staff for all your hard work
18 as far as putting together the implementation steps. So
19 I think this is a great plan. And like everything these
20 days it may change between today and the third year, but
21 that's just the way things are today.

22 So thank you.

23 CHAIRPERSON LA BELLE: Okay. Any other
24 comments at this time?

25 Thank you, Reggie.

1 MS. ANGUS: Not at this time, Chair La Belle.

2 CHAIRPERSON LA BELLE: Okay. Let's go to the
3 next section. Michele, please.

4 MS. RICHARDS: Okay. This section is about our
5 year-round events program. So the board, during
6 workshop number three, developed these directional
7 statements. So these statements have not yet been
8 approved by the board, but we'll review them now and
9 they can be approved with all of the other input as
10 well.

11 So number one is, the OC Fair & Event Center
12 will curate and offer more self-produced events to
13 deliver relevant content and unique experiences to OC
14 residents, particularly focused on youth, diversity, and
15 community. In year one, we are -- would like to
16 reintroduce an in-person Imaginology with the goal to
17 attract up to 10,000 attendees per day, keeping within
18 the current California Department of Public Health
19 guidelines for mega events.

20 In year two, in addition to Imaginology, the
21 fall Craft Beer Festival, and the Veterans Day
22 celebration, we would like to introduce a new
23 self-produced event focused on agriculture education.

24 And then in year three, to introduce an
25 additional one to two self-produced events that brings

1 OC agencies together with the public in service of the
2 greater community, particularly youth. For example,
3 holding job fairs and meet and greets with OC law
4 enforcement and fire authorities.

5 BOARD CHAIRPERSON LA BELLE: Are there any
6 comments from the directors on this section?

7 (No response.)

8 CHAIRPERSON LA BELLE: I have one, Michele.

9 Given the last couple of years, I have spent a
10 lot of time watching The History Channel and the food
11 channel. And some of the activities on the food channel
12 are interesting, maybe merit looking into; i.e., we have
13 the Brew Ha Ha Festival, but maybe there's a county-wide
14 barbecue event or a county-wide chili cook-off, which a
15 lot of communities used to do.

16 So maybe looking into something related to food
17 activities that would be -- and can actually spill over
18 into the -- into the fair itself. So I would just throw
19 that out as an idea for -- for staff to pursue.

20 MS. RICHARDS: Very good idea.

21 Okay.

22 CHAIRPERSON LA BELLE: Any other comments
23 there?

24 (No response.)

25 CHAIRPERSON LA BELLE: Okay. Let's go to the

1 next year-round section, year-round events section.

2 MS. RICHARDS: Okay. This was also a
3 directional statement that the board commented on in
4 workshop number three. Entertainment offerings in the
5 Pacific Amphitheatre will expand to include activities
6 outside of traditional fair dates. There's been a lot
7 of discussion over the years about expanding the
8 offerings at the Pacific Amphitheatre.

9 So in year one we have already begun this
10 effort. We are expanding our pre- and post-fair
11 concerts in the Pacific Amphitheatre, adding 17
12 additional shows for a total of 40 performances in 2022.

13 In year two, we would like to expand that and
14 add an additional two to three Pacific Amphitheatre
15 performances outside of the 2023 fair dates. And then
16 grow that even more in year three so that we're up to
17 about 45 performances throughout 2024 in the Pacific
18 Amphitheatre.

19 CHAIRPERSON LA BELLE: Any comments from the
20 directors on this section?

21 DIRECTOR RAFIEI: This is Director Rafiei.

22 I think the same as the first one, like, the
23 sooner the better we can get some of these in place,
24 that would be great.

25 But I know staff is doing what they can, but

1 I'm super excited about -- about all this work.

2 DIRECTOR BAGNERIS: Director La Belle, this is
3 Director Bagneris.

4 CHAIRPERSON LA BELLE: Yes, Barbara.

5 DIRECTOR BAGNERIS: For Michele, do we know how
6 much money this is going to generate? What kind of
7 revenue projections we have for these additional
8 performances?

9 MS. RICHARDS: I don't have any exact numbers,
10 Director Bagneris.

11 But we know that our Pacific Amphitheatre
12 concert series has been hugely successful, particularly
13 over the last 10 to 15 years. Our team does a great
14 job, but I think we can extrapolate a per concert
15 typical, you know, profit margin and add that to the
16 additional performances that we would have in the
17 Amphitheater.

18 Of course there are always production costs,
19 which add to, you know, the cost of holding a
20 performance, but if we can do it within that window of
21 pre-fair and post-fair, then we can share the production
22 costs across all 40 to 45 performances and that makes it
23 a lot more affordable for us.

24 CHAIRPERSON LA BELLE: Any other comments on
25 this section?

1 (No response.)

2 CHAIRPERSON LA BELLE: Okay, Michele.

3 MS. RICHARDS: Okay. Last one related to our
4 year-round events program.

5 The OC Fair & Event Center will expand exposure
6 to the business community in order to become a
7 well-known and frequently-used venue for Orange County
8 businesses and business leaders. So in year one, we
9 would like to work more closely, as we are members of
10 the OC business council, and we can leverage our
11 membership as well as work with various OC chambers of
12 commerce to expand our exposure to the business
13 community. We would like to launch a marketing campaign
14 by the end of this year, focused on rental opportunities
15 targeted to the business community.

16 In year two, we would like to set a target to
17 book four to five midweek business-event opportunities
18 in 2023.

19 And then in year three, add to that an
20 additional four to five midweek business event
21 opportunities in 2024 so we can continue to grow our
22 midweek business-related opportunities, in addition to
23 all of the weekend public events that we have -- you
24 know, cultural festivals, trade shows, consumer shows,
25 etc.

1 CHAIRPERSON LA BELLE: Okay. Any comments from
2 the directors on this section?

3 (No response.)

4 CHAIRPERSON LA BELLE: Any public comments on
5 this particular section, Summer?

6 MS. ANGUS: Not on this particular section.

7 CHAIRPERSON LA BELLE: Okay. Michele.

8 MS. RICHARDS: All right. We're going to move
9 on to strategic direction for our educational assets and
10 working with our foundations. So the first direction is
11 regarding Centennial Farm. Centennial Farm will host
12 more events to introduce more students and family to
13 agriculture and agriculture-related topics, including
14 nutrition and healthy eating.

15 So in year one, we would like to begin research
16 and development for a collaboration with the Orange
17 County Health Care Agency to offer family healthy-eating
18 events and classes at Centennial Farm.

19 We would also like to begin development for an
20 annual farm day at Centennial Farm featuring public,
21 agriculture-based education, educational programming at
22 the farm.

23 In year two, we would like to introduce a
24 nutrition component to the junior farmer tours at
25 Centennial Farm beginning in the fall, when the school

1 tours begin, integrate a nutrition component into those
2 tours.

3 And in year three we would like to increase our
4 attendance year over year by 10 percent at those
5 agriculture and healthy eating programs that we
6 introduce.

7 CHAIRPERSON LA BELLE: Thank you, Michele.
8 Comments from directors.

9 (No response.)

10 CHAIRPERSON LA BELLE: Okay. Next section.

11 MS. ANGUS: Chair La Belle, I have someone that
12 would like to speak on this section.

13 CHAIRPERSON LA BELLE: Oh. Go ahead then.
14 Yes.

15 MS. ANGUS: Jackie Jones, when you are ready.

16 MS. JONES: Perfect. Hi. Good afternoon,
17 everybody, or good morning, actually.

18 My name is Jackie Jones. I am the Southern
19 Region supervisor for agriculture education here in
20 California. And I also work alongside with a lot of the
21 middle school and high school agricultural education
22 programs that are within Orange County. So kind of just
23 wanted to chime in a little bit on the education side of
24 things on this one.

25 I think it's amazing that you guys are wanting

1 to provide more agriculture education, and I know you
2 guys talked about kind of connecting more with the
3 community. If you guys need help with connecting or
4 collaborating with, say, local ag-ed programs such as
5 high schoolers to be coming in, to be working with the
6 community and actually teaching them about agriculture,
7 I would be more than happy to help you guys out with
8 making that connection.

9 So just want to put my two cents in there and
10 that type of deal. And, yeah, look forward to hopefully
11 talk withing you guys in the future.

12 CHAIRPERSON LA BELLE: Thank you. Any other
13 public comments on that section?

14 MS. ANGUS: No. That is all.

15 CHAIRPERSON LA BELLE: Okay. Michele.

16 MS. RICHARDS: Awesome. Thank you for the
17 offer of help. We will be in touch for sure.

18 Heroes Hall will connect -- let's see. Did
19 I -- yeah. Sorry. I got ahead of myself here.

20 Heroes Hall and Centennial Farm will work with
21 the Heroes Hall Veterans Foundation and the Centennial
22 Farm Foundation to better define the connection and the
23 relationship between the board and the foundations in
24 order to provide more access to student and community
25 groups that may face barriers to attendance.

1 So we have two goals here. In year one, in
2 advance of the expiration of each foundation's MOU, we
3 want to review the terms and incorporate changes to
4 increase each foundation's support of OCFEC's
5 educational assets. And we would work with our board
6 members, fair board members, who also serve on those
7 foundation boards.

8 And then in year two, work with each foundation
9 to identify annual fund-raising opportunities to
10 increase funding for Heroes Hall and Centennial Farm
11 programming. They -- I think they need a little
12 assistance coming out of the pandemic year. I know it's
13 been challenging for them. And as this board knows, you
14 lowered the annual contribution from \$45,000 to \$25,000
15 for each foundation for a year. We would like to see
16 that reinstated sooner than later.

17 CHAIRPERSON LA BELLE: Any comments from
18 directors on this?

19 (No response.)

20 CHAIRPERSON LA BELLE: Okay. Next section,
21 Michele.

22 MS. RICHARDS: Okay. Heroes Hall will connect
23 OC youth with veterans from Orange County through
24 community events, school tours, and other educational
25 opportunities, including producing the premier Veterans

1 Day celebration in Orange County.

2 In year one, we would like to plan and execute
3 a 2022 Veterans Day event with a year over year
4 attendance increase from 2021. We had -- we had about
5 200 attendees in 2021. And then increase participation
6 by elected officials in that event.

7 In year two, we would like to work with the OC
8 Department of Education to host at least five high
9 school tours of Heroes Hall. It's been difficult with
10 high schools, schools in general, because of the
11 pandemic. They really have cut back on field trips.
12 And high schools generally do extra-credit work rather
13 than school tours because of the scheduling conflicts
14 with schools. But we would like to expand that, working
15 with the Department of Education.

16 And then in year three, introduce opportunities
17 in 2024 for students to connect with OC veterans by
18 hosting at least two related events.

19 CHAIRPERSON LA BELLE: Comments from the
20 directors?

21 (No response.)

22 CHAIRPERSON LA BELLE: Okay. Next section,
23 Michele.

24 MS. ANGUS: Chair La Belle, I have one more
25 member of the public that would like to speak. Marcie

1 Evans. Marcie Evans, when you're ready.

2 MS. EVANS: Hi. I wanted to thank the
3 directors for having this meeting and all of the great
4 work you're doing with agriculture. I'm a member of the
5 Orange County Farm Bureau and California Young Farmers
6 and Ranchers, and I too, you know, on the previous
7 slide, would love to offer any assistance or
8 collaborations we can do, especially for California
9 Young Farmers and Ranchers. Great stuff you guys are
10 doing for agriculture in Orange County. So thank you.

11 MS. ANGUS: Thank you.

12 CHAIRPERSON LA BELLE: Okay. Next section,
13 Michele, please.

14 MS. RICHARDS: I love all these offers for
15 help. Thank you, everybody.

16 OC Fair & Event Center will launch a media
17 campaign to inform the public about the contributions
18 the organization makes to the community, including at
19 Heroes Hall, Centennial Farm, and our emergency support
20 services.

