



In the Matter Of:

ORANGE COUNTY FAIR AND EVENT CENTER

BOARD OF DIRECTORS MEETING

March 24, 2022

Case No:

CERTIFIED COPY

32ND DISTRICT AGRICULTURAL ASSOCIATION

ORANGE COUNTY FAIR & EVENT CENTER

BOARD OF DIRECTORS MEETING

THURSDAY, MARCH 24, 2022

9:31 A.M.

MEETING HELD

VIA ZOOM

CERTIFIED COPY

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

NEWTON PHAM
Vice Chairperson

SANDRA CERVANTES

ASHLEIGH AITKEN

BARBARA BAGNERIS

NICK KOVACEVICH

MELAHAT RAFIEI

NATALIE RUBALCAVA-GARCIA

ROBERT RUIZ

---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---

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

PUBLIC PARTICIPANTS

LEIGH-ANN KAZOLAS
Equestrian Center

REGGIE MUNDEKIS

JEANINE ROBBINS

GIBRAN STOUT

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Thursday, March 24, 2022, 9:31 a.m.

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CHAIRPERSON LA BELLE: Could you go ahead,
Michele, and call it to order.

MS. RICHARDS: I will.

On behalf of our Board Chair, Doug La Belle, I
would like to call this meeting to order. All matters
noticed on this agenda in any category may be considered
for action as listed. Any item not so noticed may not
be considered. Items listed on this agenda may be
considered in any order at the discretion of the
chairperson.

CHAIRPERSON LA BELLE: The mission of the
Orange County Fair & Event Center is celebration of
Orange County's communities, interests, agriculture, and
heritage, with results justifying resources expended.

Barbara, could I ask you to lead us in the
Pledge.

DIRECTOR BAGNERIS: Absolutely.

(Pledge of Allegiance was recited
in unison.)

CHAIRPERSON LA BELLE: Thanks, Barbara.
Summer, can you call the roll, please.

MS. ANGUS: Chair La Belle.

CHAIRPERSON LA BELLE: Here.

1 MS. ANGUS: Vice Chair Pham.

2 DIRECTOR PHAM: Here.

3 MS. ANGUS: Director Rubalcava-Garcia.

4 (No response.)

5 MS. ANGUS: Director Cervantes.

6 (No response.)

7 MS. ANGUS: Director Ruiz.

8 (No response.)

9 MS. ANGUS: Director Bagneris.

10 DIRECTOR BAGNERIS: Here.

11 MS. ANGUS: Director Aitken.

12 Director Aitken, you are muted.

13 DIRECTOR AITKEN: Here. Present.

14 MS. ANGUS: Director Kovacevich.

15 DIRECTOR KOVACEVICH: Here.

16 MS. ANGUS: And Director Rafiei.

17 DIRECTOR RAFIEI: Here.

18 MS. ANGUS: Thank you.

19 DIRECTOR AITKEN: Summer, I believe Director
20 Ruiz also just joined the call.

21 CHAIRPERSON LA BELLE: Next item is the minutes
22 of the February 24th board meeting.

23 Do we have a motion and a second?

24 DIRECTOR RUBALCAVA-GARCIA: I will make a
25 motion.

1 DIRECTOR RAFIEI: This is Director Rafiei. I
2 second.

3 CHAIRPERSON LA BELLE: We have a motion and a
4 second.

5 Summer, please call the roll.

6 MS. ANGUS: Chair La Belle.

7 CHAIRPERSON LA BELLE: Yes.

8 MS. ANGUS: Vice Chair Pham.

9 DIRECTOR PHAM: Abstain.

10 MS. ANGUS: Director Rubalcava-Garcia.

11 DIRECTOR RUBALCAVA-GARCIA: Yes.

12 MS. ANGUS: Director Cervantes.

13 (No response.)

14 MS. ANGUS: Director Ruiz.

15 DIRECTOR RUIZ: Abstain.

16 MS. ANGUS: Director Bagneris.

17 DIRECTOR BAGNERIS: Yes.

18 MS. ANGUS: Director Aitken.

19 DIRECTOR AITKEN: Yes.

20 MS. ANGUS: Director Kovacevich.

21 DIRECTOR KOVACEVICH: Yes.

22 MS. ANGUS: And Director Rafiei.

23 DIRECTOR RAFIEI: Yes.

24 MS. ANGUS: Thank you.

25 CHAIRPERSON LA BELLE: Matters of public

1 comment.

2 Michele, could you introduce that, please.

3 MS. RICHARDS: Yes. Public comment is allowed
4 on issues not on the current agenda. However, no debate
5 by the board shall be permitted on such public comments,
6 and no action will be taken on such public comment items
7 at this time as law requires formal public notice prior
8 to any action on a docket item.

9 Speakers are requested to sign in or indicate
10 that they would like to speak prior to the start of the
11 meeting and are limited to three minutes. Comments will
12 be accepted on all other agenda items at the time each
13 item is listed on the agenda. Speakers wishing to
14 address the board on items on the agenda are requested
15 to sign in or the meeting secretary will give everyone
16 an opportunity who would like to speak, and identify the
17 agenda items on which you desire to address the board.
18 Speakers are limited to three minutes.

19 CHAIRPERSON LA BELLE: Thank you, Michele.

20 Summer, do we have any speakers?

21 MS. ANGUS: We do.

22 I also want to make the announcement that
23 Director Rubalcava-Garcia and Director Ruiz have both
24 joined the meeting.

25 As well as for members of the public who are

1 dialed in and would like to make general public comment,
2 you will need to *6 to mute and unmute yourself. If you
3 would like to make public comment and you are dialed in,
4 please state your name now. Otherwise, I will go to the
5 list that I have running.

6 Okay. Hearing none, we have two members of the
7 public: Leigh-Ann Kazolas, as well as Jeanine Robbins.

8 Leigh-Ann, when you are ready.

9 MS. KAZOLAS: Good morning. I am a daily user
10 of the Equestrian Center, and I'm speaking today with a
11 shout-out and a big thank you to staff.

12 The equestrian community, as a whole in
13 California and specifically in Orange County, has been
14 dealing with an outbreak of a very contagious EHV-1
15 virus that can turn potentially deadly in horses. And
16 somewhat like COVID, it's incredibly contagious, and it
17 can be as mild as the sniffles, or sometimes it can
18 randomly develop into a fatal neurological condition. A
19 horse's sneeze can travel 50 feet, and in stabled horses
20 it can spread very quickly.

21 Isolation and quarantine are the only effective
22 ways to control the spread. And the first tell-tale
23 sign is a fever. And one of the horses at the
24 Equestrian Center spiked a fever and needed to be
25 isolated, which is really hard given that we're full,

1 very crowded on space, and don't have an area to
2 separate a sick horse from the rest.

3 Rick Hanson called Jerry, and the next morning,
4 Jerry and his team had put up temporary accommodations
5 in the livestock area. And the horse with the fever was
6 quickly accommodated there with strict bio security
7 measures in place.

8 So we wanted to say thank you so much for this.
9 It gave us real peace of mind that we could effectively
10 have a quarantine area during this very contagious
11 disease outbreak. Thankfully, that horse and another
12 horse that had spiked a fever and was moved to the
13 isolation area, they both tested negative for the EHV-1
14 virus. And after, like COVID, having two negative PCR
15 tests seven days apart, they were transferred back to
16 the Equestrian Center site healthy.

17 We want to also thank staff for the barrels of
18 disinfectant. Everyone has been spraying our common
19 areas diligently, and we are happy to say that, with
20 everyone's cooperation, we have not had any cases, which
21 is a true testament to everyone's teamwork and
22 diligence.

23 So I just wanted to say thank you.

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

25 Jeanine Robbins, when you are ready.

1 MS. ROBBINS: Good morning. At last month's
2 meeting, the Governance committee had recommended review
3 of Policy 6.04 and 6.05. I noticed that, I believe, the
4 review and discussion of 6.04 is agendized for today's
5 meeting. And actually I just had a question. I
6 wondered when 6.05 was going to be agendized for
7 discussion.

8 Thank you.

9 MS. ANGUS: Thank you, Jeanine.

10 Chair La Belle, I just wanted to note for the
11 record that Director Cervantes has joined the meeting.

12 And that concludes public comment.

13 CHAIRPERSON LA BELLE: Thank you, Summer.

14 I can respond to Jeanine. I think the current
15 schedule is to have that matter on the agenda for the
16 April meeting. Am I correct, Michele?

17 MS. RICHARDS: That's correct.

18 CHAIRPERSON LA BELLE: Okay. Thank you.

19 MS. ROBBINS: Thank you.

20 CHAIRPERSON LA BELLE: Consent calendar.

21 Staff or directors wish to pull any items on
22 the consent calendar?

23 MS. RICHARDS: Staff does not have any items to
24 pull.

25 CHAIRPERSON LA BELLE: Thank you, Michele.

1 Are there any public comments on any of the
2 consent calendar items?

3 MS. ANGUS: There are none.

4 CHAIRPERSON LA BELLE: With that, is there a
5 motion and a second to approve the consent calendar?

6 DIRECTOR CERVANTES: I so move. This is
7 Sandra.

8 DIRECTOR AITKEN: This is Director Aitken. I
9 second.

10 CHAIRPERSON LA BELLE: We have a motion and a
11 second. Summer, please call the roll.

12 MS. ANGUS: Chair La Belle.

13 CHAIRPERSON LA BELLE: Yes.

14 MS. ANGUS: Vice Chair Pham.

15 (No response.)

16 MS. ANGUS: I will circle back.

17 Director Rubalcava-Garcia.

18 DIRECTOR RUBALCAVA-GARCIA: Yes.

19 MS. ANGUS: Director Cervantes.

20 DIRECTOR CERVANTES: Yes.

21 MS. ANGUS: Director Ruiz.

22 DIRECTOR RUIZ: 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: And one more time for Vice Chair
7 Pham.

8 DIRECTOR PHAM: Yes.

9 MS. ANGUS: Thank you.

10 CHAIRPERSON LA BELLE: Okay. The next item,
11 8A. Both 8A and 8B are fairly lengthy staff
12 presentations. What I would like to do is have staff
13 make their presentation. Obviously, the directors can
14 ask questions at any time during that presentation.
15 Then my intent is to open it up for public comments.
16 And following the public comments, we'll bring it back
17 to the board for a discussion and action as appropriate.

18 So with that, Michele, can you proceed with 8A.

19 MS. RICHARDS: I will. And I'm very proud to
20 present this information because it represents a lot of
21 work on the -- on behalf of the Board of Directors.

22 Under the leadership of then Board Chair
23 Rubalcava-Garcia, the board began a three-year strategic
24 planning process in September of 2021. And that process
25 continued under current chair's leadership of Doug

1 La Belle. Four individual workshops have been held to
2 date, at which the board developed the following: A new
3 vision and mission statement; strategic direction for
4 the annual OC Fair; for our year-round events program;
5 for our educational assets and the work we do with our
6 foundations; for the Equestrian Center; and then in
7 service of support of the community.

8 Staff went off, then, and developed
9 implementation steps for the next three years to
10 accomplish the direction that the board set. And we
11 have been reviewing those over the last several months.

12 What I'm going to present today is a finished
13 document that pulls everything together, and our
14 creative services team did an excellent job of creating
15 this document. So I will go through the presentation,
16 and then I will make a recommendation on behalf of staff
17 of how we would like to move forward with getting public
18 feedback.

19 I know all along the process we have taken
20 comments from the public, but we would like to put the
21 whole report out and give an amount of time for the
22 public to give feedback.

23 So I hope that you all on the board will be
24 impressed with the presentation and certainly impressed
25 with all the work that you have done.

1 So the plan starts with the cover page and a
2 reminder that this is a three-year plan. And that was
3 very intentional by the board because of the uncertainty
4 that really still exists in the market.

5 It continues with the table of contents.

6 There's an introductory message from the CEO
7 and photos of the board members that were involved in
8 the planning.

9 There's a little bit of an explanation about
10 the strategic plan framework, how the plan itself was
11 built. And, basically, you will remember, it was built
12 around three different platforms: The Purpose, the
13 Programming, and the Property. And then the strategy
14 plan goes on to elaborate on each of those areas.

15 The purpose, the board decided, remains what
16 the California Department of Food and Agricultural
17 program, through Government Code, says our purpose is.
18 But the board developed a new vision statement: Orange
19 County's town square -- the safe place where the
20 community gathers and finds value.

21 The board also developed a new mission
22 statement: Creating equitable community access to
23 agriculture, entertainment, cultural, and educational
24 experiences.

25 And then, of course, we restated the

1 organizational values.

2 The following page details descriptions of what
3 each of those organizational values is.

4 And then we get into the meat of the strategic
5 plan. This is where the board set strategic direction
6 and the staff developed implementation steps over the
7 next three years. And the board has already reviewed
8 these statements and approved them.

9 So there are two pages, four different
10 strategic directions regarding the annual fair. The
11 report continues with our year-round events program and
12 the direction that the board has set for that.

13 And then our educational assets, Centennial
14 Farm and Heroes Hall, and working with our foundations.
15 And these are the goals and the implementation steps for
16 that area of our operation.

17 The Equestrian Center. It includes the
18 strategic direction and the steps that the board laid
19 out and the staff added to.

20 And then, finally, our strategic direction as
21 we serve as a community asset in emergency situations
22 with regard to the community. That's outlined as well.

23 Okay. Then there's a final page that has to do
24 with property. And we're going to be discussing that in
25 detail today. So we put a place holder on this page.

1 It states that the Board of Directors will be discussing
2 future direction for the Orange County Fair & Event
3 Center property, making decisions about a ten-year
4 master site plan. Once approved the projects identified
5 in the plan for 2022 through 2024 will be added to this
6 document.

7 So the -- this -- these materials were posted
8 for the board and public earlier. Hopefully, you all
9 have had a chance to review it.

10 And that's the final page.

11 What we would like to do, and our
12 recommendation to the board, is that we use our very
13 large database and our social media platforms to point
14 people to our website, where the document will be posted
15 and will create an opportunity for the public to give
16 feedback.

17 Based on that feedback, if the board chooses to
18 amend the plan in any way, we can certainly bring that
19 back to future board meetings.

20 So I will stop at that point and maybe open it
21 up for any comments or questions that the board might
22 have.

23 CHAIRPERSON LA BELLE: Any comments or
24 questions from the board at this time?

25 DIRECTOR RUBALCAVA-GARCIA: I have one comment,

1 Chair La Belle.

2 I just want to say, great work, Michele, to you
3 and your team. And also to the board members who
4 participated. Because just to see it from the beginning
5 process to now, it's impressive. And I'm excited to
6 move forward.

7 CHAIRPERSON LA BELLE: Thank you, Natalie.

8 At this time are there any public comments?

9 MS. ANGUS: We do. We have one. Reggie
10 Mundekis, when you are ready.

11 MS. MUNDEKIS: Hi, good morning. Reggie
12 Mundekis. Thank you for this opportunity to address you
13 this morning.

14 I really appreciate the time and effort that's
15 gone into this plan. It looks great. I also like the
16 idea of using your large database to get the public
17 involved beyond just the usual suspects, so to speak.

18 I was also curious if there's a way to get a
19 copy of this over to the City of Costa Mesa,
20 Newport-Mesa Unified School District, and OCC among --
21 and also groups like FFA and 4-H groups, so that they
22 can make comment, or if they choose not to make comment,
23 at least see the direction that we're going.

24 And I think that giving it to OCC and the city
25 and the school district would also allow them to buy

1 into the direction and possibly build some more
2 synergies with what's going on, on this property.
3 There's a lot of very exciting initiatives and
4 opportunities here, and it's an opportunity to broaden
5 out who is coming to the property and strengthen those
6 ties with those large entities in the community.

7 So thank you.

8 MS. ANGUS: Thank you, Reggie.

9 Chair La Belle, that concludes public comment.

10 CHAIRPERSON LA BELLE: Thank you, Summer.

11 At this point in time, any further comments
12 from the board?

13 (No response.)

14 CHAIRPERSON LA BELLE: I would like to suggest,
15 in addition to Reggie's comments to sending it to the
16 City of Costa Mesa, we ought to send it to all of our
17 partners in the county, and we ought to communicate it
18 to all of the city -- city councils. Perhaps the
19 Governmental Affairs Committee, Ashleigh and Newton, can
20 work with Michele to structure something that would get
21 it in the hands of the mayors and council members and
22 city managers -- for that fact, in each of the cities.
23 So that would be my only thought.

24 And I -- if there are no further comments, I
25 would request --

1 DIRECTOR RUBALCAVA-GARCIA: I actually have a
2 question, Chair La Belle.

3 The direction that you are giving, based on the
4 public comment right now, what is the -- are we sending
5 them the draft of this strategic plan to ask them to
6 help us cascade the messaging to get more public
7 comment? Or I'm not sure what the objective is. And
8 I'm just asking so that we can give staff clear
9 direction. Because the last thing I want to do is come
10 back in April, and we -- our staff is attacked because
11 they didn't do what was asked. So if we could clarify,
12 that would be great.

13 CHAIRPERSON LA BELLE: Sure. Good question,
14 Natalie.

15 My intent is that after we have gotten all of
16 the public comments and after it's put in, quote, final
17 form, then we distribute it to the -- to the cities,
18 just for their information and awareness of what our
19 strategic plan is.

20 Yeah. I'm not seeking further -- further
21 comments from the cities on it. I think just posting it
22 on the website, as Michele had said earlier, is
23 sufficient. I just think after it is finalized, we
24 would then forward it to not only the cities, but to,
25 you know, any other entity, business otherwise, that

1 could -- could be of assistance in helping us carry out
2 our strategy.

3 DIRECTOR RUBALCAVA-GARCIA: Perfect. And I'm
4 sure Michele and her team will have a comprehensive
5 public relations strategy in place for that.

6 CHAIRPERSON LA BELLE: Perfect. All right.
7 Is there a motion?

8 DIRECTOR RUBALCAVA-GARCIA: I would like to
9 make a motion to approve.

10 DIRECTOR AITKEN: This is Ashleigh --

11 DIRECTOR RUIZ: So moved.

12 DIRECTOR BAGNERIS: This is Director Bagneris.
13 I second the motion.

14 CHAIRPERSON LA BELLE: Okay.

15 Do you have the motion and the second, Summer?

16 MS. ANGUS: Yes. I can take roll.

17 CHAIRPERSON LA BELLE: Before we go on --

18 MS. ANGUS: Go ahead.

19 CHAIRPERSON LA BELLE: I'm sorry. I just
20 wanted to make a comment before we vote on it. Natalie,
21 in her role as chair, got this process started. Got us
22 headed in the direction. So I want to make a very
23 specific thank you to our former chair and current board
24 member, Natalie, for all of her efforts, in moving this
25 process along.

1 With that, I call the question.

2 MS. ANGUS: Chair La Belle.

3 CHAIRPERSON LA BELLE: Yes.

4 MS. ANGUS: Vice Chair Pham.

5 DIRECTOR PHAM: Yes.

6 MS. ANGUS: Director Rubalcava-Garcia.

7 DIRECTOR RUBALCAVA-GARCIA: Yes.

8 MS. ANGUS: Director Cervantes.

9 DIRECTOR CERVANTES: Yes.

10 MS. ANGUS: Director Ruiz.

11 DIRECTOR RUIZ: Yes.

12 MS. ANGUS: Director Bagneris.

13 DIRECTOR BAGNERIS: Yes. With commendations to
14 Director Rubalcava-Garcia.

15 MS. ANGUS: Director Aitken.

16 DIRECTOR AITKEN: Yes.

17 MS. ANGUS: Director Kovacevich.

18 DIRECTOR KOVACEVICH: Yes.

19 MS. ANGUS: And Director Rafiei.

20 DIRECTOR RAFIEI: Yes.

21 MS. ANGUS: Thank you.

22 MS. RICHARDS: That's awesome. Congratulations
23 to our board members. That represents a lot of work,
24 and we'll be very proud to put this out to the public.

25 CHAIRPERSON LA BELLE: Thank you, Michele.

1 Next item, 8B. Michele, can you present the
2 staff report, please.

3 MS. RICHARDS: Yes, I will. Just a little bit
4 of background.

5 Early -- in early to mid 2016, a master site
6 plan process was initiated with the release of an RFP.
7 Later that year, the master site plan consulting
8 contract was awarded and the process began.

9 In April of 2018, the draft concept was
10 presented to the Board of Directors, and the Board voted
11 to put the project on hold pending a full infrastructure
12 audit of the property.

13 That process was completed in July, and the
14 final reports were received in January of 2021.

15 The goal of this process, as part of the
16 board's strategy plan, overall strategic planning
17 process, is not necessarily to scrap the draft master
18 site plan concepts, but, rather, to come back to the
19 table and consider each phase of that draft in alignment
20 with the board's three-year strategic plan.

21 The Facilities Committee has reviewed the
22 following recommendations from staff and have endorsed
23 those recommendations. And so we're here to present
24 those today.

25 So on behalf of staff, our recommendations are

1 not in any particular order. However, as I go along in
2 the presentation, I will suggest the sequencing of some
3 of the projects and the priority that we suggest for
4 other projects, so that the board has a strong idea of,
5 sort of, a staff recommendation.

6 So without further delay, let's start where the
7 draft master site plan concepts start. And that was
8 with Phase 1.

9 The first phase of the draft plan included
10 expansion of the administration building. And I
11 remember, at the time, there was some criticism of
12 starting at this phase. I think some believe that it
13 was maybe a little self-serving of staff to want to
14 expand the administration building. However, it is
15 important to note that if other projects such as the
16 development of the new agriplex that the board initially
17 approved. In order to move forward with that, we will
18 have to permanently displace three departments of
19 employees and will need to permanently relocate them.
20 So expanding the building will provide a space to bring
21 all of those employees together and also expand our
22 storage capabilities.

23 So, currently, the administration building is
24 undersized for both personnel and storage. Adding three
25 departments of employees without expanding the building

1 will exacerbate that problem. So we see this as a
2 priority project.

3 So our recommendation is to move those
4 employees that are currently in the footprint of what
5 would become the agriplex, build offices for the
6 exhibits department, the creative services team, and the
7 sales staff, and locate them with other administrative
8 employees in the admin building.

9 The admin building also could be built to
10 include a Sally port and to keep all of our historic
11 archives and recordkeeping storage.

12 Now, a Sally port is a protected point of entry
13 into a secure location. So it's a space between two
14 areas where neither area can be opened at the same time.
15 You see Sally ports a lot in banks, jewelry stores, etc.
16 It's a great security measure. So we are recommending
17 that that be included as part of the expansion of the
18 administration building.

19 That expansion, obviously, would include
20 additional landscaping, parking restriping, which we
21 have continued to do on an ongoing basis, and then any
22 civil engineering issues, storm water, lighting,
23 signage, etc.

24 I would like to note that four years ago, when
25 this plan was first developed, the original estimate on

1 these projects was \$22.9 million.

2 Now, we're all very aware of supply -- supply
3 chain issues, material shortages, and costs that have
4 gone up. So I do want to remind the board and the
5 public that that -- that the figures that we're showing
6 were from 2018, from the original plan. Okay?

7 Now, expanding the administration building will
8 also impact camping, this camping area that we used
9 to -- or currently use during fair. So we would have to
10 identify other -- other space for camping.