21 So in year one, we -- we would like to continue
22 the work that we started in developing a multi-platform
23 public relations campaign to increase awareness of
24 OCFEC's contributions to the community, targeting at
25 least ten positive stories throughout the year about

1 Heroes Hall, Centennial Farm, and our emergency support
2 services.

3 In year two, we would like to launch a speaking
4 tour focused on OCFEC's contributions to the community,
5 targeting at least five opportunities outside of fair
6 dates for both the CEO and board members to participate
7 in.

8 And then in year three, increase the number of
9 positive stories and speaking opportunities by
10 20 percent.

11 CHAIRPERSON LA BELLE: Comments from directors.

12 (No response.)

13 CHAIRPERSON LA BELLE: Okay. Next item.

14 MS. RICHARDS: Okay. The next section is the
15 Equestrian Center. And the board has already seen these
16 strategic direction statements, but, again, we have
17 added the implementation steps.

18 So OC Fair & Event Center's Equestrian Center
19 will serve as a true public asset to ensure greater
20 access to a broader group of constituents throughout
21 Orange County. It will be operated as a best-in-breed
22 equine venue, with the highest standards of care for
23 boarded horses and animals in need of shelter during
24 emergencies.

25 In year one, we would like to work with OC

1 Animal Care to establish baseline emergency evacuation
2 procedures and required supplies and equipment and
3 develop a written procedure and plan for emergency
4 evacuations by June of this year.

5 And, by the way, that is well under way.

6 Year one: Also establish standard operating
7 procedures for equine care that meet or exceed industry
8 best practices and begin roll out by February 1st of
9 2023. And that is one month after we take over
10 self-operation of the Equestrian Center.

11 Year two: Start development of a public tour
12 program of the Equestrian Center led by volunteer
13 docents with educational components and hands-on
14 activities by the end of year two.

15 And then year three: Explore a partnership
16 with at least one equine-related nonprofit organization
17 to provide low-cost or no-cost riding services to
18 community members, particularly at-risk youth, by the
19 end of 2024.

20 CHAIRPERSON LA BELLE: Comments from the
21 directors on this section?

22 (No response.)

23 CHAIRPERSON LA BELLE: Okay, Michele.

24 MS. RICHARDS: Yep.

25 Next, OC Fair & Event Center will operate the

1 Equestrian Center planning and executing programming to
2 the maximum benefit of the public. The programming will
3 be focused on equine education and entertainment for the
4 public.

5 In year one, we have already begun this. Work
6 with the current operator to develop a transition plan
7 for the operation of the Equestrian Center to include
8 establishing administrative and accounting systems and
9 procedures, staffing, and budgeting, with planning
10 completed by the end of 2022, and self-operation
11 beginning January 1 of 2023.

12 Also in year one, we want to hire an Equestrian
13 Center supervisor by the end of the year, who, after an
14 appropriate transition period, will take over leadership
15 of the venue, beginning in January of 2023, and then of
16 course staff, as required.

17 Year two, develop a revenue-generating horse
18 show program for the public by the end of 2023, with the
19 goal of hosting at least two public horse shows by
20 August of that year.

21 And then in year three, leverage our
22 connections with OC public schools through Centennial
23 Farm and Heroes Hall contacts to launch a school tours
24 educational program with the goal to host at least ten
25 school groups by August of 2024.

1 Kind of the same model that we use with the
2 junior farmer tours at Centennial Farm.

3 CHAIRPERSON LA BELLE: Comments from directors?
4 (No response.)

5 CHAIRPERSON LA BELLE: Okay. Next.

6 MS. RICHARDS: Okay.

7 CHAIRPERSON LA BELLE: Is that it, or one more
8 section?

9 MS. RICHARDS: We have got one more section
10 after this.

11 The Equestrian Center programming will be
12 integrated into other OC fair and events centers
13 activities throughout the year, including the annual OC
14 fair and Imaginology.

15 So in year one, work with current Equestrian
16 Center trainers to include an equine-related exhibit at
17 the 2022 OC Fair.

18 In year two, OCFEC agriculture education team
19 will work with Equestrian Center users to develop a
20 public equine-education exhibit and tour program.

21 And then in year three, launch the public
22 exhibit and tour program to integrate with the start of
23 our junior farmer tours at Centennial Farm by the fall
24 of 2024.

25 CHAIRPERSON LA BELLE: Okay. Comments from

1 directors. And this is the last section, correct?

2 MS. RICHARDS: Yeah. We have community support
3 after this. Just a couple more to go. This is the last
4 in the Equestrian Center section.

5 So the business model for the Equestrian Center
6 will balance the requirement to operate as a
7 public-benefit venue with the need to be financially
8 sound.

9 So in year one, we're going to complete
10 assessment of the current Equestrian Center operations
11 and develop a new automated -- new automated processes
12 and procedures in preparation for self-operation by the
13 end of 2022.

14 In year two, we will develop a detailed profit
15 and loss statement to determine true operational
16 performance with specific revenue and expense targets,
17 including all maintenance expenses that have not
18 previously been included in the Equestrian Center
19 budget.

20 And then year three, identify and sign at least
21 one Equestrian Center sponsor to help provide funding
22 for the Equestrian Center.

23 CHAIRPERSON LA BELLE: Comments from directors
24 on this section?

25 (No response.)

1 CHAIRPERSON LA BELLE: Summer, are there any
2 public comments on the Equestrian Center section?

3 MS. ANGUS: I have one. Leigh-Ann Kazolas.
4 When you are ready.

5 MS. KAZOLAS: Hi. Can you hear me?

6 MS. ANGUS: Yes, go right ahead.

7 MS. KAZOLAS: We just wanted to say -- I'm
8 talking on behalf of the Equestrian Center community,
9 and we're just so excited, and just to say thank you,
10 and we're looking forward to helping with the management
11 transition, developing public programming, and anything
12 else that we can do. We are here to collaborate and
13 have many exciting ideas. And we're looking forward to
14 this. So thank you so much.

15 CHAIRPERSON LA BELLE: Thank you.

16 MS. ANGUS: That's all for public comment,
17 Chair La Belle.

18 CHAIRPERSON LA BELLE: Thank you, Summer.
19 Michele.

20 MS. RICHARDS: Okay. The last section, and
21 there are three statements. This has to do with our
22 support of the community and acting as a resiliency
23 center during emergencies.

24 So OC Fair & Event Center will mobilize
25 stakeholders and partners to complement the

1 organization's effort in supporting the community. And
2 this goes back to the goals that we set under the annual
3 OC Fair of mobilizing the community and foundations
4 within the community to help provide that fair
5 experience to the neediest in our community, so that
6 kind of dovetails with that goal.

7 The next statement is, OC Fair & Event Center
8 will ensure that proper resources are allocated for
9 responding to emergencies, including adequate funding,
10 equipment, and staffing.

11 So in year one, we will review our current
12 written emergency response plans and recommend
13 additional funding, equipment, and staffing in time for
14 the 2023 budget process so we can work those needs into
15 the budget.

16 And then in years two and three, conduct annual
17 reviews of our written emergency response plans prior to
18 each year's budget process, and add new funding,
19 equipment, and staffing in order to meet the governor's
20 requirements to serve as an emergency resiliency center.

21 CHAIRPERSON LA BELLE: Does that conclude this,
22 Michele?

23 MS. RICHARDS: Nope. We have got one more.

24 CHAIRPERSON LA BELLE: Okay.

25 MS. RICHARDS: OC Fair & Event Center will be

1 accessible to nonprofits, community groups, and public
2 officials conducting official business through rental
3 fee waivers or discounts. And the board knows that we
4 are precluded, currently, by -- by law from offering
5 rental fee waivers and discounts, and we have launched
6 an effort with Senator Min's office to introduce
7 legislation that would allow for that. And so we are
8 continuing to work vigorously with his department --
9 with his office to introduce legislation allowing for
10 local fair board approval to provide rental fee waivers
11 or discounts to nonprofits, community groups, and public
12 officials conducting official business.

13 We want to include \$150,000 in rent-relief
14 funds in the 2023 budget. So we're hoping to get that
15 legislation passed this year.

16 And then in year two, we want to reintroduce
17 the community engagement program and the employee review
18 panel that we assembled previously and then, you know,
19 had to put that on hold, pending a change in
20 legislation. But that would allow our employee panel to
21 make recommendations through the Community Affairs
22 Committee, and then for the board to approve -- that
23 would allow those local nonprofits and community groups
24 to apply for rental-fee waivers and discounts. And then
25 increase in the 2024 budget that amount, from \$150,000

1 in rent relief to \$200,000.

2 And that concludes that section.

3 CHAIRPERSON LA BELLE: Any comments from the
4 directors on this section?

5 DIRECTOR RUBALCAVA-GARCIA: I do have a
6 question.

7 So the current legislation that requires a
8 nominal fee for the use of the fair grounds -- so let's
9 just say we have a public official who wants to utilize
10 the fairgrounds for official business. Are they
11 required to cover expenses related to staff time and
12 stuff like that? Or is it just rental fees that would
13 be waived?

14 MS. RICHARDS: Currently they are required to
15 reimburse the fairgrounds for all expenses. Rental, any
16 equipment that is used, staffing time, etc.

17 Now, if they're -- if they are performing an
18 official duty on behalf of the state, for example, in an
19 emergency situation, we are able to waive the fees
20 currently for that. But if they wanted to have a
21 ceremony, for example, to name their veteran of the
22 year, we are required to charge for that.

23 DIRECTOR RUBALCAVA-GARCIA: Yeah. My only
24 concern is, you know, if we -- I know that we're working
25 with Senator Min's office on developing the policy.

1 I just hope that there are also safeguards for
2 the fairgrounds so it's just not a space that's over
3 utilized. You know, does it give -- include language
4 that would allow for you and staff to come up with, you
5 know, maybe a pool -- like it's no more than X amount.
6 Right? Because that's kind of my fear is that it will
7 be over utilized. Because the policy was created for a
8 reason initially, which required people to pay. And it
9 would be good to go back and look at why that was
10 developed in the first place.

11 And I know it has come up for us, right, where
12 we have nonprofits that are close to the organization,
13 and we're unable to allow them to use the facility for
14 free, but we also know how out-of-hand that can get
15 really quickly.

16 MS. RICHARDS: I completely agree, Director
17 Rubalcava-Garcia. And that was the idea of writing into
18 law that local fair boards would make those decisions.
19 So the -- the community engagement program, that panel
20 of employees, would review applications and make
21 recommendations that would be brought back to the board
22 for approval so that we would not waive any fees or
23 offer discounts without board approval.

24 So I think that -- those boundaries need to be
25 put in place as well.

1 DIRECTOR RUBALCAVA-GARCIA: That's great. And
2 I just hope that we get to review the policy before it's
3 presented, because we know how things can be -- you
4 know, we can have input and then things can go a
5 different direction.

6 MS. RICHARDS: Yes.

7 CHAIRPERSON LA BELLE: Okay. Any other
8 comments from the directors on this report?

9 DIRECTOR AITKEN: Yeah. This is Ashleigh.

10 Michele, just looking at the language for the
11 nonprofit community groups and elected officials
12 conducting official business, will we be able to
13 include, like, federal departments that are associated
14 with the armed services? For instance, if the
15 Department of Defense wanted to host something to kind
16 of swear in their -- their new class, would we be able
17 to do something like that? Can we broaden that language
18 a little bit?

19 MS. RICHARDS: Yeah. I -- you know, I have
20 been taking it on a case by case basis to -- you know,
21 to the attorney general's office, the government
22 compliance division, to ask, would this be allowed?
23 Would this not be allowed? And they are taking a fairly
24 narrow view.

25 The position is that if it's not expressly

1 allowed in Government Code, then it is disallowed. And
2 so there's not language currently that allows for this.
3 And so the assumption has to be that it's not allowed.

4 But I would think that if there's a swearing in
5 ceremony, for example, at Heroes Hall, that's not --
6 that's not focused on a particular elected official
7 whose -- you know, may be enhancing their position
8 within -- you know, within the political landscape, but,
9 rather, a swearing in ceremony of new recruits, for
10 example. I think that would be allowed.

11 But, you know, we would certainly put it
12 through the evaluation process to determine that
13 we're -- you know, we're operating within the law.

14 CHAIRPERSON LA BELLE: Any other director
15 comments?

16 (No response.)

17 CHAIRPERSON LA BELLE: Any other public
18 comments, Summer, on this item?

19 MS. ANGUS: Not at this time.

20 CHAIRPERSON LA BELLE: Michele, could you just,
21 at the beginning of your report, you indicated next
22 steps. Can you just review --

23 MS. RICHARDS: Yes.

24 CHAIRPERSON LA BELLE: -- quickly what the next
25 steps are.

1 MS. RICHARDS: Right.

2 So what is before the board were these
3 statements that have been in draft form. We would like
4 to add them to the strategic plan. And then there's
5 just one more section of this strategic plan to be
6 completed. And that will be next month in a discussion
7 regarding the property.

8 So, you know, I think a motion to approve these
9 statements and the implementation steps, as -- you know,
10 as amended by board comment would be great for us to be
11 able to move toward with completing this strategic plan.

12 CHAIRPERSON LA BELLE: Is there a motion in
13 that regard?

14 DIRECTOR CERVANTES: I so move. It's Sandra
15 Cervantes.

16 DIRECTOR RUBALCAVA-GARCIA: I second. This is
17 Natalie Rubalcava.

18 CHAIRPERSON LA BELLE: Okay. We have a motion
19 and a second.

20 Is there any other discussion?

21 (No response.)

22 CHAIRPERSON LA BELLE: Okay. I would call the
23 question.

24 MS. ANGUS: Chair La Belle.

25 CHAIRPERSON LA BELLE: Yes.

1 MS. ANGUS: Director Rubalcava-Garcia.

2 DIRECTOR RUBALCAVA-GARCIA: Yes.

3 MS. ANGUS: Director Cervantes.

4 DIRECTOR CERVANTES: Yes.

5 MS. ANGUS: Director Bagneris.

6 DIRECTOR BAGNERIS: Yes.

7 MS. ANGUS: Director Aitken.

8 DIRECTOR AITKEN: Yes.

9 MS. ANGUS: Director Kovacevich.

10 DIRECTOR KOVACEVICH: Yes.

11 MS. ANGUS: And Director Rafiei.

12 DIRECTOR RAFIEI: Yes.

13 MS. ANGUS: Thank you.

14 CHAIRPERSON LA BELLE: I would just like to
15 thank my fellow directors for all of the hard work.
16 This process has been ongoing. Natalie initiated it and
17 we had a number of workshops and -- culminating in
18 what's before us today. And I also want to thank
19 Michele and her staff for all of their hard work, taking
20 our words and thoughts and putting it into a coherent
21 document. So I want to just thank everybody for all
22 their efforts.

23 Okay. Moving forward. Item 8B.

24 MS. RICHARDS: Yes. I will turn this over to
25 our Governance Committee in a few minutes. But we have

1 been reviewing -- per policy, reviewing the board
2 governance policies, and the committee is bringing
3 forward two policies that it feels needs further
4 discussion and possible amendments.

5 So Director Cervantes and Rubalcava-Garcia, I
6 will turn it over to you.

7 DIRECTOR CERVANTES: Thank you so much,
8 Michele.

9 Director Rubalcava-Garcia, do you want me to
10 continue?

11 DIRECTOR RUBALCAVA-GARCIA: That would be
12 great. Thank you.

13 DIRECTOR CERVANTES: Sure. The committee met
14 on February 10th to review the current board governance
15 policies and selected two for the board to consider.
16 One is High Profile Event Policy 6.04, and staff shared
17 with the committee some of the operational challenges
18 with just a minimum of seven days' advance notice for
19 events that might have significant impact on internal
20 resources and the surrounding neighborhoods in order to
21 properly prepare for the event, schedule employees, and
22 coordinate with outside agencies.

23 Staff recommends amending the policy to include
24 a minimum of ten-days advance notice, instead of the
25 seven business days. That's one.

1 The second one is the Cannabis Event
2 Policy 6.05. Staff shared that the original Cannabis
3 Event Policy was approved by the board in February 2018.
4 Prior to approval, the state recommended fair boards
5 consider several factors in considering cannabis events
6 at state fairgrounds, including the fair's proximity to
7 schools, parks, and places where minors gathered. At
8 the local city ordinances related to cannabis, the
9 fairground's relationship with local law enforcement
10 agencies, and the sentiments of the neighbors in the
11 local area.

12 Staff provided detailed research to the board
13 on all the state's recommended considerations. And the
14 first Cannabis Event Policy was approved in
15 February 2018.

16 The policy was amended later that year in
17 November to allow for products derived from hemp seeds
18 or hemp seed oil, as they do not contain any amount of
19 the THC. Since that time, CBD products, which contain
20 trace amounts of the THC, have become widely acceptable
21 and available throughout Orange County.

22 Staff shared that many of the Orange County
23 Fair & Event Center promoters, event promoters, would
24 like to include vendors at their events that sell CBD
25 products, but are prohibited by the current policy.

1 The Governor's Committee recommends that the
2 board direct staff to bring back updated research for
3 consideration at a later board meeting.

4 The committee also discussed that the status of
5 the mandatory board member training and requested that
6 the staff provide each board member with information on
7 outstanding training, so all requirements can be met.

8 And that's all we have to report.

9 MS. RICHARDS: So I think if we -- if we look
10 at the item that is before the board, as Director
11 Cervantes indicated, with regard to Policy 6.04, we're
12 recommending changing the minimum notification for
13 high-profile events from seven business days to ten
14 business days to give the staff more time to assess the
15 event, to plan, and to collaborate with outside
16 agencies.

17 So that's one policy.

18 And then the second policy, the committee is
19 recommending that the board direct the staff to research
20 any changes in the factors that went into developing the
21 original policy and to bring back that information to
22 the board at a later date for discussion and
23 consideration.

24 CHAIRPERSON LA BELLE: Are there -- at this
25 time are there any public comments, Summer, on this

1 item?

2 MS. ANGUS: No public comment on this item.

3 CHAIRPERSON LA BELLE: Okay. Any comments from
4 the directors regarding Sandra's report?

5 (No response.)

6 CHAIRPERSON LA BELLE: Should this be all in
7 one motion, or should there be a separate motion for
8 each of the two items? Or does it matter, I guess?

9 MS. RICHARDS: I guess it doesn't matter. But
10 it might be good to separate them because we're asking
11 for two different actions.

12 MS. ANGUS: Pardon me. Chair La Belle we do
13 have someone that would like to comment now.

14 CHAIRPERSON LA BELLE: Thank you, Summer.
15 Let's take the public comment.

16 MS. ANGUS: Jeanine Robbins, when you are
17 ready.

18 MS. ROBBINS: Good morning, you guys. This is
19 Jeanine Robbins.

20 And as most of you know, we have been selling
21 out there at the fairgrounds since 1979, at the swap
22 meet, as well as we have had 20 years selling at the
23 Orange County Fair.

24 During that time period, one of our -- honestly
25 our most profitable items was the sale of glass pipes,

1 and even at the fair we sold them every year that we
2 were out there. We had multiple meetings and it was
3 decided it was an acceptable item.

4 Well, when we went back to the swap meet, the
5 very first day after being closed for 15 months, we went
6 back in May and we had our displays and then when we
7 showed up in June, we were told that we were no longer
8 allowed to sell them and that it fell underneath the
9 idea of paraphernalia.

10 Now, in all of our research, cannabis is legal
11 here in the state of California. This is state
12 property. We do not sell cannabis. And glassware of
13 any kind is no longer considered paraphernalia.

14 And so what I would really like, too, is to
15 have you review that, because I'm not quite sure why we
16 are not allowed to sell it.

17 So if anybody can do that and get back to me on
18 this issue, I would really appreciate it. It's been
19 very hard coming out of this pandemic as a small
20 business, with sporadic days at the swap meet. And then
21 when one of our most profitable items was taken away,
22 really with no notice -- please, just please review this
23 for us. Thank you so much.

24 MS. ANGUS: Thank you. Chair La Belle, that
25 concludes public comment.

1 CHAIRPERSON LA BELLE: Thank you, Summer.

2 Is there a motion on the first item, extending
3 the --

4 DIRECTOR CERVANTES: This is Sandra. So move
5 for the first item.

6 CHAIRPERSON LA BELLE: We have a motion on the
7 first item.

8 Is there a second?

9 DIRECTOR BAGNERIS: Director Bagneris. I
10 second.

11 CHAIRPERSON LA BELLE: Okay. Let's call the
12 question, Summer. Roll call.

13 MS. ANGUS: Chair La Belle.

14 CHAIRPERSON LA BELLE: Yes.

15 MS. ANGUS: Director Rubalcava-Garcia.

16 DIRECTOR RUBALCAVA-GARCIA: Yes.

17 MS. ANGUS: Director Cervantes.

18 DIRECTOR CERVANTES: Yes.

19 MS. ANGUS: Director Bagneris.

20 DIRECTOR BAGNERIS: Yes.

21 MS. ANGUS: Director Aitken.

22 DIRECTOR AITKEN: Yes.

23 MS. ANGUS: Director Kovacevich.

24 DIRECTOR KOVACEVICH: Yes.

25 MS. ANGUS: And Director Rafiei.

1 DIRECTOR RAFIEI: Yes.

2 MS. ANGUS: Thank you.

3 CHAIRPERSON LA BELLE: Okay. Is there a motion
4 on the second item?

5 DIRECTOR CERVANTES: I so move. This is Sandra
6 Cervantes.

7 DIRECTOR RAFIEI: This is Director Rafiei.
8 Second.

9 CHAIRPERSON LA BELLE: Okay. We have a motion
10 and a second.

11 No further comments from the directors.

12 I will call the question.

13 DIRECTOR KOVACEVICH: I have one comment, Chair
14 La Belle. Sorry.

15 Is the -- I know the public comment was about
16 some of the consumption devices. Is that going to be
17 considering -- up for consideration as well, when --
18 encompassed in that Cannabis Event Policy?

19 MS. RICHARDS: Yes. I think every -- you know,
20 every part of that policy, the idea, was to review it
21 all.

22 DIRECTOR KOVACEVICH: Great. That's what I
23 assumed too.

24 MS. RICHARDS: Yeah.

25 DIRECTOR KOVACEVICH: And just wanted to

1 clarify that for Jeanine. So -- that we're working on
2 it. But that's all I had.