11 Okay. I will stop after each phase, if board
12 members have questions or comments.

13 CHAIRPERSON LA BELLE: Are there any board
14 questions or comments?

15 DIRECTOR BAGNERIS: This is Director Bagneris.

16 My question, Michele, for the camping, is there
17 an idea where that could go, or is that in some further
18 charts?

19 MS. RICHARDS: It's not in further charts,
20 Director Bagneris, but it is something that we would
21 have to go off and research. It may mean that, you
22 know, we have to take up some additional parking lot
23 space to accommodate those campers during -- during the
24 fair.

25 DIRECTOR BAGNERIS: Thank you.

1 CHAIRPERSON LA BELLE: Thank you, Barbara.

2 Michele, I would just say, for my other board
3 members' consideration, in several of my past lives I
4 worked in modular situations, ultimately constructed
5 permanent facilities.

6 I think the importance of giving all of your
7 staff, Michele, under one roof, so to speak, certainly
8 is going to enhance the operational efforts of the
9 organization. Obviously, having them spread over a
10 fairly wide area is -- is not the most efficient. So I
11 would certainly be one to encourage that we move forward
12 and look to accomplish that -- that effort.

13 MS. RICHARDS: I agree.

14 I think the only negative is that we won't be
15 getting quite as many steps in per day.

16 CHAIRPERSON LA BELLE: Well, you can put
17 together a walking program around the --

18 MS. RICHARDS: Right.

19 CHAIRPERSON LA BELLE: -- events center.

20 Okay. Any other comments on the first item?

21 (No response.)

22 CHAIRPERSON LA BELLE: Okay. Michele.

23 MS. RICHARDS: Yep. Moving on to the next
24 item. And by the way, I do want to recognize that COO
25 Ken Karns has been integral in this project. And, you

1 know, Ken, please feel free to add to any comments or
2 answer any questions that come up as well.

3 Next is creating an agriplex. And the board
4 has already expressed its desire to create a modern
5 agriplex area as part of the strategic plan.

6 This plan would include demolishing three old
7 barns, storage sheds, the ranch building, and exhibit
8 offices, and moving the livestock show arena, which
9 could be repurposed elsewhere on the grounds. For
10 example, it might be a very good structure for
11 additional storage.

12 We also support the idea of building new
13 livestock -- a new livestock barn with exhibit and show
14 space, storage, and portable stall system for shows and
15 emergencies.

16 This would modernize our livestock facilities,
17 provide for a great area for us to do shows, horse
18 shows, equine shows, livestock shows, etc., throughout
19 the year. And that would encompass this area here.

20 And for those of you that are familiar with the
21 fair grounds, this would be around the existing
22 livestock area. Okay?

23 We also support expanding the food and beverage
24 building and storage area, creating more storage space
25 and more ability to serve the grounds with food and

1 beverage.

2 We also support the idea of building two new
3 open-air barns in paddock areas to support the
4 agriculture, livestock, and equine shows that are part
5 of the board's programming goals. And building outdoor
6 lunging areas.

7 We also support evaluating a new midway
8 entrance gate and restrooms. In this agriplex plan, you
9 might note that this extends beyond gate eight which is
10 where the yellow gate entrance is to the fair. This
11 plan would also involve creating a new entrance on the
12 east side of the property to the fair.

13 Now, the original plan called for -- or
14 suggested that it might be in this area, along with a
15 restroom. But we would evaluate where the best entrance
16 would be.

17 The -- the new agriplex area also encompasses
18 the Action Sports Arena. We support this part of the
19 plan too, which would call for replacing the current
20 bench seating in the Action Sports Arena, replacing it
21 with stadium seating, like you see in the Pacific
22 Amphitheatre or Angels Stadium, for example. And that
23 would go a long way to creating a great facility for
24 horse shows, livestock shows, etc.

25 Okay. Along with that, replacing the boards

1 that make up the outer perimeter of the Action Sports
2 Arena and replacing it with a portable board system.
3 That would allow us to easily reconfigure the arena,
4 depending on what activity or event or show might be
5 taking place in the arena.

6 Okay. We have greatly improved the sound
7 that's going into the neighborhoods to the north. But
8 we may want to evaluate the need for a sound wall to
9 create a buffer between the fairgrounds and those
10 neighborhoods to the north of us.

11 And then lastly, because this proposed agriplex
12 does encompass gate eight, we would need to evaluate the
13 use of gate eight versus expanding and renovating gate
14 nine to allow for that entrance off of Arlington into
15 the fairgrounds.

16 Okay. Now, the original cost estimate for this
17 phase of the project was \$21.8 million. I should note,
18 too -- well, I will cover that in the next slide,
19 actually.

20 So we'll leave it at that.

21 Chair La Belle, I will turn it back to you for
22 any questions that the board or public might have.

23 CHAIRPERSON LA BELLE: Thanks, Michele.

24 Any board comments or questions on this
25 section?

1 DIRECTOR RUIZ: Yeah. This is Director Ruiz.
2 I just -- it's just a question, Michele.

3 Going from bench seating to stadium seating in
4 the Action Sports Arena, is that going to add, decrease,
5 or keep the same capacity?

6 MS. RICHARDS: That's a good question.
7 Ken, do you have any insight into that?

8 MR. KARNS: Don't have a hard count.
9 Typically, you do lose some -- some seating on a count,
10 but the habits of people when there's a bench seat, they
11 tend to spread out. So although the physical count
12 might be less, the habit of a person changes. But to
13 answer your question specifically, we have not done any
14 work on a hard count.

15 DIRECTOR RUIZ: Okay.

16 CHAIRPERSON LA BELLE: Having attended -- this
17 is Doug. Having attended a number of events in the
18 Action Sports Arena, certainly, the stadium seating
19 provides a much more comfortable setting for the
20 customer and I think may also serve to enhance the types
21 of activities that would be willing to be booked into
22 the sports arena.

23 But good question, Robert.

24 Okay. Any further comments on this particular
25 section?

1 (No response.)

2 CHAIRPERSON LA BELLE: Hearing none, proceed,
3 Michele, please.

4 MS. RICHARDS: Okay. Let's talk about the
5 Equestrian Center.

6 Phase 3 of the draft master site plan concept
7 suggested removing the Equestrian Center barns and
8 offices and creating multipurpose ground space for
9 year-round use. That could also be used as
10 back-of-house parking and storage during the annual
11 fair.

12 At this point, the staff is recommending that
13 we reject those recommendations from the original master
14 site plan.

15 We don't have any -- enough information at this
16 point, enough data to present to the board, to move
17 forward with that -- that plan.

18 So we assume management and oversight of the
19 Equestrian Center on January 1st of 2023. We actually
20 have already begun transition discussions and plans. We
21 need a full year to look at the financials and to make
22 further recommendations to the board at that time. So
23 by the end of 2023, we will have much more information
24 to bring back to the board.

25 This -- the Equestrian Center office and the

1 supporting operations behind that office, or just north
2 of the office, are situated in the proposed footprint
3 for the agriplex. So one of the things that we will
4 need to do is assess that location.

5 Now, one thing it does do is it draws the
6 current Equestrian Center into that agriplex area. And
7 because we will be managing the operations of the
8 Equestrian Center from that office, it may make sense
9 to -- you know, to use gate nine as opposed to gate
10 eight. But we're going to need to look at, you know,
11 much more before we could finalize the plan for that.

12 In the meantime, of course, we are prepared to
13 take care of general maintenance and repairs that will
14 be needed over the course of the next year or so at the
15 Equestrian Center.

16 The original estimate in the plan for
17 demolishing those barns and areas and creating that
18 back-of-house space was \$16.1 million. Those are
19 dollars that we are not recommending spending.

20 CHAIRPERSON LA BELLE: Any board comments on
21 this?

22 (No response.)

23 CHAIRPERSON LA BELLE: Just to clarify,
24 Michele, subsequent to the completion of the draft
25 concept plan, the board has very specifically gone on

1 record on several occasions, in public meetings, that
2 the Equestrian Center is going to remain -- and I think
3 what we're talking about now is how do we address the
4 maintenance issues and, obviously, put it in a position
5 to be fully integrated into the overall operation of the
6 Fair & Event Center.

7 Is that a correct statement?

8 MS. RICHARDS: Yes. I do remember the board
9 discussing that.

10 You know, we're not recommending any of the --
11 any of the changes that were in the original draft
12 master site plan concept.

13 CHAIRPERSON LA BELLE: Very good. Okay.

14 DIRECTOR BAGNERIS: Chair La Belle, this is
15 Director Bagneris.

16 Since you mentioned the maintenance costs, have
17 we ever been reimbursed for the maintenance costs that
18 we were supposed to be, like security system and all of
19 that? Or are we going to eat that?

20 MS. RICHARDS: That was an expense that the OC
21 Fair & Event Center took on.

22 CHAIRPERSON LA BELLE: Do you remember what the
23 cost of that was, Michele, in macro terms?

24 MS. RICHARDS: Ken? I don't remember that
25 figure offhand.

1 CHAIRPERSON LA BELLE: Perhaps you can get that
2 and forward that as an information item to the full
3 board.

4 MS. RICHARDS: Sure.

5 CHAIRPERSON LA BELLE: Thank you, Barbara.
6 Any other questions on this section?

7 (No response.)

8 CHAIRPERSON LA BELLE: Okay. Moving forward,
9 Michele.

10 MS. RICHARDS: All right.

11 Let's move on to the next phase. This is --
12 this actually would be a priority that the staff would
13 recommend, because it provides for the building of
14 facilities that will directly support the board's goals
15 and direction for expanding agriculture education at the
16 OC Fair & Events Center.

17 So we are recommending this phase of the draft
18 plan to upgrade the Centennial Farm facilities to
19 support the expanded agriculture education
20 opportunities.

21 Let me talk about Building 15 right now. We
22 are, at this point, recommending demolishing that
23 building. That is right here. Some might know it as the
24 "chick building." It's where our school tours used to
25 learn about baby chicks and the life cycle of a chicken.

1 And also it has, in recent years, housed our floral and
2 garden exhibits during the fair.

3 The building is in great disrepair right now.
4 It's been -- just even recently, wind damaged and rain
5 damaged. We have been working with the Facilities
6 Committee on an estimate to repair the building. And
7 the cost is looking very, very high.

8 We're actually recommending removing that
9 building and then adding to the Centennial Farm
10 footprint by building a multipurpose education center
11 with breakout rooms, restrooms, offices, and meeting
12 rooms.

13 And then also building in this area a farm
14 activity building which would include the Orange County
15 Wine Society offices. It could replace a lot of the
16 activity from this building, Building 15. But it could
17 also serve to support activities, educational and
18 exhibit activities, associated with Heroes Hall.

19 This phase also calls for building an outdoor
20 kitchen for nutrition classes, which we strongly
21 support, because it supports the programming direction
22 given to us by the board.

23 And those of you that are familiar with Century
24 Barn, it's located in this area. It houses a lot of our
25 livestock at Centennial Farm. It was actually slated

1 for replacement in 2016. We ended up renovating it, but
2 it really does need more work. So we are supporting the
3 idea of either completely renovating or replacing
4 Century Barn. The original cost of this phase was
5 \$27.4 million, but that also includes some enhancements
6 to Pacific Amphitheatre, which I will talk about in a
7 minute.

8 So I will stop there, and we can focus
9 specifically on Centennial Farm.

10 CHAIRPERSON LA BELLE: Thank you, Michele.

11 Any questions or comments from the board at
12 this point?

13 (No response.)

14 CHAIRPERSON LA BELLE: Okay. Michele, let's
15 proceed ahead.

16 MS. RICHARDS: All right. So let's talk about
17 Pacific Amphitheatre. It should be noted that the
18 Pacific Amphitheatre facility needs major work beyond
19 the site improvements that we're recommending, such as
20 concrete repair and electrical work. But this will be a
21 good start, anyhow, what we're going to be proposing.

22 So this phase calls for renovating or replacing
23 the Pacific Amphitheatre outside plaza, the box office,
24 and the concourse restrooms.

25 Okay. It also calls for replacing the existing

1 artist trailers backstage with proper green rooms and
2 offices in that location.