3 CHAIRPERSON LA BELLE: Thank you, Nick.

4 No further comments.

5 I will call the question. Summer.

6 MS. ANGUS: Chair La Belle.

7 CHAIRPERSON LA BELLE: Yes.

8 MS. ANGUS: Director Rubalcava-Garcia.

9 DIRECTOR RUBALCAVA-GARCIA: Yes.

10 MS. ANGUS: Director Cervantes.

11 DIRECTOR CERVANTES: Yes.

12 MS. ANGUS: Director Bagneris.

13 DIRECTOR BAGNERIS: Yes.

14 MS. ANGUS: Director Aitken.

15 DIRECTOR AITKEN: Yes.

16 MS. ANGUS: Director Kovacevich.

17 DIRECTOR KOVACEVICH: Yes.

18 MS. ANGUS: And Director Rafiei.

19 DIRECTOR RAFIEI: Yes.

20 MS. ANGUS: Thank you.

21 CHAIRPERSON LA BELLE: Okay. Next item, 8C.

22 Review of draft letter of understanding LOU with CCA,
23 Construction Authority.

24 Michele and, I guess, Ashleigh, turn it over to
25 you for the report.

1 MS. RICHARDS: I will just remind the board and
2 the public where we left off with our last discussion,
3 and then I will turn it over to Director Aitken to
4 represent the Facilities Committee. So there was a
5 proposed idea of building a Serenity Garden as part of
6 Heroes Hall and, originally, we had slated that project
7 for 2024. But there was a proposal to and a request
8 from the Heroes Hall Veterans Foundation to possibly
9 move that project up to 2022.

10 It had an initial kind of first-pass estimate,
11 cost estimate, of around \$300,000. And the Heroes Hall
12 Veterans Foundation offered to contribute \$100,000 to
13 the project.

14 So after much discussion, the board voted to
15 give the item to the Facilities Committee for further
16 research and to bring back more information to the
17 board.

18 So I will turn it over to Director Aitken to
19 represent the Facilities Committee.

20 DIRECTOR AITKEN: Thank you, CEO Richards.

21 One of the things that was very important for
22 the Facilities Committee when Director Ruiz and I
23 started working on this was to make sure we were
24 regularly updating the board, especially when any type
25 of financial decision had been made.

1 So I want to give a big thank you to VP Karns
2 for reaching out and talking to CCA. They did some
3 initial work on our behalf, even though we don't have an
4 LOU. But if we as a board decide we want to move
5 forward in this direction, we then need to have a
6 contract with them, which comes with a cost.

7 So if you haven't had a chance to look at the
8 report, the initial LOU and the work that we want them
9 to do will be just over around \$30,000. And that will
10 actually help us define the scope of the project. They
11 have some initial, initial estimates of what the costs
12 of the project would be, depending on what factors we
13 choose. But even to get a landscape architect to get
14 construction costs, etc., and get estimates for this to
15 the board, we need to enter into this LOU. So just want
16 to turn that over to the board for feedback and
17 direction to the committee.

18 DIRECTOR RUBALCAVA-GARCIA: Chair La Belle, I
19 have a couple of questions.

20 CHAIRPERSON LA BELLE: Yes. Go ahead.

21 DIRECTOR RUBALCAVA-GARCIA: So the -- this is
22 something that was on the capital improvement project
23 list for 2024, correct?

24 MS. RICHARDS: That's correct.

25 DIRECTOR RUBALCAVA-GARCIA: And the request

1 from, I think, some committee members is to move this to
2 2022.

3 MS. RICHARDS: I don't know if the Facilities
4 Committee is making a recommendation, but, rather,
5 bringing back the information requested by the board.

6 DIRECTOR RUBALCAVA-GARCIA: Okay. So I have a
7 couple of questions on the urgency of time.

8 So we have a lot of priorities based on what we
9 talked about during strategic planning. One of the
10 priorities that the board agreed on was, you know,
11 trying to identify funds so that we could support
12 families who are attending the fair. You know, with
13 looking at the amount that CCA is projecting, this
14 project could cost \$300,000; it seems like it would be a
15 little premature for us to do this in 2022. You know,
16 Doug or anybody else, can you provide some background as
17 to why it would be an urgent need for us to do this now?

18 CHAIRPERSON LA BELLE: I can share my thoughts
19 with my fellow board members, as I have in the past.

20 I think the importance of moving it forward
21 sooner rather than later is, basically, the Walk of
22 Honor that we have as a part of the Heroes Hall complex
23 now is essentially filled. And by going through and
24 developing a concept plan and -- all that's before the
25 board today is to authorize moving forward with refining

1 some very rough documents that staff put together into
2 a -- three different concepts that would come back, you
3 know, in a few months to the board for -- for final
4 approval.

5 Let's go with A, let's go with B, let's go with
6 C, whatever the case would be.

7 The urgency is that those that we wish to
8 honor, both through Heroes Hall Veterans Foundation --
9 time is passing pretty quickly. And to the extent that
10 we can create this Serenity Walk project sooner rather
11 than later is going to enable the Heroes Hall Foundation
12 as well as the board to recognize those individuals who
13 should be recognized on the Walk of Honor. It provides
14 a very passive area for veterans and for their families
15 and all of us, for that matter, that can be utilized. I
16 think it expands the Heroes Hall concept and becomes
17 another benefit at fair time and other times of the
18 year.

19 I would like to defer to any public comments at
20 this point in time, but those are my thoughts.

21 DIRECTOR RUBALCAVA-GARCIA: I do have a couple
22 of other questions before we go to public comment.

23 CHAIRPERSON LA BELLE: Sure.

24 DIRECTOR RUBALCAVA-GARCIA: So the request
25 today is to have staff go back and review, but that

1 would incur a fee with CCA of \$100,000? Or \$30,000?

2 I'm sorry. I wrote down \$30,000 but I don't know why I
3 keep thinking a hundred.

4 CHAIRPERSON LA BELLE: Well, the \$100,000 was
5 what was offered by the Heroes Hall Veterans Foundation.

6 What will occur is for the \$30,000, the
7 California Construction Authority will, in collaboration
8 with architects, engineers, whatever the case, will come
9 back with three conceptual plans that the board will
10 then consider. You know, we're not talking specifically
11 whether it would be this year or next year. We are just
12 talking about the information that we would need to be
13 able to make a decision based upon the information
14 provided through those three conceptual drawings.

15 DIRECTOR RUBALCAVA-GARCIA: Yeah. Michele, how
16 much time would -- I'm kind of -- I'm kind of trying to
17 protect our staff time as well. And I know this is
18 operational. But I'm just thinking about Fair
19 approaching pretty quickly. We also have strategic
20 planning that we are right in the middle of doing at
21 this time.

22 So in terms of, you know, staff time, do we
23 have time to start looking at this now or would staff
24 recommend waiting until next year to get started on this
25 particular process?

1 MS. RICHARDS: Well, you know, staff will
2 certainly do whatever the board is directing us to do.
3 But in terms of timing, we're thinking that it's
4 probably about a 90-day process. If we were to engage
5 CCA in working with a landscape architect, it's probably
6 a good 90 days out before we would see any concepts.
7 That puts us right up against the fair. Obviously, we
8 would need to focus on the fair and then pick it back up
9 in the -- in the fall.

10 So I think it would probably be, you know, the
11 fall or later before, you know, we would be able to
12 bring something -- you know, something concrete back.
13 Might be able to see some conceptual designs prior to
14 the start of the fair.

15 But I don't know. Maybe -- I hope that gives a
16 little bit of a time frame.

17 DIRECTOR RUBALCAVA-GARCIA: Yeah. That makes
18 sense.

19 So we currently have this budgeted or at least
20 on the radar for a capital improvement, \$250,000, I
21 think I recall, in the budget for 2024.

22 MS. RICHARDS: That's correct.

23 DIRECTOR RUBALCAVA-GARCIA: Okay. And then
24 Heroes Hall Foundation has offered to provide \$100,000
25 this year?

1 MS. RICHARDS: Yes. I mean, they made that
2 offer in last month's board meeting.

3 DIRECTOR RUBALCAVA-GARCIA: Okay. And then
4 that would cover part of the -- at least the assessment
5 that would have to be done by CCA.

6 MS. RICHARDS: That's correct. That assessment
7 being -- to work with a landscape architect has been
8 estimated at \$30,920.

9 DIRECTOR RUBALCAVA-GARCIA: Okay. I think I
10 have enough for now and then we can hear public comment.

11 CHAIRPERSON LA BELLE: Okay. Summer, are there
12 public comments on this item?

13 MS. ANGUS: We do. We have one. Reggie
14 Mundekis. Reggie, when you are ready.

15 MR. BERARDINO: Mr. Chair, how do I get on
16 public comments? I've been waiting the whole time, but
17 I didn't know how to work the computer to get on. But
18 I'm here after Reggie, in case you call on me.

19 CHAIRPERSON LA BELLE: Okay. Reggie first and
20 then Mr. Berardino.

21 MR. BERARDINO: Yeah. "Mr. Technology" here.

22 MS. ANGUS: All right. Reggie, when you are
23 ready.

24 MS. MUNDEKIS: I would just like to say to
25 Mr. Berardino that nobody actually knows exactly how any

1 of this stuff works when push comes to shove. So don't
2 feel bad. We have all been there.

3 I would like to support this project and just,
4 you know, say that we need to find a path forward on
5 this. Maybe a fast path, maybe a slow path. But I
6 think we do need to move forward on this because we
7 are -- our older veterans are dying off and to pay
8 tribute to them and also to educate the younger people
9 as far as what happens sometimes in the course of
10 events, much like what we're living through today.

11 There's also a question about if this takes
12 money away from the efforts to bring lower income people
13 to the fair and help them out with a few bucks. It
14 doesn't, because we're -- as a state agency, the
15 32nd DAA can't spend their money to subsidize someone
16 going to a fair. And the reason we can give out free
17 tickets is because that's allowed under statute. And
18 that's an entirely different subject from giving out
19 subsidies to attend or participate in a fair.

20 So I would like to say this is a good project;
21 I support it. And let's find ways to move it forward.

22 Thank you.

23 CHAIRPERSON LA BELLE: Okay.

24 MS. ANGUS: Thank you, Reggie.

25 Nick Berardino, when you are ready.

1 MR. BERARDINO: Can you hear me?

2 MS. ANGUS: Go right ahead.

3 MR. BERARDINO: Okay. Thank you.

4 I too would, you know, support moving forward
5 with this quickly.

6 To answer board member Rubalcava's question,
7 why are we moving so fast and why do we have to do this
8 so fast, unfortunately, the veteran community, as you
9 know, has been suffering suicide rates that are just
10 skyrocketed. We're losing now up to 23 -- you know, a
11 veteran every 23 hours. It's to suicide. About
12 70 percent are now Vietnam vets, because as we reach the
13 evening of our lives and we think about those horrific,
14 terrible days, and the treatment we got when we came
15 home -- you know, we have run into that as, you know,
16 with the cemetery. I mean, here we are, veterans. You
17 see today where, you know, veterans I know, too, who are
18 on planes now, headed to the Russian area. See, it's
19 very quick when the community, the country, wants us.
20 But when we try to get things like a cemetery and when
21 we go through these projects, you know, we -- we get
22 kind of put on the slow track.

23 And we understand that, because we're the --
24 you know, the smallest minority interest group in the
25 country, made up of a bunch of other minorities. But we

1 need this quickly. There -- the idea of giving a place
2 for veterans to go where they can be able to deal with
3 many of these issues and find serenity and same with the
4 peace. I don't think there's really a price tag. I
5 think we have paid the price already for all this. I
6 think we paid the price for expeditious stuff. I think
7 we are paid in full.

8 So we at the Heroes Hall Foundation have put up
9 \$100,000 because we understood there was concern about
10 money being spent. And we are very, very happy to put
11 up that money to begin to work with the folks, the
12 architects. We already are in contact with the Balfour
13 Group, which is a major construction group that could
14 work with CCA, or at least be a part of that or may even
15 provide CCA a family discount. They are a
16 world-renowned construction company. They did help us a
17 little bit with the jet. So we are prepared to make
18 this extremely easy for you. We are prepared to put up
19 the money to make it so you don't have any financial
20 impact.

21 All we want is -- we're not asking -- all we
22 want -- and we're willing to put up the money and the
23 time -- is a place to have our bros and sisters to have
24 the opportunity to deal with those demons, to find
25 peace, and to find serenity. And I think we paid the

1 price to get this moving, moving fast. And I think any
2 delays would be certainly disappointing to the entire
3 veteran community. And I think VALOR, which is the
4 Veterans Alliance of Orange County, which now represents
5 157 veterans organizations, would be extraordinarily
6 disappointed if this wasn't put on the fast track,
7 particularly with us putting up the money to get started
8 and to work with, you know, a construction company in
9 the community to try to get, you know, a family
10 discount -- shoot, we try to get three thirds off, if we
11 could.

12 So we need it. And we need it fast, because
13 our lives are going. They are going. We are dying.
14 And we don't even have a place to be buried here because
15 of the same kind of having to fight for every little
16 inch, you know?

17 MS. ANGUS: Pardon me, Nick. I'm sorry.
18 That's time.

19 MR. BERARDINO: Okay. I can answer any
20 questions, though, because this is an agenda item. And
21 so public speakers can answer questions from the board
22 on agenda item if anybody has any. And I'm happy to do
23 that.

24 DIRECTOR RUBALCAVA-GARCIA: Summer, is that all
25 the public comment?

1 MS. ANGUS: That is all.

2 DIRECTOR RUBALCAVA-GARCIA: Okay. I just want
3 to say --

4 CHAIRPERSON LA BELLE: Excuse me. Let me ask a
5 question of Nick Berardino, if I can, to make sure I
6 understand. As a part of your \$100,000 contribution,
7 are you prepared, then, to utilize \$30,000 and some
8 change to move ahead with funding the three conceptual
9 alternatives so that the board can make a final
10 determination in terms of moving forward?

11 MR. BERARDINO: Oh, absolutely. We want to --
12 the veteran community wants to provide you with the
13 quickest, quickest path to get this done. And so, yes,
14 absolutely.

15 You wouldn't be out -- I mean, here we are
16 again, veterans -- I have to tell you, just from my
17 heart, this feels like we're always begging.

18 But we're -- we are happy to give you the
19 \$30,000. We trust you. We would give you the \$100,000
20 so you could start using it now, if you want to start
21 using it, so you don't incur any costs.

22 So we're happy to do that. We just got to move
23 fast. Our guys are dying. They can't wait.

24 DIRECTOR RUBALCAVA-GARCIA: Director La Belle.

25 MR. BERARDINO: We didn't wait when we raised

1 our hand. Nobody asked us to wait then. So we're ready
2 to go, and we're ready to help you.

3 DIRECTOR RUBALCAVA-GARCIA: Chair La Belle, I
4 have a comment, if that's okay.

5 CHAIRPERSON LA BELLE: Go ahead. Natalie, yes.

6 DIRECTOR RUBALCAVA-GARCIA: First of all I want
7 to thank past director of the fair board and past chair
8 Nick Berardino for your service to this great country.
9 Because of you we have the freedoms that I so greatly
10 appreciate. And I am a friend of veterans. I have many
11 veterans in my family. I support many veterans
12 initiatives and I know that Anaheim, the city where I
13 live in, is also helping to make that veteran cemetery a
14 reality. So I'm glad that is occurring for the
15 community that you just -- that you are here to advocate
16 for.

17 And, you know, my position on this is not
18 necessarily because I don't support veterans. I do hope
19 that there -- they feel that Heroes Hall is a place for
20 them to come and find refuge and serenity, because it is
21 a pretty serene area as it currently stands, and I'm not
22 opposed to this project.

23 However, I do think that the fair has a
24 tremendous amount of priorities ahead of them, including
25 our master site plan. We also have -- which we have put

1 on the back burner since before I started on this board.

2 And although I think this is a very important
3 project, it has been slated for 2024. And I might be
4 the minority on this board and, you know, I -- I care
5 deeply about veterans, but I do think that this project
6 probably should wait until 2024. I don't see a problem
7 with maybe us looking next year, would be the
8 recommendation for us to further explore with CCA what
9 the conceptual design process would look like. But to
10 have staff, now redirect them to do another project that
11 we actually had in the pipeline for 2024, would be
12 unfair to the projects that we currently have in place.

13 You know, the capital improvement projects,
14 including the master site plan, will generate a lot of
15 jobs in the community, and that's something that I'm
16 really focused on. I want to make sure that our men and
17 women in the county of Orange are prepared and have
18 access to employment. And I believe that the master
19 site plan and all of the improvements that we are
20 working on with the strategic planning will lead to
21 that.

22 So, you know, I hope you don't take offense and
23 do not take, you know, my -- I don't think that we
24 should move this forward now. But it's not because I
25 don't care and love the veteran community, and I'm

1 grateful for all of the commitments that you have made
2 to the country. So those are my comments.

3 MR. BERARDINO: In response to your request of
4 whether or not, you know, I would take offense,
5 certainly, you know, I understand, you know, your
6 concerns. And -- but I think really think it would be
7 unfair for me to mislead you. I think the veterans
8 community as a whole would take great offense to this.
9 And I think we would be offended by the fact that -- I
10 mean, what do we have to do? What do we have to do? I
11 mean, what more do people want from us? I just don't
12 get it. I mean, you have a -- I mean, you are saying
13 you support veterans, but -- and you say you support our
14 needs and you say you understand what's happening in
15 this community. People are dying every day. People are
16 dying every day.

17 And so I think the veteran community will take
18 great offense to that. And I think they should.
19 Because all -- it's not as if we're saying go, go build
20 this for us. I mean, Heroes Hall Foundation has been
21 extremely generous to the fairgrounds.

22 Now, a lot of that gets overlooked because
23 there's very myopic discussions about, well, did you
24 give us \$45,000? You gave us \$200,000, \$205,000 and a
25 jet. Well, we're not going to count that towards --

1 we're not going to count that towards your \$45,000. And
2 it's always this money argument that, you know, raises
3 its head --

4 And I don't know. It seems like the staff, you
5 know, could do it. But, yes, I think the veteran
6 community would be very offended by this because we're
7 offering to help.

8 DIRECTOR RUBALCAVA-GARCIA: And I'm very sorry
9 that you're offended, Mr. Berardino, but I am going to
10 go ahead and direct my questions to the board now
11 because I think public comment is over.

12 CHAIRPERSON LA BELLE: Excuse me, Natalie.
13 Excuse me, Natalie.

14 MR. BERARDINO: Do you have any questions?

15 DIRECTOR RUBALCAVA-GARCIA: Are we allowing
16 public comment just to continue?

17 MS. ANGUS: Pardon me, Chair La Belle. We do
18 have more public comment.

19 CHAIRPERSON LA BELLE: Please. Let's have the
20 other public comments.

21 MS. ANGUS: Marcie Evans, when you are ready.

22 MS. EVANS: Hi. Can you guys hear me?

23 Director Rubalcava, I hear you and what you are
24 saying. I just wanted to offer also support and thank
25 you, Nick Berardino, for your service. As somebody in

1 the community who has strong ties to the Marine base at
2 Camp Pendleton and veterans, frankly, this needs to
3 happen and the community will support this, much more
4 than a lot of other things.

5 You know, I previously spoke about farming and
6 agriculture, which is important, but many Marine
7 veterans also work in agriculture, especially after they
8 retire. And it's -- it would be a community asset to do
9 a serenity garden for veterans. Thank you.

10 CHAIRPERSON LA BELLE: Summer, are there other
11 comments?

12 MS. ANGUS: One more: Gibran Stout, when you
13 are ready.

14 MS. STOUT: Yes. Hi.

15 Thank you for speaking.

16 Actually, I wasn't going to speak on this until
17 you spoke, Nick. And my gosh. You have really moved
18 me. And I have to say, I'm a Navy brat, and I grew up
19 on military bases in Long Beach, Seal Beach, the El Toro
20 station, Marine station, and as we all know, those
21 things are disappearing, and, with it, the realization
22 that those institutions are what have given us the
23 freedoms to be here today.

24 And as Nick pointed out, veterans are dying
25 every day. And the new generation doesn't know a war.

1 Well, maybe they will now. Doesn't know wartime.
2 Doesn't know what it's like to have your dad on a ship
3 for six months out of the year and to see his ship sunk
4 as a brief on The Discovery Channel.

5 So I think that, if anything, the pandemic has
6 taught us what's important. And if you have somebody
7 who is willing to pay the money, I think that time is of
8 the essence. And a memory garden, once people are gone,
9 is not a memory garden; it's a cemetery. So I urge the
10 board to prioritize this and to make it happen.

11 Thank you.

12 CHAIRPERSON LA BELLE: Summer, are there any
13 other public comments?

14 MS. ANGUS: One more. Jeanine Robbins.
15 Jeanine, when you're ready.

16 MS. ROBBINS: Thank you.

17 I would like to say that my dad was a veteran.
18 My uncle was a veteran. My uncle fought in the Korean
19 War. And for the rest of his life, he suffered PTSD
20 from the Korean War, and it was not identified at that
21 time.

22 My uncle lived a mile from the fairgrounds, and
23 I can only imagine how he might have benefited from
24 something like this.

25 So I don't think that this is a project that

1 should be pushed off. This is a project that should be
2 fast forwarded.

3 And, Nick, your comments were extremely moving.
4 And with what's going on in the world today, it may
5 be should -- people should just take pause and realize
6 how much we owe to our veterans.

7 Thank you.

8 CHAIRPERSON LA BELLE: Summer, any other
9 comments?

10 MS. ANGUS: That is all.

11 CHAIRPERSON LA BELLE: Any comments from the
12 directors?

13 DIRECTOR BAGNERIS: This is Director Bagneris.
14 I do have a comment.

15 I'm not sure, but if the foundation is willing
16 to pay the \$30,000 for the conceptual design, they can
17 do that with or without us; is that correct?

18 CHAIRPERSON LA BELLE: Well, we would need to
19 do it through the California Construction Authority, the
20 LOU. Actually, they would pay the funds for doing the
21 conceptual drawings or, you know, provide somebody to do
22 it. But we would have to basically enter into the LOU
23 with CCA to meet the state requirements. But there
24 would be no cost to us as a function of that.

25 DIRECTOR BAGNERIS: So that's -- 10 percent of

1 the design comes back at \$300,000. And I do know we do
2 have the strategic plan that we are trying to get
3 finalized. And I'm sure this is going to happen at some
4 point. It is in the plan. So I'm not sure we need to
5 try to do this, this year. Maybe if we move it up to
6 next year. But it's already in 2024. I think it's
7 something we're going to do. We're not opposed to doing
8 it.

9 Always appreciate the Foundation supporting
10 these activities. I think we paid \$3 million for Heroes
11 Hall in the first place. And we came to -- and we did
12 the jet. We spent another couple hundred thousand or
13 so. And now this project could cost us up to a half a
14 million dollars. So any funds that the Foundation
15 provides to us are always welcome, but I'm not sure if
16 we need to move it into this year. But if the
17 Foundation can pay for the \$30,000 to get the conceptual
18 design so we can have them maybe later on in the year, I
19 don't see why that should not happen.

20 CHAIRPERSON LA BELLE: Thank you, Barbara.

21 Any other director comments?

22 I'm going to make a motion that we move forward
23 with the LOU with the California Construction Authority
24 to complete the three conceptual alternatives subject to
25 the Heroes Hall Veterans Foundation funding the

1 completion of those conceptual drawings. I make that
2 motion.