3 Our ability to continue to attract top talent
4 at the Pacific Amphitheatre and to create the best guest
5 experience will rely heavily on our ability to complete
6 these projects, and we consider this a priority as well.

7 We need to assess the needed structural and
8 physical upgrades to the entire facility. And then, of
9 course, look at the peripheral projects like
10 landscaping, parking lot restriping, any civil
11 engineering storm water, lighting, and signage issues.

12 So this is a phase of the project that we
13 strongly recommend.

14 This, combined with what I just spoke about
15 regarding Centennial Farm, that had an original estimate
16 of \$27.4 million.

17 Okay. So open for any questions or comments.

18 CHAIRPERSON LA BELLE: Any comments from the
19 board?

20 (No response.)

21 CHAIRPERSON LA BELLE: I would just state that,
22 obviously, the Pacific Amphitheatre is one of our major
23 revenue sources, and the monies, obviously, that we
24 receive from the concerts go back into the programs that
25 don't generate revenue. A lot of the stuff at

1 Centennial Farm and other things. So I would be very
2 supportive of moving forward with that sooner rather
3 than later.

4 And I would add that in our strategic plan, the
5 objective is to continue to expand not only Pacific
6 Amphitheatre but the Hangar and the Action Sports Arena.
7 And I know the Entertainment Committee, Natalie and
8 Sandra, are working with staff to do everything we can
9 to move that forward.

10 So making that facility not only as usable as
11 we can for the customers, but for those who are
12 performing as well, making it as good a facility as we
13 possibly can. So I would, you know, indicate a very
14 strong preference for that moving forward.

15 Any other board comments on this?

16 DIRECTOR RUBALCAVA-GARCIA: Chair La Belle,
17 this is board member -- oh, go ahead, Robert.

18 DIRECTOR RUIZ: Go ahead.

19 DIRECTOR RUBALCAVA-GARCIA: I was just going to
20 expand on what you just mentioned related to Pacific
21 Amphitheatre.

22 And the Entertainment Committee did have a
23 chance -- and we will report this out during our
24 report -- but we did have a chance to meet with staff
25 and talk specifically about the Pacific Amphitheatre and

1 some of the limitations that the current facility has
2 and some of the necessary upgrades that are required in
3 order for us to compete, for lack of a better word, with
4 other venues in the surrounding area.

5 So I'm glad that this is on the list of things
6 to fix. And I agree with you that this is -- this
7 should also be a priority.

8 CHAIRPERSON LA BELLE: Thank you, Natalie.
9 Robert.

10 DIRECTOR RUIZ: This is Director Ruiz. I also
11 want to echo both of my fellow director's comments. A
12 venue is only as good as the acts it brings in. And
13 mind you, our venue is one of the top ones out there as
14 far as from a fan's perspective. But the back of
15 house -- yeah, it does need work if you want to bring
16 in, you know, topnotch acts and if you want to compete,
17 like Director Rubalcava-Garcia said, with the other
18 venues out there.

19 You know, most of the venues that are our size
20 have great back of houses. The YouTube Theater that
21 sits next to SoFi Stadium, beautiful. So yes, we do
22 need to upgrade ours and, you know, that way when we
23 bring in these artists, they can see when they come in
24 and perform what a great venue we have back there. And
25 we'll start bringing top-notch artists if that is the

1 case.

2 So I'm in full support of this. I think it's a
3 great idea, and I look forward to being involved with
4 this project.

5 CHAIRPERSON LA BELLE: Thank you, Robert.

6 Any other comments from the board?

7 (No response.)

8 CHAIRPERSON LA BELLE: Okay. Next section,
9 Michele.

10 MS. RICHARDS: Okay. Moving on.

11 Phase 5 of the draft plan concept called for
12 the installation of a perimeter fence system. And while
13 we support this project, we are not recommending it as
14 an immediate priority. It would enhance the security of
15 the property, but it's -- while we recommend moving
16 forward with it, we would put it lower on the list of
17 priorities.

18 This particular phase also called for
19 wayfinding signage. And as the board knows, this
20 project is already in progress as is the development of
21 an all-grounds PA system.

22 And then, of course, looking at any civil,
23 storm water, lighting, signage, that might be associated
24 with that as well.

25 So, again, yeah for moving forward. But low on

1 the priority list.

2 The original estimate in the draft master site
3 plan concept for this phase was \$9.4 million.

4 CHAIRPERSON LA BELLE: Any board comments on
5 this particular section?

6 (No response.)

7 CHAIRPERSON LA BELLE: From my perspective,
8 given the cost of that, I would have it further down on
9 the list of priorities. I think anything that we can do
10 to enhance the -- obviously, we talked about the Pacific
11 Amphitheatre, but the facilities that are being used for
12 other purposes would certainly be a much higher
13 priority, in my perspective.

14 Okay. Any other comments?

15 DIRECTOR BAGNERIS: Chair La Belle? This is
16 Director Bagneris.

17 CHAIRPERSON LA BELLE: Yes, Barbara.

18 DIRECTOR BAGNERIS: I partially agree with what
19 you said. But that wayfinding signage is critical to me
20 because of the fair, the congestion, you know, the
21 problems that we have had in the past.

22 So this can't go too far down. And I know that
23 we have some of that is in progress right now. But that
24 wayfinding signage I think is a really, really key
25 point. We need to make sure that we can make that

1 happen. Even this fair would be great.

2 CHAIRPERSON LA BELLE: Director Bagneris, I
3 concur with you on that.

4 My comment was \$9 million for a perimeter fence
5 all the way around the project certainly, I think, needs
6 to be considered much later. But, yeah, the wayfinding
7 is certainly a very high priority. That, obviously,
8 helps move our customers through the fair and other
9 activities. So I agree with that.

10 Okay. Further comments on this section?

11 (No response.)

12 CHAIRPERSON LA BELLE: Okay. Michele. Next.

13 MS. RICHARDS: Okay. Now, this phase
14 originally called for relocating the main entrance to
15 the property off of Fair Drive and moving it to the
16 east, to align it with the main mall.

17 So right now, if you can see my cursor, the
18 entrance off of Fair Drive is right about here.

19 So the original plan called for opening up the
20 site lines, so you have got a straight shot up to the
21 Hangar building, but also creating this grand entrance.

22 This is a very expensive project. You can see
23 the original estimate on it was \$50.8 million. We are
24 not recommending moving forward with most of this phase.
25 However, there are a few projects that we are

1 recommending.

2 So number one is to demolish the old Orange
3 County marketplace building. It is no longer needed.
4 It hasn't been occupied in several years. It's located
5 in this area, the market -- the main marketplace
6 building. And then other structures.

7 We believe by eliminating this building, we can
8 still achieve open sightlines up the main mall.

9 Now, there -- there is major -- a major power
10 supply substation in the Orange County marketplace
11 building which may need to remain to support electrical
12 needs for the rest of the property. But we'll know once
13 we assess it. So there may need to remain a very small
14 structure, low profile structure, to provide that power.

15 But as far as the main building goes, we are
16 recommending it for demolition.

17 There is a small restroom here, which we would
18 like to evaluate; that it could be useful for -- during
19 the fair or other events that we have as well.

20 We are not recommending relocating the main
21 entrance. We would like to simply reevaluate traffic
22 flow with our current configuration.

23 We are also not recommending building out new
24 Orange County marketplace offices, restrooms, or
25 multipurpose rooms.

1 The new swap meet is thriving at the Orange
2 County Fair & Event Center. The merchants are very
3 happy there. And we don't see a need for that new
4 office.

5 And then we're not recommending installing
6 structure solar arrays, but looking for alternative
7 opportunities for that. So again, the original estimate
8 on this was \$50.8 million. The only piece of this phase
9 that we're recommending is just demolition of those
10 marketplace buildings.

11 CHAIRPERSON LA BELLE: Thank you, Michele.

12 Any board comments?

13 DIRECTOR AITKEN: Michele, I know you touched
14 on not doing the solar arrays, but what type of
15 alternative ideas does the staff have for that portion?

16 MS. RICHARDS: Yeah. I will let Ken expand on
17 that, but there could be rooftop solar that could
18 suffice as well.

19 You might remember, in the original concept, it
20 was a walkway that was lined with solar arrays. And we
21 might be able to achieve at least part of that through,
22 you know, using solar on top of buildings as well.

23 So, Ken, I don't know if you have anything to
24 add to that.

25 DIRECTOR AITKEN: Yeah. I was just wondering

1 if that's something we are thinking about maybe
2 including, if we are going to be making some changes and
3 expanding the administration building.

4 MS. RICHARDS: Yes. Certainly. That would be
5 a -- that would be a good opportunity for sure with the
6 admin building.

7 CHAIRPERSON LA BELLE: Ashleigh, that's a very
8 good question and a good thought. I had the same
9 thought in terms of whatever we do to expand the current
10 admin building. When the Cerritos City Hall opened in
11 1978, it was the first solar-assisted public facility
12 anywhere. And they have solar panels on the city hall
13 there, and, obviously, that helps offset costs of
14 operating the facility. So there's a lot of
15 opportunities, not only at the admin building, but other
16 facilities on the grounds. And so I think that's
17 something we ought to look at as a fairly high priority.

18 Okay. Any other comments at this time on this
19 section?

20 (No response.)

21 CHAIRPERSON LA BELLE: I would also concur that
22 moving the entrance -- not only at the cost, but to the
23 benefit we get in terms of the net result, it's
24 certainly -- as I like to say from time to time, the
25 pain isn't worth the gain. So those are my thoughts.

1 Okay. Next item, Michele.

2 MS. RICHARDS: Yep. One final phase, and that
3 came under the category of other projects. This
4 included -- the original plan included building a
5 parking structure. We are not recommending doing that.

6 With our new format of limiting our attendance,
7 we were able to accommodate parking on-site with very
8 little use of offsite parking. And if we continue that,
9 at least into the near future, we won't need to build a
10 parking garage. And, if so, we would look at other
11 areas of the property to do that.

12 The idea, the board might remember, was to
13 partner with Orange Coast College in building a bridge
14 that connected our parking lot to Orange Coast College.
15 Students use this section of the parking lot when
16 classes are in session.

17 But, again, with our new limited capacity, it's
18 no longer needed. We would recommend much further down
19 the line evaluating a different location in the
20 longer-term view.

21 However, there is part of this phase that we
22 are recommending. And that is to develop improvements
23 to the exhibit building facades.

24 So for those of you that are familiar with our
25 main mall, when you come into our main exhibit space,

1 and you have got our four exhibit buildings with the
2 open air spans between them, the facades are very
3 beautiful. They are very welcoming. It's a great
4 presentation.

5 But the back of the buildings, not so much.
6 And, yet, often what looks like a back door entrance
7 serves as a front door entrance for an event. And so
8 since our year-round events program is a revenue driver
9 for us, we believe putting the investment into improving
10 the facades at the back side of the buildings would --
11 would be a very good investment.

12 And then of course continuing to realign and
13 restripe our parking lots as -- as we go along would be
14 advisable as well. That's a project that every time
15 we -- you know every time we re-asphalt, we look at
16 restriping those parking lot areas to add additional
17 parking.

18 The original estimate for this phase was
19 \$20.6 million, but, of course, the bulk of that was to
20 add that parking structure. So we would have to go off
21 and reestimate what the cost of creating, you know,
22 better entrance facades for the, you know, outside ends
23 of those buildings.

24 Thank you, Michele.

25 Any board comments at this time?

1 (No response.)

2 CHAIRPERSON LA BELLE: Why don't we -- before
3 we go to next steps, if you are okay with that, Michele,
4 we can open it up for public comments.