3 DIRECTOR CERVANTES: This is Sandra Cervantes.
4 I second.

5 CHAIRPERSON LA BELLE: Okay. We have a motion
6 and a second.

7 Are there any other comments at this time?

8 DIRECTOR AITKEN: Chair La Belle. This is
9 Director Aitken.

10 You know, I just wanted to -- and I don't know
11 if this will help some of the -- be helpful information
12 for some of the board members, but I think when we were
13 presented this concept, I believe it was in January, we
14 were all really supportive of the concept. But we
15 didn't have any information on the process, on the
16 timeline, on the cost. And so that's why I was happy
17 that the Facilities Committee took these initial steps
18 with the help of staff. Just to answer kind of some of
19 these fundamental questions.

20 And, you know, what we did find out is that we
21 don't have a lot of leeway to not use CCA and kind of go
22 outside that process. We don't have a lot of leeway to
23 do any work on the property without this LOU.

24 And when it comes to kind of looking at
25 these -- and I agree, they are large numbers -- you

1 know, the \$30,000 at the beginning, which Heroes Hall
2 Foundation has agreed to provide up front, would just
3 allow them to start the process as to, you know, what
4 can we do, what will be the final cost be, what will the
5 timeline be. And hopefully VP Karns can correct me if
6 I'm wrong, but some of the initial discussions we had in
7 the Facilities Committee is these projects take a lot of
8 time. You know, it's not something that, while we would
9 love to have a firm plan in place before fair time, we
10 do not believe that we are going to be able to start any
11 type of construction.

12 So -- and I don't think CCA thinks that we can,
13 you know, have anything finished this year too. So it
14 will, just as a matter of practicality with supply chain
15 issues, labor issues, bleed into next year. I think the
16 cost will be -- end up spreading -- having been spread
17 out over just more than 2022. It won't be like an all
18 upfront at the same time. And that's just kind of the
19 reality of it.

20 I'm very supportive of this project and at
21 least getting -- taking this initial step to get artist
22 renderings and landscape design renderings this year. I
23 think that's very doable.

24 And hopefully that will help Director
25 Rubalcava-Garcia's questions. Having been through this

1 with the agricultural farm workers memorial, having been
2 on the committee that oversaw the Pacific Amphitheatre
3 redo, if we don't have directors asking tough questions,
4 the project won't be as strong. So I really appreciate
5 every time a director questions, you know, why -- the
6 why, the how, the when. I think it's really important
7 and it's going to make this project even stronger.

8 So when we hopefully get renderings, that's
9 also something that we will bring back to the board.
10 And we want tough questions asked then too, so I think
11 it's a really important part of the process.

12 DIRECTOR RUBALCAVA-GARCIA: Thank you, Director
13 Aitken. And I'm just going to add, Doug, you know, I'm
14 not opposed to this project. Obviously, I mentioned
15 that it is slated for 2024. So I think moving forward
16 with this initial motion that Director Cervantes has
17 already seconded makes sense.

18 You know, the only thing I ask is when we do
19 get the detail back from CCA that it provides a clear
20 timeline, so that we know what this looks like and how
21 much staff time it's going to take.

22 I'm really, really concerned that we have many
23 projects in the pipeline already that are not going to
24 get done, including our master site plan, including the
25 community project that we already have, that will

1 represent different cultures in the county.

2 So a lot of these things -- I'm all about
3 finishing projects. And I was here when we brought the
4 shuttle here onto our property, which was a great event.
5 And I think it has been a wonderful way for us to invite
6 and honor our veterans. But I also am mindful that we
7 are pulling our staff into a lot of different
8 directions. So that -- that, you know, does concern me
9 quite a bit.

10 But I -- yeah. So I -- let's go ahead and call
11 for the motion then.

12 DIRECTOR BAGNERIS: I call for the question,
13 Director La Belle.

14 DIRECTOR RUBALCAVA-GARCIA: Thank you.

15 CHAIRPERSON LA BELLE: Summer, roll call,
16 please.

17 MS. ANGUS: Chair La Belle.

18 CHAIRPERSON LA BELLE: Yes.

19 MS. ANGUS: Director Rubalcava-Garcia.

20 DIRECTOR RUBALCAVA-GARCIA: Yes.

21 MS. ANGUS: Director Cervantes.

22 DIRECTOR CERVANTES: Yes.

23 MS. ANGUS: Director Bagneris.

24 DIRECTOR BAGNERIS: Yes.

25 MS. ANGUS: Director Aitken.

1 DIRECTOR AITKEN: Yes.

2 MS. ANGUS: Director Kovacevich.

3 DIRECTOR KOVACEVICH: Yes.

4 MS. ANGUS: Director Rafiei.

5 DIRECTOR RAFIEI: Yes.

6 MS. ANGUS: Thank you.

7 CHAIRPERSON LA BELLE: Okay. Thank you, Board.

8 Next item is committee reports.

9 We'll come back to the Leadership Committee.

10 The Financial Monitoring Committee. Director
11 Kovacevich and Director Bagneris. Comments.

12 DIRECTOR KOVACEVICH: Hi. This is Director
13 Kovacevich.

14 I will go ahead and read the report for the
15 meeting that we had recently, which was on
16 February 18th. And we were -- we met to -- with the
17 auditors, with LSL, and discussed the plan for getting
18 the audit done, which we're all pushing for prior to the
19 start of the 2022 Fair.

20 We also discussed the final 2021 close, and I
21 believe we have those numbers prepared to present later
22 today.

23 We were briefed on the year-to-date revenue for
24 2022, which is already favorable to budget, albeit
25 small, given this time of year, which was what was

1 projected, but we're ahead, which is good news.

2 And we're also ahead on expenses -- or, rather,
3 behind. We have spent less money than we thought,
4 largely due to projected legal services that were not
5 utilized or needed.

6 And expenses for January typically exceed
7 revenue for this time of the year. However, a projected
8 deficit of \$3.1 million was actually only \$1.48 million
9 to start the year in the first month.

10 So, again, off to a great start. And cash and
11 investments are up \$58.5 million, which is an increase
12 of \$18.3 million year over year. So going from last
13 January to this January, which is obviously phenomenal
14 to hear.

15 So that's the update from the last meeting. We
16 do have a follow-up meeting again next month on
17 March 18th.

18 CHAIRPERSON LA BELLE: Thank you, Nick. Any
19 further comments, Barbara?

20 DIRECTOR BAGNERIS: No, I have no comments.

21 CHAIRPERSON LA BELLE: All right. Let's go to
22 the Facilities Committee. Director Aitken?

23 DIRECTOR AITKEN: Thank you. I don't have
24 anything to add beyond the report. Just happy that we
25 got the first steps of the Serenity Garden project on

1 the way, and we will have hopefully more good
2 information on that project in the next month or two.

3 CHAIRPERSON LA BELLE: Thank you, Ashleigh.
4 Governance Committee.

5 DIRECTOR CERVANTES: Director Rubalcava-Garcia,
6 would you like me to proceed?

7 DIRECTOR RUBALCAVA-GARCIA: Yeah, if you would
8 like to. Feel free.

9 DIRECTOR CERVANTES: All right. So Director
10 Rubalcava and I were briefed by staff, and this was on
11 February 10th, on the history of Pacific Amphitheatre
12 talent booking. And the status of the 2022 OC Fair
13 entertainment lineup. Staff shared the history of the
14 net proceeds from Pacific Amphitheatre concerts series.
15 And in early 2000, when talent buying was outsourced,
16 the Pacific Amphitheatre posted net losses for four out
17 of six years. Since 2010, when the in-house team took
18 over, PacAm has achieved an average annual net proceeds
19 of over \$3 million.

20 Ticket sales for the 2022 PacAm series have
21 been very strong. There are currently ten shows on sale
22 and over 38 percent of available tickets for those shows
23 have already been sold -- that is great -- generating
24 revenue of \$1.7 million.

25 This is the most number of shows and tickets

1 sold this early in the season.

2 The committee is interested in learning more
3 about the process of booking performances at PacAm and
4 will be meeting with the entertainment team soon to
5 explore early next month.

6 And that is our report.

7 CHAIRPERSON LA BELLE: Thank you, Sandra.

8 Community Affairs Committee. Barbara?

9 DIRECTOR BAGNERIS: Yes. Thank you, Director
10 La Belle.

11 We did have -- we did not have a committee
12 meeting this month, but we did receive updates by e-mail
13 from staff regarding the diversity project, public art
14 project. And there have been internal meetings with the
15 design team and maintenance team are continuing
16 throughout February to prepare the Plaza Pacifica light
17 towers and begin design conceptualization in March.

18 The design team will present initial design
19 concepts to executive management and the Community
20 Affairs Committee for first round of reviews.

21 And then in April, we will have our final
22 designs, which will be brought to the committee and to
23 the board for consideration, and then published for
24 public feedback.

25 In May, the board will review and approve the

1 chosen design that the design team will execute.

2 The final project will be installed in June,
3 prior to the opening. This is the exciting part. Prior
4 to the opening of the 2022 OC Fair.

5 So we are very excited about the progress
6 that's being made on this project. We're excited for
7 it. And we will -- I look forward, as we move through
8 the process.

9 I'm going to ask if Director Melahat has
10 anything she would like to add.

11 DIRECTOR RAFIEI: No. Thank you to staff for
12 working on this, and we're excited we're going to be
13 coming out before the next fair this summer.

14 DIRECTOR BAGNERIS: CEO Richards, I'm going to
15 defer to you. I think there was going to be a slide you
16 were going to show about -- yes, Black producers account
17 for 120 thousand acres and \$181 million in agricultural
18 sales.

19 And as we continue to celebrate Black History
20 Month, following the raising of the Pan-African flag for
21 the month of February, and now, as we end Black History
22 Month, we just want to note the agricultural successes
23 from the Black community in the state of California.

24 So we are very excited to acknowledge that and
25 bring that to you today as well.

1 CHAIRPERSON LA BELLE: Thank you, Barbara.
2 Governmental Relations Committee.
3 Ashleigh.

4 DIRECTOR AITKEN: No report.

5 CHAIRPERSON LA BELLE: Okay. Centennial Farms
6 Foundation. Melahat. Any comments?

7 DIRECTOR RAFIEI: I do have comments and
8 updates for everybody.

9 I made a commitment to my fellow board members
10 that I would push their fundraiser that's happening on
11 April 29th. It's at the Raahauge Clay Disk -- I'm
12 learning about it. It's going to be my first time at
13 this. But I think it's really exciting. I'm going to
14 take my son with me. I'm encouraging all of us to
15 participate. I have personally donated items to the
16 silent auction. I'm donating a pair of Lakers tickets.
17 I think that it would be great if our board members
18 could maybe help with either gift cards or something
19 like that, that we could participate. I know we want
20 to -- you know, we gave them a reduction in
21 contribution, and we want to bring that money back.

22 So helping promote their fundraiser and
23 participating would get us closer to that goal. So
24 that's what I want to make sure we all do.

25 CHAIRPERSON LA BELLE: Thank you, Melahat.

1 Heroes Hall Veterans Foundation.

2 On a personal note, my wife and I commissioned
3 about a year ago a original painting of the A4 Skyhawk
4 located at Heroes Hall. That painting has been
5 finalized. Bonnie and I will be donating that to the
6 Heroes Hall Veterans Foundation.

7 The intent is the Foundation will ultimately
8 present it to the district, and they will be producing
9 prints of that original drawing. It's 24 by 30. And
10 we'll be using the prints to generate funds through a
11 fund-raising effort. The specifics of what exactly they
12 are going to be doing are yet to be finalized.

13 The painting was completed by somebody that
14 most of you have met over the course of the years. My
15 son Jeff completed the art work. And it was definitely
16 a labor of love on his part.

17 I can only comment, as a father, that I could
18 never have done something as nice as he has created.
19 And I think when each of you see the art work when it's
20 presented, I think you will agree. But, again, I have a
21 bias there.

22 With that, the Leadership Committee, just to
23 quickly touch on that, Michele spoke earlier about
24 bringing back the elements of the master concept plan
25 that was developed several years ago. The intent is to

1 agendize that at the same time as the strategic plan so
2 that the board can make a determination as to what
3 elements of that we wish to proceed forward with and
4 which elements we wish to dispatch. And that will be a
5 part of the agenda item on the March meeting.

6 And with that, I think I have touched on all of
7 the committees.

8 And the next item is closed session.

9 MS. ANGUS: Chair La Belle, we do have public
10 comment on the committee reports.

11 CHAIRPERSON LA BELLE: Okay. I'm sorry.

12 MS. ANGUS: That's all right.

13 It will be Reggie Mundekis, followed by
14 Leigh-Ann Kazolas, Gibran Stout, then Jackie Jones.

15 Reggie, when you are ready.

16 MS. MUNDEKIS: Hi. Thanks for the opportunity
17 to speak today.

18 Regarding the Facilities Committee, there were
19 three items listed on the Facilities Committee report.
20 The Equestrian Center, Building 15, and another item. I
21 would like to see details given in the agenda reports
22 for the next meeting, since those items will presumably
23 be up for a vote. You know, more than just like a
24 paragraph. Some actual working details. Because
25 there's a lot of issues there, especially regarding the

1 EQC.

2 And, again, regarding building 15, I know
3 there's not a lot of love for that building. There
4 hasn't been a lot of love for that building for many,
5 many years. But claiming that asbestos requires
6 demolition, it doesn't. It requires remediation, not
7 demolition. I would like to request that outreach be
8 done to the Santa Ana Army Air Base people to determine
9 if that's part of the old Saab complex. And if we want
10 to do some adaptive reuse on that building -- and we can
11 move it to someplace else if we need to, to get out of
12 the way to build something else.

13 And I also just like to remind the board that
14 there's some confusion amongst some of the board members
15 regarding the master site plan. What is up for
16 discussion in the upcoming meetings was never adopted,
17 because there was such a public outcry over those
18 elements.

19 We are still operating under a master site plan
20 that was implemented -- that was approved and
21 implemented under Former CEO Steven Beasley and Jerome
22 Hoban. So that new master site plan you keep talking
23 about will remove the driveway. That's not officially
24 the master site plan.

25 So thank you very much.

1 MS. ANGUS: Thank you, Reggie.

2 Leigh-Ann Kazolas, when you are ready.

3 MS. KAZOLAS: Hi. Good morning again.

4 It is exciting to hear about the development
5 and revamping of the agricultural area, the agriplex,
6 because there's just so many great opportunities to
7 revamp, redesign, revitalize. But looking backwards at
8 the master -- proposed draft master site plan that was
9 done a few years ago, under different leadership with
10 different intentions and a plan that was heavily
11 criticized back then for being too expensive and out of
12 alignment with the public's input. It's just not a way
13 forward. That master site plan was met with an epic
14 eight hours of public comment marathon session. And
15 there's videos for any of the new board members of that.
16 And thank goodness the project didn't proceed back then
17 knowing the financial impact that the pandemic brought.
18 It's a good thing the property isn't sidled with
19 millions of bond debt right now.

20 But a new agricultural agriplex is exciting and
21 needs to be thought out with today's ideas and today's
22 goals and strategy. There's been a lot of great
23 conversations at these meetings about education and
24 maximum public benefit, and that should apply to this
25 agricultural campus as well. Rather than redo what was,

1 maybe let's think about what an agriplex could be or
2 should be. And why not collaborate with the ag
3 community? The OC Farm Bureau, Future Farmers of
4 America, both with top representatives listening in
5 today. And the education community. And design
6 something that works best for fair time and year-round
7 use.

8 Find out their unique needs and wants and
9 develop an agriplex strategic plan, and then develop and
10 design it around year-round programming, year-round ag
11 events, shows, maybe some education partnerships with
12 local schools, OCC, college and animal science programs.
13 See what they want. What potential do they see? And
14 maybe they could financially contribute.

15 In chatting with Jackie from FFA just
16 yesterday, I learned that it would be great if
17 fairgrounds areas had barns that were specifically
18 designed for pigs and their unique needs. I didn't know
19 pigs had unique needs because that's not my area of
20 expertise.

21 But I recommend, consult the people that know
22 these things, the people that will be using the property
23 as exhibitors, as your partners in fulfilling the
24 agriculture mission, and involve them in developing the
25 plans.

1 Or how about a future of agriculture? How
2 great would it be to have a pavilion dedicated to the
3 cutting-edge science of future agriculture. A science
4 building where people can delve deep into their research
5 and share that with the public at the fair.

6 Let's think about the future and maybe not just
7 rehash the past. Not some plan that was designed in
8 Chicago that didn't make financial or practical sense
9 then, and it really doesn't make sense now.

10 So these are exciting opportunities, and I
11 just -- you know, there's so many ideas, and let's just,
12 you know, work with the people in that area, come up
13 with the best plan possible.

14 Thank you.

15 MS. ANGUS: Thank you, Leigh-Ann.

16 Gibran Stout, when you are ready.

17 MS. STOUT: Yes. Hello.

18 Thank you so much for letting me speak.

19 I just want to kind of echo the first two
20 speakers. The proposed master site plan was never
21 approved. There was huge public outcry. I encourage
22 you to look at that meeting.

23 It did not reflect the many awesome public
24 workshops that you guys put on. There was a lot of
25 public input which was not reflected in that report.

1 There was also no collaboration from the agricultural
2 community. So the design was purely for, quote,
3 entertainment and given this is an agricultural property
4 in an agricultural county that's being crowded out by
5 urban development, I think we really need to focus on
6 that. I would strongly encourage you to collaborate
7 with the agricultural community as well as the local
8 school boards and partner with them.

9 The old master site plan did not have any green
10 or sustainable provisions. I really urge you to, in the
11 plan moving forward, think about making agricultural
12 education a year-round activity. The old plan was under
13 old leadership. We have had some amazing new
14 leadership. And these are new times and this is a new
15 world. We have all learned to do business differently.
16 So really I encourage you to perhaps go back to the
17 proverbial drawing board and make this agricultural
18 property an agricultural educational jewel, which it's
19 really meant to be.

20 So thank you.

21 MS. ANGUS: Thank you, Gibran.

22 Jackie Jones, when you are ready.

23 MS. JONES: Hi. Good morning again.

24 Again, just kind of, I guess if anything,
25 echoing what the past three speakers just talked about.

1 Really looking into what that facility actually looks
2 like. To give you guys some background, a history on my
3 end, before I became an educational program consultant
4 for agricultural education in southern California, I was
5 actually an ag teacher before, over at Buena Park High
6 School, and was there for four years.

7 During that time period, I obviously brought my
8 students down over to -- from Buena Park to the Orange
9 County Fair because that was our county fair, and I feel
10 the one thing that I kind of experienced as an
11 agricultural teacher as somebody who has been a part of
12 an agricultural community ever since I was younger over
13 in the Santa Maria area, the biggest thing is people
14 knowing their roots and understanding where they came
15 from. And I feel with the Orange County Fair, we need
16 to bring that back. We need to have people understand
17 that this community was built around our culture.

18 And I feel we do a really good job of that
19 already. The Centennial Farms is a great starting point
20 for ag education. It goes ahead and brings the intro
21 portion of it for students and for and adults alike,
22 because there's a lot of adults out there that have no
23 idea what a steer or a heifer even look like.

24 But when it comes to educating the community as
25 a whole and supporting that community, I think it's

1 really important that we make sure that when it comes to
2 the new facilities, that we're also getting some input
3 from people who are actually going to be utilizing those
4 facilities.

5 One thing I know about the Orange County Fair
6 is they do not have a junior livestock board. That, I
7 feel, is something that can easily incorporate a
8 collaboration effort with your 4H clubs, with your FFA
9 organizations, along with the agricultural community, as
10 a whole, to bring that into play. And this way, they
11 actually have a voice and they can go ahead and kind of
12 tell you their opinions on things and also some
13 suggestions.

14 I also think too, looking at other facilities
15 up and down the state of California and going to other
16 agricultural districts. Fun fact: I used to work for
17 the Santa Barbara county fair and worked in the
18 administration department before I became an ag teacher.

19 And when I was working in those facilities, you
20 know, we always were listening and hearing about what we
21 can do to benefit every single one of those barns that
22 we actually had, and what were some things that we can
23 do to help benefit the students, but also make sure,
24 too, that it was safe for the community when it came to
25 transportation of animals and everything else along

1 those lines.

2 So, again, just throwing my information out
3 there again for you. I know I already gave Summer my
4 contact info, but I would love to go ahead and
5 collaborate with you guys and also be able to bring some
6 of those people to the table, to help you guys be able
7 to make some more finalized decisions for the
8 facilities, or at least be able to get some more input
9 on what needs to possibly be done to make sure that
10 that's being taken care of.

11 And then too, when it comes to ag education and
12 ag literacy, I'm here for that as well. If you guys
13 need help of gathering information, resources on
14 basically making that stronger, then please let me know.

15 Thank you.

16 MS. ANGUS: Thank you, Jackie.

17 Chair La Belle, that concludes public comment.

18 MS. RICHARDS: Chair La Belle, you are on mute.

19 CHAIRPERSON LA BELLE: Thank you. Sorry about
20 that.

21 At this point in time, we're going to recess
22 into closed session.

23 MS. ANGUS: Okay. I have the room ready to go.

24 Just checking to make sure we don't have any
25 more board members in the general session.

1 DIRECTOR AITKEN: This is Ashleigh. I didn't
2 see a link.

3 MS. ANGUS: Okay. Let me -- there you go.

4 (Closed session: 11:34 a.m. to 11:46 a.m.)

5 MS. ANGUS: It looks like we are all back. I
6 can do a quick roll call.

7 Chair La Belle.

8 (No response.)

9 MS. ANGUS: I will move on.

10 Director Rubalcava-Garcia.

11 DIRECTOR RUBALCAVA-GARCIA: Here.

12 MS. ANGUS: Director Cervantes.

13 DIRECTOR CERVANTES: Here.

14 MS. ANGUS: Director Bagneris.

15 (No response.)

16 MS. ANGUS: Director Aitken.

17 DIRECTOR AITKEN: Here.

18 MS. ANGUS: Director Kovacevich.

19 DIRECTOR KOVACEVICH: Here.

20 MS. ANGUS: Director Rafiei.

21 DIRECTOR RAFIEI: Here.

22 MS. ANGUS: And one more time for Chair
23 La Belle.

24 It looks like you are muted, Chair La Belle.

25 CHAIRPERSON LA BELLE: Here.

1 MS. ANGUS: Okay. Thank you.

2 CHAIRPERSON LA BELLE: Sorry.

3 Okay. The board considered items scheduled for
4 closed session with input from our legal counsel, and we
5 have nothing to report as a result of that closed
6 session.

7 Next item.

8 MS. RICHARDS: We have CEO's operational
9 announcements and updates.

10 Just a few updates for the board and public.

11 On February 1st, in celebration of Black
12 History Month, Directors Bagneris, Rafiei, and
13 Rubalcava-Garcia raised the Pan-African flag. The
14 ceremony was attended by staff and guest speakers,
15 including Letitia Clark, Tustin City Counsel member;
16 Chineta Goodjoin, pastor of the New Hope Presbyterian
17 Church; and David Crockett, vice president of the Rancho
18 Santiago Community College Board of Trustees.

19 The flag will fly each year at the OC Fair and
20 Events Center during the month of February in
21 celebration of Black History Month.

22 On February 4th, students from the Fair
23 Management Study Program at Cal Poly San Luis Obispo
24 visited the OC Fair and got an inside look at our
25 operations from key members of our staff. Professor

1 Mike Bradley and the students were introduced to our
2 agriculture, entertainment, exhibits, events and
3 administrative support functions.