5 MS. RICHARDS: Sure.

6 CHAIRPERSON LA BELLE: Summer, do we have any
7 public comments on this item?

8 MS. ANGUS: We do. We have two. Reggie
9 Mundekis followed by Gibran Stout. Reggie, when you are
10 ready.

11 MS. MUNDEKIS: Hi, good morning. Reggie
12 Mundekis, thank you for this opportunity to address you
13 this morning.

14 I will just keep -- I will just top line this
15 and make this very short.

16 My question -- I have a question about Baja
17 Blues. It wasn't mentioned. So are we to assume the
18 building is staying? And my other question is, how are
19 we going to pay for this?

20 I am concerned about the organization taking on
21 a large debt financing load. As we saw with Del Mar
22 Fairgrounds running up to us to borrow money that they,
23 quite frankly, could never pay back, because they were
24 upside down and insolvent due to bond debt.

25 So the financing of this would be quite large.

1 And we just need to be careful and cautious about our
2 debt load and make sure that we're not going to get into
3 an insolvency situation if we run into another COVID
4 situation or if we have, say -- for some reason there's
5 a freak storm in the summer and we aren't able to have
6 the fair for a year.

7 So just think carefully about the financing of
8 this project. Thank you.

9 MS. ANGUS: Thank you, Reggie.

10 Gibran Stout, when you are ready.

11 MS. STOUT: Can you hear me, Summer?

12 MS. ANGUS: Yes. Go right ahead.

13 MS. STOUT: Okay. I would like to simply say I
14 share Reggie's concern about the debt financing. And
15 remind the board that this master site plan was created
16 six years ago with a different board, who had a
17 different mission, and construction costs were much,
18 much, much less. So that's a big, big piece of the
19 puzzle.

20 That aside, I would like to say, I love, love,
21 love the idea of the agriculturally-focused educational
22 aspect which is especially crucial in our urban
23 community that is so starved for agricultural
24 educational opportunities.

25 However, I strongly urge the board to include

1 the end users. They should be included in the planning.
2 Before you spend a lot of time discussing seating in the
3 arena, you might want to determine what events you want
4 and when. I know agriculture and equine events have
5 vastly varying needs in arena sizes, footing, stabling,
6 that sort of thing.

7 And asphalt is not idea for livestock, which is
8 what your current livestock arena is. So perhaps now is
9 the time to consider restoring the Equestrian Committee
10 or, better yet, an Agricultural Education Committee,
11 where you can include members from FFA, the OC Farm
12 Bureau, local school districts, the end users.

13 Direct communication with the end users when
14 you are planning will save vast amounts of time planning
15 things that may not work. And money, paying people to
16 plan those things.

17 So, again, I please encourage you, implore you
18 to create some sort of committee that gives the end
19 users a vehicle to communicate with the board so that
20 the planning makes more sense in the facilities, so that
21 you can clearly define your programming before you go
22 into planning the facilities. That seems to be putting
23 the cart before the horse, to be planning facilities,
24 when you are not clear on what the events or the
25 planning of those events will be.

1 Thank you.

2 MS. ANGUS: Thank you, Gibran.

3 Chair La Belle, that concludes public comment.

4 CHAIRPERSON LA BELLE: Thank you, Summer.

5 Michele, do you want to go to the next steps?

6 MS. RICHARDS: I do. I do.

7 You know this is a very high-level overview of
8 direction. But obviously, to Gibran's point, we need to
9 go off and develop a plan on logical priority of
10 projects and a reasonable timeline. And there is lots
11 of research to be done on facilities before we would
12 actually, you know, complete -- complete those plans.
13 We believe we have the resources internally to develop
14 concept drawings, which we would bring back to the
15 board, and to develop and recommend a financing plan.

16 So we certainly understand the public's concern
17 about debt service. That's not something any of us
18 are -- you know, we're not interested at all in getting
19 into the same situation that San Diego found themselves
20 in.

21 We will, obviously, have to work with CCA on
22 what is required moving forward, but today, what we're
23 looking for is agreement from the board on the projects
24 that we have selected. And then we will recommend the
25 prioritization of those projects and then develop a

1 finance plan in coordination with CCA moving forward.

2 CHAIRPERSON LA BELLE: Any board comments at
3 this point in time? Go ahead, Barbara.

4 DIRECTOR BAGNERIS: You go ahead, Director
5 Pham. I was going to make a motion. You go ahead.

6 DIRECTOR PHAM: Okay. Yeah. I mean, you know,
7 hearing the folks' concern on financing and
8 understanding debt load, I happen to be a lender. So I
9 take that very seriously, especially a lender through
10 this last few years. So I just want to make that
11 comment.

12 DIRECTOR BAGNERIS: Great. Chair La Belle?

13 CHAIRPERSON LA BELLE: Yes, Barbara.

14 DIRECTOR BAGNERIS: I move that we approve the
15 recommendation from staff to move forward with the
16 plans.

17 DIRECTOR CERVANTES: I second that. Cervantes.

18 CHAIRPERSON LA BELLE: We have a motion and a
19 second. I would like to speak to the motion.

20 First of all, I agree with that. I think
21 what's very important, to make sure everyone
22 understands. Reggie's comments were very well taken.

23 Hopefully, we're on a track where our projects
24 or our process will continue. I think the new model we
25 have has worked very well. We have reserves of about

1 \$60 million. This would be a ten-year plan. We're
2 probably looking at something in the range of a hundred
3 to \$110 million. And I would certainly support a
4 pay-as-you-go sort of thing to, you know, make sure that
5 we can adjust from time to time, if situations, you
6 know, go back to the pandemic issue where we are trying
7 to, you know, keep the ship afloat, then we can,
8 obviously, hold back on projects. If we're able to
9 expand our efforts, then we can, obviously, perhaps move
10 forward faster with them.

11 But I fully support directing staff to move
12 forward with prioritizing the projects that they have
13 outlined for us and doing some preliminary cost
14 estimates.

15 One of the -- I guess the only question I would
16 have of Michele with this action, should the board
17 approve it, when would you anticipate being back to the
18 board with your prioritization and seeking further
19 direction?

20 MS. RICHARDS: That's a good question, Doug. I
21 may ask Ken for some input on this, as, you know, he's
22 very experienced in working with CCA on projects. And,
23 Ken, do you -- do you have any suggestions on a time
24 frame for being able to get back to the board?

25 MR. KARNS: I don't. However, once approved,

1 we would drive on, on the steps internally, meet with
2 staff, see what we could accomplish pre-fair, what could
3 be happening during the fair, and then post-fair. Some
4 of the folks that we're using internally are knee-deep
5 in fair.

6 However, I think we can do a little bit of
7 both, moving forward. And a couple of trains can be
8 running at the same time.

9 So I wouldn't want to commit to April or May,
10 but if we strive to have something to review in advance
11 of the fair, that would be a great goal. And if not,
12 post fair. So I guess I just gave you a nonanswer.

13 CHAIRPERSON LA BELLE: It's really good.
14 Spoken like a been there, done that. I would hope that
15 we could have something before the fair that we could
16 then provide some direction.

17 The only other additional comment I have would
18 be, CCA is our only option to oversee these projects,
19 and I know they have, relatively speaking, limited
20 staff. My only comment would be, it's up to CCA to
21 staff up to meet our needs as a district and not the
22 other way around. We don't need to, you know, reduce
23 our objectives or projects based upon their constraints.

24 So the most important thing is, if we're going
25 to have \$110 million worth of projects over the next ten

1 years, I would expect CCA to staff up to meet our needs.
2 Not the other way around.

3 With that --

4 DIRECTOR RUBALCAVA-GARCIA: I actually have a
5 comment, Chair La Belle.

6 CHAIRPERSON LA BELLE: Yes, go ahead.

7 DIRECTOR RUBALCAVA-GARCIA: I was just going to
8 comment, I appreciate the comments from the public, but
9 I'm also grateful that staff put together the next steps
10 which clearly articulates the fact that they know -- I'm
11 glad you came to us with these recommendations for us to
12 review, and then you are going to move forward with all
13 of the other elements, including financing models. And
14 you have a board that is very diverse in terms of their
15 skill set.

16 And Vice Chair Pham and Director Bagneris are
17 also well versed in that area. So I think you are fully
18 equipped to leverage the expertise on your board to also
19 help with that direction. And I appreciate the way that
20 you proposed these projects and then the next steps that
21 we're taking to get there.

22 So thank you.

23 MS. RICHARDS: I would just like to add that I
24 think probably a good way to move forward to give the
25 board a little bit more of a sense of when we might be

1 able to move to the next phase. We can certainly commit
2 to reporting back out during the April meeting. We'll
3 obviously loop in the Facilities Committee as we move
4 forward. But at least in April, we should be able to
5 have a better idea on when we might be able to, you
6 know, bring something solid back to the board to review.

7 CHAIRPERSON LA BELLE: Thank you, Michele.
8 Thanks, Natalie. Are there any further board comments?
9 Okay. We have a motion and a second.

10 I would call the question.

11 MS. ANGUS: Chair La Belle.

12 CHAIRPERSON LA BELLE: Yes.

13 MS. ANGUS: Vice Chair Pham.

14 DIRECTOR PHAM: 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 Ruiz.

20 DIRECTOR RUIZ: Yes.

21 MS. ANGUS: Director Bagneris.

22 DIRECTOR BAGNERIS: Yes.

23 MS. ANGUS: Director Aitken.

24 DIRECTOR AITKEN: Yes.

25 MS. ANGUS: Director Kovacevich.

1 DIRECTOR KOVACEVICH: Yes.

2 MS. ANGUS: And Director Rafiei.

3 DIRECTOR RAFIEI: Yes.

4 CHAIRPERSON LA BELLE: Okay. Thank you,
5 Michele.

6 Next item.

7 MS. RICHARDS: This should be a very quick
8 housekeeping item.

9 At the board meeting last month, in February,
10 the Board of Directors approved the staff's and the
11 Governance Committee's recommendation to amend our
12 high-profile event policy, that's Policy 6.04, requiring
13 ten days' advance notice, rather than seven days'
14 advance notice.

15 The document has been amended, and the board
16 will vote to ratify that new policy. So staff's
17 recommendation is for the board to ratify the amendment.
18 And just to give you a frame of reference, this is the
19 section of Policy 6.04, that the board voted to change.
20 It now says, "OCFEC must have at least ten business
21 days' notice prior to the high profile event."

22 So we just look for a vote to ratify that new
23 policy.

24 DIRECTOR CERVANTES: I so move. Cervantes.

25 DIRECTOR BAGNERIS: Director Bagneris. I will

1 second.

2 CHAIRPERSON LA BELLE: We have a motion and a
3 second.

4 Do we have any public comments, Summer?

5 MS. ANGUS: We do not.

6 CHAIRPERSON LA BELLE: Okay. I would call the
7 question then.

8 MS. ANGUS: Chair La Belle.

9 CHAIRPERSON LA BELLE: Yes.

10 MS. ANGUS: Vice Chair Pham.

11 DIRECTOR PHAM: Yes.

12 MS. ANGUS: Director Rubalcava-Garcia.

13 DIRECTOR RUBALCAVA-GARCIA: Yes.

14 MS. ANGUS: Director Cervantes.

15 DIRECTOR CERVANTES: Yes.

16 MS. ANGUS: Director Ruiz.

17 DIRECTOR RUIZ: Yes.

18 MS. ANGUS: Director Bagneris.

19 DIRECTOR BAGNERIS: Yes.

20 MS. ANGUS: Director Aitken.

21 DIRECTOR AITKEN: Yes.

22 MS. ANGUS: Director Kovacevich.

23 DIRECTOR KOVACEVICH: Yes.

24 MS. ANGUS: And Director Rafiei.

25 DIRECTOR RAFIEI: Yes.

1 MS. ANGUS: Thank you.

2 CHAIRPERSON LA BELLE: Okay. Michele. Next
3 item.

4 MS. RICHARDS: Yes. I'm going to turn things
5 over to Joan Hamill, our chief business development
6 officer, who is going to give us a preview about
7 Imaginology. We're back in person April 9th and 10th.