4 As a member of the Cal Poly advisory council,
5 it was our chance to show the students in person what
6 they are learning in the classroom. And it was a long
7 way for them to come, but a really great day.

8 Well, concerts are on sale. Fair admission
9 tickets are now available. And our competition entries
10 are now live for the 2022 OC Fair.

11 So whether our guests want to enter their art
12 in our painting, graphics, and photography competitions,
13 or home-made, hand-made goods in our home arts
14 competitions or their culinary creations in our many
15 baking, canning, food, and wine categories, the opening
16 of annual competitions is always a beacon that the fair
17 is coming. And you can check out our different
18 competitive categories by visiting OCFair.com.

19 Staff is charging full steam ahead with the
20 preparations for the 2022 OC Fair. Wanted to give the
21 board and public just a quick list of what is new or
22 different compared to last year's fair.

23 So first of all, we're planning to continue
24 partnering with our board of directors, and we will
25 double the number of donated tickets to our community

1 nonprofits to help the families that are most in need in
2 Orange County.

3 We're preparing, if required, to do proof of
4 vaccination or negative COVID test checks, if that's in
5 place at the time the fair opens.

6 We're bringing back programming in the Action
7 Supports Arena. In fact, monster truck tickets go on
8 sale Saturday starting at 10:00 a.m.

9 We're expanding pre-fair and post-fair concerts
10 in the Pacific Amphitheatre and working toward a full
11 schedule every night during the fair.

12 Unfortunately, as I announced last month, we
13 have to say goodbye to the Russell Brothers Family
14 Circus, as we were informed that they will not be
15 returning due to the passing of Ed Russell.

16 And we will host an on-site, in-person market
17 week and junior livestock auction. We're so happy to
18 have that back as part of the fair.

19 And due to the reactivating of the Action
20 Sports Arena, we'll be creating more back-up house
21 storage space in Lot G. We're working with OCTA to
22 potentially bring back the OC Fair Express Buses.

23 And our Brew Hee Haw Craft Beer Festival, which
24 continues to grow every year, is moving from the Pacific
25 Amphitheatre to the Action Sports arena.

1 And more details to follow as we get closer to
2 opening day; that's just a 141 days away.

3 And it was happy birthday, happy
4 fifth birthday, to Heroes Hall on February 15th, and
5 what a momentous five years it has been. Heroes Hall
6 has hosted tens of thousands of visitors from the
7 public. We have featured eight special exhibitions,
8 held numerous public programs like the voices, story
9 telling presentations, Veterans Day celebrations and
10 more. This truly has been a dream come true for the
11 veterans community, our board, our staff, and the
12 public.

13 All right. It was a beautiful day indeed when
14 over 300 members of the public gathered to celebrate the
15 opening of Heroes Hall's new exhibition, Fighting for
16 the Right to Fight. The program was hosted by Bobby
17 McDonald of the Heroes Hall Veterans Foundation. It
18 featured guest speakers and an amazing performance by
19 the all American Boys Chorus to open and close the day.
20 And thank you very much to Director Cervantes for
21 representing the OC Fair board of directors at that
22 event. And we encourage everyone to go see the exhibit.
23 It will be at Heroes Hall through September 18th.

24 Director Kovacevich did a great job of giving
25 an overview of our financials for January. We're in a

1 very strong position, as he mentioned. We do budget to
2 have a net deficit at this time of the year, as our
3 revenue -- or our expenses exceed our revenue. But it
4 was less of a deficit than we -- we anticipated, so
5 we're \$1.6 million favorable to budget at this time with
6 a very healthy cash position of \$58 -- nearly
7 \$58.6 million.

8 I wanted to briefly circle back on our December
9 financials, because what we presented last month were
10 preliminary numbers, as we have continued to work to
11 close out 2021. And these are the final numbers. We
12 finished the year with net proceeds of \$18.4 million,
13 favorable to budget by \$30 million.

14 We anticipated at the beginning -- during the
15 budget season for 2021, when things were still very,
16 very locked down, we did not anticipate being able to
17 generate as much revenue as we did. So we were quite
18 pleased with that performance. And, again, our end of
19 year cash and investments are very healthy with a year
20 over year increase of \$43.8 million.

21 Now, they say a picture says a thousand words.
22 And this photo, from the 2021 OC Fair certainly speaks
23 volumes. We submitted this photo in the Western Fairs
24 Association Achievement Awards, and it won best overall
25 photo. Out of all the fairs that submitted numerous

1 photos, this was the best overall photo for 2021.

2 So if you could write a caption for this photo,
3 what would it say? Anybody?

4 (No response.)

5 MS. RICHARDS: We kind of dubbed this "pure
6 joy." Right? And that's what the fair is all about.
7 We hope that all of our guests can leave with this pure
8 joy look on their faces.

9 So I will turn it over to Joan Hamill for a
10 quick overview of our upcoming events.

11 Joan.

12 MS. HAMILL: Good morning. We have, as always,
13 a very, very busy events schedule. A busy weekend
14 upcoming. I would invite everyone to come out and take
15 a look. There's something for everybody.

16 The Gem Fair takes place the 25th through the
17 27th, as does Repticon. So if you are interested in
18 reptiles, you can see many at the event this weekend.

19 The original swap meet will be here on
20 Saturday, the 26th, and again on March 12th.

21 Also taking place this weekend is the 45th
22 annual OC Home and Garden Show.

23 Coming up next weekend is the Bridal and
24 Wedding Expo.

25 And we have a robotics event that is going to

1 be taking place here. It's the first robotics event.
2 It's a competitive sport. So that will be very
3 exciting, taking place March 10th through the 12th.

4 Of course, we have COVID testing. That takes
5 place Monday through Friday through March 31st and
6 farmers market every Thursday.

7 Next slide.

8 In addition to Centennial Farm hosting school
9 tours, they are very robust. We are inviting a lot of
10 kids out. And we are seeing a lot of activity at
11 Centennial Farm through the weekdays, with our Junior
12 Farmer and Discovery Days tours.

13 But we also have gardening classes, and so this
14 weekend we have two: Home grown tomatoes and how to
15 graft fruit trees. You just need to sign up online for
16 those.

17 And then on March 5th, the class is all about
18 summer crops, so preparing for summer with your crops
19 and for the fair.

20 At Heroes Hall, as Michele mentioned, "Fighting
21 for the Right to Fight" opened. We're getting a lot of
22 interest, a lot of people coming out to this wonderful
23 exhibit. It's a very touching exhibit, and I would
24 invite everyone to come out. And that runs through
25 September 18th.

1 And I just wanted to make an announcement and
2 get you all exited for Imaginology making its return.
3 This year it will be a two-day event, Saturday and
4 Sunday, April 9 through 10, scaled back a bit. And I
5 will give a full report in next month's meeting with all
6 the activities taking place at Imaginology. Again,
7 that's free to the public and then just parking is \$10.

8 And that concludes my report.

9 MS. RICHARDS: And I will turn it back to you,
10 Chair La Belle.

11 CHAIRPERSON LA BELLE: Thank you, Michele.

12 Let's go around the table for comments from the
13 directors. Let's start with Natalie.

14 DIRECTOR RUBALCAVA-GARCIA: Thank you, Chair
15 La Belle.

16 I have no updates except I want to remind
17 everybody that it is Girl Scout cookie season. So if
18 you know a Girl Scout or a troop, please support
19 leadership development for women.

20 So that's all I got. Thank you. And thank
21 you to staff for all of your hard work and dedication.
22 We appreciate all of the effort that goes into not only
23 this meeting but just running and operating the
24 fairgrounds.

25 So thank you.

1 CHAIRPERSON LA BELLE: Thank you, Natalie, and
2 we have a big supply of Girl Scout cookies.

3 Ashleigh.

4 DIRECTOR AITKEN: Thank you. Thanks, everyone.
5 Great meeting, Chair La Belle. Thank you for being so
6 structured and organized and moving us through the
7 agenda. And I hope everybody has a great weekend.

8 CHAIRPERSON LA BELLE: Thank you, Ashleigh.

9 Barbara. Barbara, are you there? Are you
10 there?

11 MS. ANGUS: Chair La Belle, Barbara had another
12 meeting she had to go to.

13 CHAIRPERSON LA BELLE: Okay. Sandra.

14 DIRECTOR CERVANTES: Thank you.

15 And thank you to CEO Richards and staff. I
16 really appreciate everything that you guys do. And I'm
17 super excited about the community partnerships and happy
18 celebration of Black History Month.

19 CHAIRPERSON LA BELLE: Thank you, Sandra.

20 Melahat.

21 DIRECTOR RAFIEI: Thank you, Director La Belle.
22 Nothing to report. Just my gratitude for my colleagues
23 for putting in the time and the work and for staff for
24 doing it every day, day in and day out. So thanks,
25 everyone.

1 CHAIRPERSON LA BELLE: Thank you. Director
2 Kovacevich. Nick?

3 DIRECTOR KOVACEVICH: Yeah. I would like to
4 thank the staff for all the hard work, and that
5 strategic planning was really well done. I think you
6 guys, you know, got everything that we had been kind of
7 putting out on the table for putting it through that
8 process and got it down into actionable steps and things
9 that can deliver results, so I'm excited to see those
10 things come to fruition. Great job there.

11 I know we heard from Nick Berardino and I think
12 today is a great day to just, you know, honor our
13 veterans, giving what is happening in the Ukraine. You
14 know, it's terrible to see.

15 And, you know, just I'm super thankful that we
16 have, you know, people that are willing to fight for our
17 freedom. And, you know, that we live in such an amazing
18 place, you know, not only in Orange County, in
19 California, but in the U.S. of A. So today is a great
20 day to reflect on that. And thank you, all the
21 veterans, for your service.

22 CHAIRPERSON LA BELLE: Well said, Nick.

23 In terms of future meetings, the governor's
24 executive order enabling us to have Zoom meetings is
25 currently set to expire the end of March. Hopefully,

1 hopefully, we are headed in the right direction in terms
2 of the COVID stuff. And I have indicated to Michele
3 that we should begin planning for an in-person meeting
4 for our April meeting. Obviously, setting it up in a
5 way that we still continue to do some social distancing
6 and that.

7 So just kind of in advance of that, I wanted to
8 get that out on the table for everybody to kind of mark
9 their calendars that hopefully April is -- is the month
10 we get back together.

11 With that, I don't have anything further.

12 DIRECTOR BAGNERIS: Director La Belle.

13 CHAIRPERSON LA BELLE: Oh, I'm sorry. Barbara,
14 you came back.

15 DIRECTOR BAGNERIS: I'm in two meetings and I
16 had to move away. But I did want to compliment you on
17 this meeting today. And I want to thank staff. The
18 exhibit Fighting for the Right to Fight activity -- I
19 was in a funeral in New Orleans and I was not able to
20 attend, but I did see some video clip. And I think it
21 was very well done, and I appreciate that.

22 And I also want to thank Directors Rubalcava
23 and Director Rafiei for attending the lifting of the
24 Pan-African flag at the 1st of February, and I have
25 gotten so many great comments about us doing that. So I

1 appreciate it. And I want to thank staff for all you
2 do. Can't say that enough. That's how you get to be
3 woman of the year. So we thank you, CEO Richards and
4 your executive team.

5 CHAIRPERSON LA BELLE: Thank you, Barbara.

6 And with that, this meeting is adjourned. The
7 next meeting is March 24th. Thank you all for all your
8 help and attendance.

9 (Time noted: 12:02 p.m.)

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I, KATHRYN S. SWANK, a Certified Shorthand Reporter
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That I am a disinterested person herein; that the
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I further certify that I am not of counsel or
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Kathryn Swank

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