8 So Joan.

9 MS. HAMILL: Thank you, Michele.

10 And as Michele said, the 2022 Imaginology is
11 indeed back, live and in person, taking place on
12 April 9th and 10th, after a two-year hiatus. And this
13 is pretty exciting. The absolute perfect, fun-filled
14 weekend for children, youth, and families. Best of all,
15 admission is free. Imaginology 2022 is proudly
16 sponsored by AMO Marketing.

17 Do you want to go to the next slide, Michele.

18 I did want to say that Imaginology is a bit
19 scaled back from previous years as we make our recovery
20 and enter back into presenting the event. But rest
21 assured, none of the learning and fun will be scaled
22 back.

23 Imaginology 2022 will be a two-day event and a
24 somewhat smaller footprint, but packed with brim -- with
25 the brim to much to see and do. Activated areas will be

1 Country Meadows, Huntington Beach Building, Santa Ana
2 Pavilion, Park Plaza, Centennial Farm, and Heroes Hall.
3 And entrance will be at Blue Gate this year.

4 Programming include featured exhibitors. These
5 are, for the most part, nonprofit youth- and
6 family-focused agencies that provide hands-on and
7 interactive activities.

8 There will be make -- make shops and arts and
9 crafts, demonstrations, school projects on display,
10 competitions, community entertainment, agricultural
11 exhibits, 4H, and FFA, of course. We're delighted to
12 bring back the Butterfly House and Scholastic Book Fair
13 once again, and much, much more.

14 Centennial Farm, of course, will be in full
15 swing, with beautiful crop specimens. We have had a
16 number of births at the farm. So a lot of baby animals,
17 along with their parents, will be on display.

18 Let's see. We will have animals -- oh.
19 Exhibits and activities at Centennial Farm, including
20 terrarium making, seed planting, the blacksmith, and
21 sheep sheering demonstrators will be back again.

22 The beekeepers, we'll have our baby chicks in
23 display, along with urban chicken display, cow milking
24 demonstrations, just to name a few.

25 Heroes Hall will be open as well. And outside,

1 nearby, will be a hands-on history activity, as well as
2 the return of a popular Fort Blisters Boot Camp. That
3 was a huge hit the last time we had it, and it will once
4 again, I'm sure.

5 Academic Chess Tournament takes place on
6 Saturday, April 9th, and it's quite an impressive event.
7 I would encourage everyone to come out and see it.
8 Young chess masters will compete once again for trophies
9 and prizes, and these kids have great focus and
10 intensity as they're in their chess tournaments. The
11 parents are nervous wrecks nearby, but the kids are
12 steadfast.

13 Proctors Village once again will be the
14 location of Dia Del Niño, presented by our friends at
15 Arts Orange County, with entertainment, arts and crafts,
16 and activity as well. So that makes its return. So we
17 are delighted to have Arts Orange County participate
18 with Dia Del Niño.

19 And it wouldn't be an OC Fair & Event Center
20 event without great food choices. And there will be
21 plenty of delicious treats, to include Cathy's Cookies,
22 Dole Whip, Hot Dog on a Stick, Planet Popcorn, street
23 tacos, milkshakes, sundaes, waffles on a stick. And how
24 could anyone forget burgers and brats by the Boy Scouts?
25 That is a perennial favorite, so we're welcoming back

1 the troops. Parking is \$10, and, once again, admission
2 is free.

3 The 2022 Imaginology fun is right around the
4 corner. In fact, just 16 days away. And staff is
5 working hard and has been to present a wonderful event
6 once again.

7 We're looking forward to an incredible
8 community turnout with a lot of kids and families,
9 grandparents, and friends, ready to return for a weekend
10 of learning and fun. And we hope to see everyone at
11 Imaginology, April 9th and 10th.

12 I'm happy to take any questions, but if there's
13 none, I turn it back to Michele.

14 CHAIRPERSON LA BELLE: Any questions from the
15 board?

16 (No response.)

17 CHAIRPERSON LA BELLE: Thank you, Joan. Very
18 good presentation and excellent program.

19 Glad we can be back in person.

20 MS. HAMILL: Thank you, Director La Belle.

21 CHAIRPERSON LA BELLE: Okay. Any other
22 comments, Michele?

23 MS. RICHARDS: Nope. Ready to turn it back to
24 you for committee reports.

25 CHAIRPERSON LA BELLE: Okay. Let's start with

1 the Financial Monitoring Committee. Director Kovacevich
2 or Director Bagneris. One or both.

3 DIRECTOR KOVACEVICH: I did the last one. I
4 will let Director Bagneris go, if she pleases.

5 DIRECTOR BAGNERIS: Sure. I can, Committee
6 Chair Kovacevich.

7 We did have a meeting -- in fact, I'm going to
8 ask you to do it, because I wasn't able to get on that
9 meeting. I do have the notes from it, but you might be
10 able to offer some more insight. So if you would
11 present, that would be great.

12 DIRECTOR KOVACEVICH: Okay. No problem. Let
13 me just pull up my notes.

14 Actually, if you wouldn't mind circling back to
15 me while I grab my notes.

16 DIRECTOR BAGNERIS: Okay. There was a
17 meeting -- I will just go ahead and read from the
18 notes -- on March 18th. And we reviewed the financials.
19 I did receive them in an e-mail, so it's not like I did
20 not see them, but I just was not able to attend that
21 meeting until the very end.

22 The district continues to perform very well
23 against the '22 budget. Year to date February, the
24 revenue is \$1,077,000 and is favorable to budget by
25 \$309K.

1 It's mainly due to increase in facility rental
2 activity and related revenue. In addition, interest
3 rates have increased slightly for the district's
4 investment account.

5 And operating expenses for year to date
6 February are \$3,126,000 and are favorable to budget by
7 \$1,188,000. This is mainly due to budgeted legal
8 expenses which were not needed. The committee was
9 briefed on specific expenses such as facilities
10 supplies, equipment rentals and utilities, which are
11 higher than budgeted, and which are expected to continue
12 trending higher given the current economic situation.
13 And all of us are aware of that. And it's affecting us
14 as well.

15 For the year to date period ending February
16 28th, the net proceeds are \$1.8 million and favorable to
17 budget.

18 As of February 22, cash and investments are
19 \$61.6 million, an increase of \$21.7 million over
20 February of 2021. So we continue to do well.

21 Staff also shared with the committee that some
22 of the bids for goods and services are coming in much
23 higher than budgeted and as compared to 2021. While
24 some of this can be attributed to supply chain issues,
25 the trend is expected to continue throughout the year.

1 As such, staff will continue to make adjustments in
2 other areas to offset some of the increases. A mid year
3 reforecast will be presented at the June board meeting.

4 The next Financial Monitoring Committee meeting
5 will be on April 22nd.

6 Are there any questions?

7 CHAIRPERSON LA BELLE: Any questions of
8 Director Bagneris or Director Kovacevich?

9 (No response.)

10 CHAIRPERSON LA BELLE: Thank you. Much
11 appreciated all your hard work on this.

12 Anything from the Governance Committee at this
13 time? Director Cervantes?

14 DIRECTOR CERVANTES: Hi. I'm driving. So if
15 Director Rubalcava-Garcia can help me out, that would be
16 great.

17 DIRECTOR RUBALCAVA-GARCIA: Yes. Just one
18 minute. Let me get -- sorry. I'm not prepared for that
19 one.

20 CHAIRPERSON LA BELLE: Should we circle back?

21 DIRECTOR RUBALCAVA-GARCIA: Yes, please. Thank
22 you.

23 CHAIRPERSON LA BELLE: Okay. The Community
24 Affairs committee. Director Bagneris, Director Rafiei,
25 any comments?

1 DIRECTOR BAGNERIS: Yes. Yes. We have a
2 committee report. We did meet on the 21st, and we
3 discussed the initial concepts of the public art project
4 on Pacific -- Plaza Pacifica. The committee is
5 interested in using video panels so messaging and
6 graphics can be easily updated and customized. The
7 staff will research potential costs and bring back to
8 the committee for evaluation.

9 The committee also developed a calendar of
10 cultural events and activities throughout the year.
11 We'll also develop -- we have not developed, but we will
12 do that -- an established criteria for inclusion.

13 We also want to have a special tribute to
14 Women's History Month featuring data on California women
15 and farming, and we're going to present this as part of
16 this report. And I'm going to turn it over to Director
17 Melahat for that.

18 CHAIRPERSON LA BELLE: Melahat.

19 DIRECTOR RAFIEI: Sorry. I couldn't unmute
20 fast enough.

21 CHAIRPERSON LA BELLE: Okay. No problem.

22 DIRECTOR RAFIEI: I want to thank staff for
23 putting this together for our presentation.

24 And, yes, our Women's History Month, we are in
25 the middle of Women's History Month, and I think this

1 was a great point that was brought forward by Michele to
2 do this. We also talked in our committee about the
3 public art projects. I don't know if you want to go
4 into that yet. Am I going too far ahead?

5 DIRECTOR BAGNERIS: No. I did briefly talk
6 about it in the committee notes. We are excited about
7 that project. And I know that we're going to be getting
8 further input from staff on that. And I believe that --
9 I'm not sure, Michele, when we think we're going to be
10 actually able to present to the board what we think our
11 next concepts are. But for now getting this digital
12 display put up is going to be a real treat and
13 enhancement to the property.

14 DIRECTOR RAFIEI: Yes. And I know we were
15 going to talk about Nowruz. Is this the way we're going
16 to do this, Michele?

17 MS. RICHARDS: We were. We're showing the
18 slide regarding women's contributions to agriculture.
19 There are currently 46,235 women ag producers, and they
20 account for 109 million acres and \$15.6 billion in
21 agriculture for the state. So a nice tribute for
22 Women's History Month regarding women in agriculture.

23 And then Director Rafiei pointed out that we
24 are celebrating Persian New Year this year, which is a
25 great cultural recognition. I don't know, Director

1 Rafiei, if you would like to add anything to.

2 DIRECTOR RAFIEI: I would. First, I want to
3 thank staff for making space to recognize this.

4 Nowruz, which means "New Day" in Farsi, is the
5 New Year celebration celebrated by 300 million people
6 all across the globe. Orange County is home to a very
7 large diaspora of Iranian Americans, and it's a huge
8 celebration here. So I wanted to, you know, be -- have
9 an opportunity to wish all of the people celebrating in
10 Orange County New Year, Happy New Year, Nowruz Pirouz.

11 And this is a celebration that is -- it goes
12 beyond different cultures and faiths. It goes back to
13 the original Zoroastrian faith system that was in
14 ancient Persia, where it's a very symbolic culture.

15 And I am so grateful for the opportunity to be
16 able to share it with my colleagues on the board and for
17 staff to recognizing it. Thank you so much, Michele,
18 for giving me an opportunity to speak on it.

19 MS. RICHARDS: Sure.

20 DIRECTOR BAGNERIS: And with that we will end
21 our committee report. We will have our next meeting --
22 we will discuss the public art project and the cultural
23 events as stated in my earlier comments.

24 I will turn it back to you, Chair La Belle.

25 CHAIRPERSON LA BELLE: Thank you, Barbara.

1 Thanks, Melahat.

2 Are there any board questions or comments?

3 (No response.)

4 CHAIRPERSON LA BELLE: Okay. Are we ready to
5 circle back to the Governance Committee, Natalie?

6 DIRECTOR RUBALCAVA-GARCIA: Yes. Thank you,
7 Chair La Belle. I apologize for not being prepared, but
8 it was because we don't have a report. And we already
9 covered that business earlier. So, yeah, no report
10 there.

11 CHAIRPERSON LA BELLE: Okay. Let's segue ahead
12 to the Entertainment and Business Development Committee,
13 which is also you, Natalie.

14 DIRECTOR RUBALCAVA-GARCIA: Thank you.

15 CHAIRPERSON LA BELLE: And Sandra.

16 DIRECTOR RUBALCAVA-GARCIA: Yes. Director
17 Cervantes and I met with staff on March 1st. And we
18 were given a very good -- a very comprehensive overview
19 of the talent-securing or talent-buying process that we
20 utilize here at the fair.

21 And it was pretty eye opening for Director
22 Cervantes and I. We were able to understand some of the
23 issues that come up when securing or identifying certain
24 talent. And I'm just going to highlight a couple of
25 things that we were brought -- were brought to our

1 attention.

2 So one of them is, you know, money. So it
3 depends on how much we have to spend on various talent
4 out there.

5 The other thing is size and location of our
6 venue. So as you know, we are located in Orange County.
7 I think we have about 8,000 seats in Pacific
8 Amphitheatre. Is that the number? And it tends to be a
9 little smaller than some of our surrounding areas,
10 including the Verizon -- or the 5 point -- formerly the
11 Verizon facility in Irvine, which is also an
12 amphitheater. So that does create some challenges, and
13 it's also timing.

14 So our show has to be enticing to the
15 performer, so whether they are performing in another
16 surrounding area during the time of the fair also
17 contributes to that process.

18 So it was a good learning experience. We also
19 met with Ms. Lisa Sexton, who is our talent buyer.
20 She's been working with the fair for many years and is
21 very familiar with our facility.

22 The -- one of the proposals that staff made
23 today, Michele and staff made today, was some
24 enhancements to the -- to our facility. And the issue
25 that we're finding is that some members of the

1 entertainment community are not willing to perform in
2 something that's not nice and hasn't been updated.

3 We have actually had -- and I will share
4 probably an overshare. We have had talent say that they
5 won't come back or they will not use our changing room
6 because it's just not up to par.

7 So I think it will be -- it's a timely
8 rehabilitation or just -- just upgrading of our
9 facility.

10 But we do have some really good acts lined up.
11 And I know that they are working on securing additional
12 acts for this summer.

13 Anything to add, Director Cervantes?

14 DIRECTOR CERVANTES: No. You covered it.
15 Thank you.

16 DIRECTOR RUBALCAVA-GARCIA: And that concludes
17 my report for now. And the rest of the detail is in the
18 staff report that was provided.

19 CHAIRPERSON LA BELLE: Thank you, Natalie.

20 DIRECTOR BAGNERIS: Chair La Belle, I have a
21 question.

22 CHAIRPERSON LA BELLE: Sure.

23 DIRECTOR BAGNERIS: So it seems like
24 entertainment and business development is something we
25 have always been doing, and they are operational. I'm

1 not sure why we need a board committee to actually tell
2 us these things when we are going to know who the
3 entertainers are as they are hired, and we don't have
4 any real part in that. So I'm not sure what the real
5 benefit of having this particular committee is.

6 CHAIRPERSON LA BELLE: Well, my intent,
7 Director Bagneris, when I formed the committee, as the
8 prerogative of the chair, was knowing that we're looking
9 to not be doing just business as usual, but to be
10 expanding what we are doing at Pac Amp and expanding
11 what we are doing in the Hangar and the Action Arena. I
12 felt it would be very beneficial to have two board
13 members working in conjunction with staff, getting
14 briefed, as we move forward with trying to expand our
15 efforts there. So that was my logic when I formed the
16 committee as chair.

17 DIRECTOR BAGNERIS: I guess as a following
18 comment, under Director Rubalcava-Garcia, we were able
19 to streamline our committees. We used to have a ton of
20 committees. We were forming committees so fast it would
21 make your head swim. But we were able to streamline the
22 committees, and now it looks like we're starting to add
23 them back.

24 And as you notice, everyone has a committee
25 report. Committees are meeting. We're functioning very

1 efficiently right now, which I believe is attributable
2 to how we streamlined our committees. And I just want
3 to make sure that we're not just adding committees to
4 add them, especially if it's not value added.

5 I can see if we're going to do expansions to
6 the Pac Amp or something like that we can be more
7 involved, but staff can give us those reports as well.

8 So I still have a slight concern about it. But
9 you are right, it is your prerogative to add these
10 committees at your will.

11 CHAIRPERSON LA BELLE: Thank you, Barbara, for
12 your comments.

13 I skipped over the Facilities Committee.
14 Ashleigh and Robert. My apologies.

15 Any updates you wish to present?

16 DIRECTOR AITKEN: Yeah. Michele gave a pretty
17 good overview when we met about the master site plan and
18 where we are going, and that kind of encompasses what
19 we've been working on. So no report from our committee.

20 CHAIRPERSON LA BELLE: Okay. Anything from the
21 Governmental Relations Committee?

22 DIRECTOR AITKEN: Yes. Thank you.

23 I would like to direct everyone's attention to
24 the report, but I just wanted to highlight two
25 additional things. Michele already touched on the

1 relationship and the success that we were having with
2 our swap meet vendors moving into their new location,
3 but I wanted to just highlight two things.

4 One, thank you to Reggie Mundekis who brought
5 us the junior ROTC program and suggested that we are
6 going to be moving forward with that in conjunction with
7 Heroes Hall. And it's a great -- I just think it's such
8 a great idea to involve our junior ROTC students on our
9 Heroes Hall property.

10 And then briefly, when we talked about being
11 assigned the state of the fair event, we were looking
12 to -- and, please, we would love feedback from the board
13 if anybody has some. We were looking to giving that --
14 having the committee, in conjunction with staff, give
15 that address during the fair, when we have the day --
16 where we have a lot of city officials, city
17 representatives, already on property, as opposed to
18 planning an additional event outside of fair time.

19 So just wanted to put that out there for
20 thought.

21 And then as we lead up to fair, if any board
22 members would like to volunteer to give updates about
23 our programs, about things that are going on at the
24 fairgrounds to their individual city, if you could reach
25 out to me. You know, if you want to give a report at a

1 city council meeting, in your own city, we would love to
2 have volunteers, although we are, obviously, not trying
3 to assign additional work to our fair board members.

4 But also, I was thinking even outside of a city
5 that you might live in and already might be involved in.
6 If you are a member of a community group, a local Rotary
7 or a Kiwanis club. Or if you are on the board of your
8 local service unit for Girl Scouts, something like that,
9 and it would be appropriate to speak to that event,
10 could you please let us know? We are looking to just
11 trying to get the word out to toot our own horn, for
12 lack of a better phrase. So staff and our committee are
13 going to be going out and doing that. Help if it is
14 something you are already involved in and would be
15 interested in. We would appreciate it.

16 Thank you very much.

17 CHAIRPERSON LA BELLE: Thank you, Ashleigh.
18 And that's a excellent thought. Service clubs are
19 always looking for programs. And so I think that's a
20 good way to get in the mix, if you will.

21 Okay. Centennial Farm. Melahat, Robert, do
22 you have any comments?

23 DIRECTOR RAFIEI: We both attended the meeting
24 last week. And our big event is coming up next month,
25 April 29th. I think all of our board colleagues know

1 about it. I know many folks have donated things for our
2 silent auction, but we really need folk to attend the
3 event. Robert's organization I know is also donating.
4 So I think the most important thing right now is to get
5 folks to attend the event. I will be attending. This
6 is going to be my very first ever clay shooting
7 experience in my life, and I'm really looking forward to
8 it.

9 I think the best part of being part of this
10 organization and working with all of you is having the
11 opportunity to do things I haven't done before. So I
12 will be at Imaginology the weekend of the 9th and 10th;
13 and I will be shooting clay disks on the 29th at
14 Raahauge's.

15 And I hope you can join us.

16 Robert, anything to add?

17 DIRECTOR RUIZ: No. No. I will just echo your
18 comments. You know, obviously, we want people to
19 attend. Obviously, I -- well, first of all, I went to
20 my first board meeting, and I was glad to meet all the
21 members who are part of the board who are doing a great
22 job trying to make this event happen next month.

23 And like Director Rafiei said, if we want
24 people to participate, my local unit is going to donate
25 some money, but we want shooters. I was at Raahauge's

1 clay shooting yesterday. We had our annual scholarship
2 fund riser, and all I have to say is this. Make sure
3 you have plenty of ice the next day for your shoulder,
4 because it will be sore from that shotgun kicking back.

5 DIRECTOR RAFIEI: Good advice. That's really
6 good advice. I would not have been prepared.

7 DIRECTOR RUIZ: Yes. Yes. Definitely. So
8 again, we do want people to participate, we want people
9 to be out there. It's going to be a lot of fun. And
10 again, the board is doing a great job. The staff is
11 doing a great job in making this happen. I am just
12 hoping we get a great turnout there.

13 That's going to be my report as well.

14 CHAIRPERSON LA BELLE: Thank you, Melahat and
15 Robert.

16 Heroes Hall. Michele, can you give an update
17 on the Serenity Walk project?

18 MS. RICHARDS: I can.

19 So we have had initial meetings with CCA.
20 They -- upon the board's approval of the Phase 1 LOU,
21 CCA has engaged a landscape architect, a local landscape
22 architect from Orange County, who did a walk through of
23 the area that is proposed for the Serenity Walk.

24 And also this week, staff met with a -- with
25 the president of the Heroes Hall Veterans Foundation and

1 also a representative from the VA to understand the
2 elements that should be included in the Serenity Walk.
3 The things that are going to resonate with veterans who
4 are struggling, that would really help contribute to
5 their healing.

6 So it was a very good meeting to get that, that
7 input, which will be forwarded to the architect. And
8 we're on schedule to be able to provide the board with
9 those concept drawings in May.

10 CHAIRPERSON LA BELLE: Thank you, Michele.

11 Have I covered anything? Did I miss any
12 committees? As I look here at the agenda.

13 (No response.)

14 CHAIRPERSON LA BELLE: Okay. That being said,
15 next item.

16 MS. RICHARDS: The next item is our closed
17 session.

18 CHAIRPERSON LA BELLE: Okay. We are going to
19 recess into closed session then.

20 MS. ANGUS: I have the breakout room ready.
21 I'm going to send you there now.

22 MS. RICHARDS: And, Summer...

23 MS. ANGUS: Yes.

24 MS. RICHARDS: I believe the board will be
25 meeting without me initially. And then I will join them

1 later.

2 MS. ANGUS: Okay. Let me --

3 MR. CAPLAN: Michele, if you could join at the
4 beginning on the non-personnel items for updates to the
5 board before you drop off.

6 MS. RICHARDS: Okay.

7 MS. ANGUS: And then, Michele, you can leave
8 the room any time you would like.

9 MS. RICHARDS: Oh, okay. Let's do that then.

10 MS. ANGUS: Okay. Opening rooms now.

11 (Closed session held: 11:14 a.m. to
12 11:48 a.m.)

13 CHAIRPERSON LA BELLE: Okay. We are back in
14 open session. The board considered the advice of legal
15 counsel on matters on the closed session agenda and has
16 nothing to report.

17 Okay. I believe we're going to Michele's CEO
18 report. Michele?

19 MS. RICHARDS: Yes. We just have a few quick
20 updates. Our Communications Department recently
21 released OCFEC's annual media website and statistics for
22 2021, and we gained significantly across all platforms.

23 We compared 2021 numbers to 2019 numbers, since
24 a fair was not held in 2020.

25 The number of users of our OCFair.com website

1 grew 35 percent from 2.5 million in 2019 to 3.4 million
2 last year, an excellent gain.

3 Social media showed significant growth across
4 all platforms: Facebook, Twitter, Instagram, and
5 TikTok, increasing by 12.3 percent.

6 Our overall media exposure grew 13 percent,
7 including a net tonality score increase of eight,
8 indicating a positive change in sentiment over the year.

9 The total AVE -- that stands for "add
10 equivalent value" -- in 2021. So that's if we had to
11 pay for all of the coverage that we received in 2021, it
12 would have an equivalent value of \$71 million. And that
13 grew significantly compared to \$14 million in 2019.

14 So a big thank you to our communications
15 department for such a great job in earning exposure for
16 the OC Fair & Event Center.

17 The OC Fair & Event Center earned the coveted
18 STAR Facility Award from the Global Biorisk Advisory
19 Council after completing a rigorous application and
20 certification process last year. We have continued our
21 commitment to the GBAC facility requirements and have
22 once again been recertified as a STAR facility. And
23 this gives our guests the peace of mind that our
24 facilities are clean and safe.

25 And when our board return -- our board meetings

1 return in person next month, we hope you will check out
2 the new sign in front of the administration building.
3 The sign, featuring our new logo, was installed last
4 week and was part of our ongoing effort to rebrand our
5 signage, equipment, uniforms, documents, and other
6 materials.

7 We had to say a sad goodbye recently to one of
8 our beloved cows at Centennial Farm. Alley had been
9 suffering from kidney failure and anemia and was not
10 responding to medication. Alley was a Holstein. She
11 was born at Centennial Farm on New Year's Day in 2016.
12 And she was visited by hundreds of thousands of guests
13 and school children over the years. She was one of our
14 amazing animal educators, and she will be missed. But
15 as Joan said, life goes on at Centennial Farm. We
16 are -- we have welcomed new piglets and a new lamb at
17 Centennial Farm recently. So we encourage everyone to
18 come out and take a look.

19 Congresswoman Michelle Steel recently honored
20 our own Carol Singleton, Heroes Hall supervisor, as a
21 Woman of Distinction for her work in veterans services.
22 Carol was among 18 women honored by Congresswoman Steel
23 in various areas, including new services, public safety,
24 and community partnerships.

25 She said of Carol and the other women honored,

1 quote, we are lucky to have women in our lives that have
2 helped so many of us achieve and succeed.

3 Congratulations, Carol.

4 And I wanted to not miss the opportunity to
5 recognize March 31st as César Chávez Day. We will
6 celebrate next week. César Chávez was an American farm
7 worker, a labor leader, and a civil rights activist,
8 who, along with Dolores Huerta, cofounded the National
9 Farm Workers Union. Starting in 1962 Chavez led the
10 struggle for better rights for farm workers. He and
11 Dolores Huerta promoted an aggressive but nonviolent
12 approach that made the farm worker struggle a moral
13 cause with wide support.

14 So César Chávez Day is a state holiday in
15 California, and it is commemorated to promote service to
16 the community. We are part of the California Department
17 of Food and Agriculture. And, as such, our offices will
18 be closed on March 31st, in observance of César Chávez
19 Day.

20 I know Director Bagneris did a great job of
21 reviewing our financials. But just to recap, year to
22 date, we are favorable to budget on the revenue side of
23 over \$308,000. And favorable to budget on the expense
24 side by \$1.5 million. So our net proceeds to date are
25 favorable by \$1.8 million. So we're off to a really

1 good start financially.

2 Cash and cash equivalents currently is at
3 \$61.6 million. That's a \$21.8 million increase year
4 over year, or 54.7 percent.

5 And I'm going to turn it over to Joan for a
6 quick update on some upcoming events.

7 Joan.

8 MS. HAMILL: Thank you, Michele. Briefly, we
9 have a lot of events coming up between now and next
10 board meeting and through the end of -- prior to fair.

11 The original OC swap meet takes place this
12 weekend. Flying Miss Daisy makes its first return in
13 2022 on April 2nd. A new event to the property is the
14 Orange County Wine Fest taking place on April 2nd and
15 3rd. Of course, we all went over Imaginology and are
16 looking forward to that. April 9th and 10th.

17 Fight Club is expanding just a little bit on
18 April 9th, which is a Saturday. They will have top rank
19 boxing, and that will take place in the Hangar. And
20 April 16th the wonderful Thursday Night Fight Club takes
21 place as well in the Hangar.

22 On April 16th, we have two great events by one
23 promoter in the same location. In the morning, we have
24 the Bubble Run. These are both 5K runs. Bubble Run in
25 the morning. There's three time slots for that. 8:00,

1 9:00, and 10:00 a.m. with check in at 6:00 a.m.

2 And then in the evening, from 7:00 p.m. to
3 10:00 p.m., we have the Foam Glow 5K run. And check-in
4 starts at 5:00 p.m. for that.

5 COVID testing continues Monday through Friday
6 in Lot E off of -- off Arlington Drive and Fairview.
7 And, of course, the Farmers Market each Thursday.

8 MS. RICHARDS: So, Joan, there will be a big
9 clean-up of the property on April 17th after bubbles and
10 glow foam, right?

11 MS. HAMILL: Moving along to Centennial Farm
12 and Heroes Hall.

13 This Saturday, we have, at Centennial Farm, we
14 have part of our garden classes, make it and take it
15 food preservation class. On the menu is low-calorie
16 strawberry jam. The class is taught by experts in the
17 field, from UCI Cooperative Extension Master Food
18 Preservers Program. This is mostly an FYI at this
19 point, because the class is sold out. However, if there
20 are any dropouts, you might want to contact Centennial
21 Farm or check the website for that.

22 Heroes Hall. The incredible fighting for the
23 fight -- "Fighting for the Right to Fight" exhibit is
24 ongoing.

25 I also want to mention that, so far, with the

1 speaker series, we have had two speakers so far. One
2 taking place this -- just as recently as this past
3 Saturday. And we have two coming up in April.

4 On the second, we have author Janice Munemitsu,
5 who will discuss her book, "The Kindness of Color," the
6 true story of two immigrant families and their struggle
7 against racism in the 1940s. One family faced
8 incarceration of the Japanese Americans during World War
9 II; the other was denied equal access to public
10 education due to their last name and the color of their
11 skin. The latter lead to the landmark 1947 case Mendez
12 versus the City of Westminster, which resulted in the
13 desegregation of California public schools.

14 On April 16th, we have the Honorable Judge
15 Frederick Aguirre, retired, who will be speaking on the
16 topic that he has devoted much research to: Mexican
17 American pilots of World War II.

18 Judge Aguirre will provide a photographic
19 display of 11 World War II bomber pilots, along with
20 detailed statistics regarding the service of over
21 500,000 Mexican American service members in World War II
22 and the challenges they faced due to their Mexican
23 heritage.

24 With Centennial Farm, as with Heroes Hall, on
25 Discovery Days, we have very robust tours. Centennial

1 Farm is very, very busy and booked completely with their
2 junior farmer tours taking place through the week. Both
3 Centennial Farm and Heroes Hall are open to the public,
4 and I would invite people to come out and visit. It's a
5 wonderful experience. A lot is happening at both of
6 these wonderful education centers.

7 And for more information and additional details
8 for the events that I have highlighted, please visit our
9 website.

10 Also, there are many concerts on sale for the
11 2022 OC Fair. So I would also check out the website on
12 that too or visit our box office to purchase tickets for
13 concerts and also fair admission.

14 Thank you. That concludes my report. And if
15 there are any questions, I'm always happen to answer.

16 CHAIRPERSON LA BELLE: Any questions of Joan or
17 Michele?

18 (No response.)

19 CHAIRPERSON LA BELLE: Okay. Then we'll move
20 on to the next item, which will be the round table.
21 Next board meeting will be on April 28th.

22 Let's start with Barbara. Any comments?

23 DIRECTOR BAGNERIS: That next meeting will be
24 in person, correct? Just confirming.

25 CHAIRPERSON LA BELLE: That is the intent.

1 Obviously, as you commented earlier, we'll just have to
2 take a wait and see if anything -- hopefully nothing
3 happens that expands the COVID situation, but subject to
4 everything staying as it is now, we'll be meeting in
5 person. And it will be at the admin facility at 9:30 on
6 April 28th.

7 DIRECTOR BAGNERIS: Okay. At that time I will
8 see everybody with my mask on, and I will look forward
9 to seeing everyone.

10 CHAIRPERSON LA BELLE: Good.

11 DIRECTOR BAGNERIS: All of us being here today
12 was outstanding. I can't remember the last time I saw
13 nine of us together. So it was a great feeling to see
14 us together. Can't thank staff enough for all that they
15 do. That master site plan presentation and all of the
16 input that they give us and how they keep us moving so
17 efficiently. I love the new logo up on the building.

18 I just -- I'm excited about what's to come.
19 This is an outstanding board. I think we have great
20 comments, thought processes. And I look forward to
21 seeing everybody next month.

22 And I also look forward next month to be able
23 to say we have our first black Supreme Court justice on
24 the Supreme Court. So happy Women's History Month.

25 CHAIRPERSON LA BELLE: Thank you, Barbara.

1 Ashleigh.

2 DIRECTOR AITKEN: I echo that, Director
3 Bagneris. I have not watched this much C-SPAN in a
4 decade.

5 So thank you, everyone. Great meeting. Look
6 forward to seeing everybody at Imaginology, but if you
7 can't make it then we will see each other in person next
8 month.

9 CHAIRPERSON LA BELLE: Thank you, Ashleigh.
10 Sandra?

11 DIRECTOR CERVANTES: Great meeting, Director
12 La Belle. Job well done.

13 And then, of course, the entire staff and
14 Michele, thank you again for all you do.

15 CHAIRPERSON LA BELLE: Melahat.

16 DIRECTOR RAFIEI: Thank you again for a great
17 meeting. I'm looking forward to seeing everybody next
18 month. Hoping the numbers stay low enough so we can
19 meet in person. And I'm really looking forward to
20 Imaginology, which is going to happen before I see you
21 all. So maybe I will see you there as well.

22 CHAIRPERSON LA BELLE: Thank you, Melahat.
23 Natalie.

24 DIRECTOR RUBALCAVA-GARCIA: Thank you, Chair
25 La Belle.

1 I just actually want to agree with Director
2 Bagneris. I'm excited for our, you know, future on the
3 Supreme Court. And I have to say because it is Women's
4 History Month, she's so intelligent, and I just cannot
5 see her not getting confirmed. And I also want to wish
6 Melahat a Happy New Year and everybody who celebrates.
7 And that's all I got.

8 CHAIRPERSON LA BELLE: Thank you, Natalie.
9 Nick.

10 DIRECTOR KOVACEVICH: Not much from me today.
11 Thank you all. Very productive meeting. And appreciate
12 the efforts from the staff, the board, and the public
13 who attends and participates as well. Thank you all and
14 look forward to seeing everybody in person soon.

15 CHAIRPERSON LA BELLE: Good. I believe Robert
16 and Newton had to sign off. So if they are there -- I
17 believe they are not.

18 Again, in terms of the April 28th meeting, I
19 have already spoken with Michele about setting the room
20 up, you know, to give as much protocol to distancing and
21 that sort of thing. And I think we can -- we can have a
22 very productive in-person meeting. It's been over two
23 years since we -- I think our last meeting in person was
24 February of 2020. So it's been over two years.

25 I want to thank the board for all of their hard

1 work on the committees and all of their hard work 1
2 helping carry out the objectives of the board.

3 Michele and her staff have done an outstanding
4 job. And I think the strategic plan and the master plan
5 discussion we had today is outstanding. And I look
6 forward to seeing everybody in person on April 28th.

7 With that, nothing further. The meeting is
8 adjourned.

9 (Time noted: 12:04 p.m.)

10 ---o0o---

CERTIFICATE OF REPORTER

I, KATHRYN S. SWANK, a Certified Shorthand Reporter
of the State of California, do hereby certify:

That I am a disinterested person herein; that the
foregoing proceedings were reported, to the best of my
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Certified Shorthand Reporter of the State of California,
and thereafter transcribed into typewriting.

I further certify that I am not of counsel or
attorney for any of the parties to said proceedings nor
in any way interested in the outcome of said
proceedings.

IN WITNESS WHEREOF, I have hereunto set my hand
this 5th day of April 2022.

Kathryn Swank

KATHRYN S. SWANK, CSR
Certified Shorthand Reporter
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ORANGE COUNTY FAIR AND EVENT CENTER
Board of Directors Meeting on 03/24/2022

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