



## Board of Directors Meeting

March 24, 2022

Good morning.

The meeting will begin just after 9:30 a.m. For Public Comment, please use the chat function to communicate to the meeting secretary to indicate which agenda items you would like to speak to.

Please keep your device on mute until called upon to speak.

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

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

**Please keep your device on mute**

The Mission of OCFEC is...

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

*(with results justifying resources expended)*





## 5. Minutes

### **A. Board meeting held February 24, 2022**

#### Action Item





## 6. Matters of Public Comment

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

Comments will be accepted on all other Agenda items at the time each item is listed on the Agenda. Speakers wishing to address the Board on items on the agenda are requested to sign in prior to the start of the meeting and identify the agenda item(s) on which you desire to address the Board. Speakers are limited to three minutes.



## 7. Consent Calendar

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

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



# 8A. Presentation of Draft Strategic Plan Document and Vote on Whether or Not to Move to Public Feedback

Beginning in September 2021, the Board of Directors launched a 3-year strategic planning process. Four individual workshops have been held to-date at which the Board developed the following:

1. New vision and mission statements
2. Strategic direction for:
  - a) Annual OC Fair
  - b) Year-Round Events Program
  - c) Educational Assets/Foundation
  - d) Equestrian Center
  - e) Community Support
3. Implementation steps (developed by staff)

Staff has taken the above content approved by the Board and created a draft strategic plan document. If the presentation is approved, the document will be made available for public feedback.







# STRATEGIC PLAN 2022-2024

# TABLE OF CONTENTS

A Message from the CEO .....	1
Strategic Plan Framework .....	2
Purpose/Programming/Property .....	3
Purpose/Vision/Mission/Values .....	4
Organizational Values .....	5
Annual OC Fair .....	6
Year Round Events Program .....	8
Educational Assets/Foundations.....	9
Equestrian Center.....	11
Communtiy Support.....	13
Property Initiatives .....	14



# A MESSAGE FROM THE CEO



On behalf of the Board of Directors and staff of the OC Fair & Event Center, I am pleased to present this 3-year strategic plan. The OC Fair & Event Center (32nd District Agricultural Association) is an agency of the California Department of Food and Agriculture, and we're proud of the leadership role we play in the community.

The OC Fair & Event Center is represented by a strong Board of Directors that provides direction, guidance and support to the incredible staff that are stewards of the property and its many programs and activities. This strategic plan is the result of a five-month planning process by the Board of Directors and staff to set a course for the organization through the end of 2024.

Our new strategic plan is anchored by the mission, vision and values that create the foundation for all we do. The plan is defined by strategic direction and implementation steps that speak to serving as a true community asset, providing relevant educational opportunities, entertainment options and emergency support.

This is our roadmap for the near-term, and we're excited to begin the journey to accomplish many great things together.

Most sincerely,

A handwritten signature in black ink that reads "Michele Richards".

Michele Richards, CEO  
OC Fair & Event Center



Douglas La Belle,  
Chair



Newton Pham,  
Vice Chair



Ashleigh Aitken



Barbara Bagneris



Sandra Cervantes



Nicholas Kovacevich



Melahat-Refiei



Natalie  
Rubalcava-Garcia



Robert Ruiz

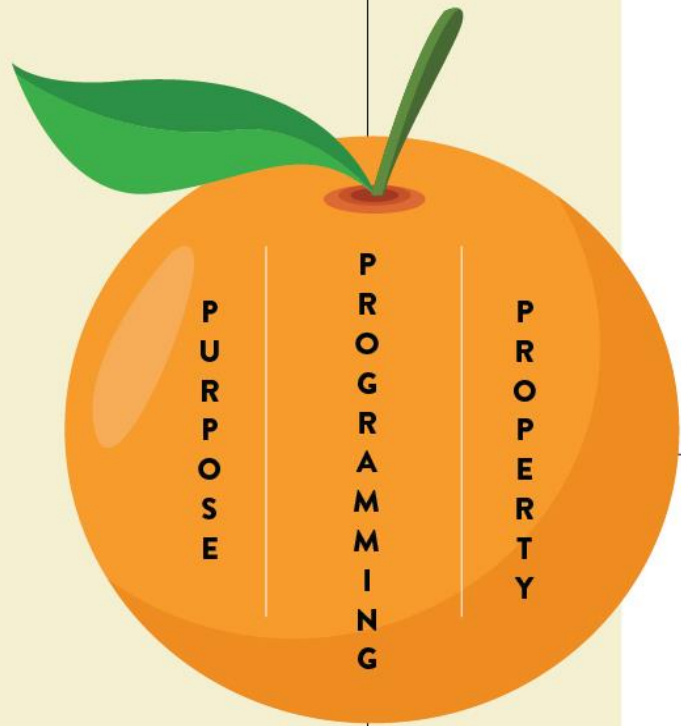




# STRATEGIC PLAN FRAMEWORK

The three-year strategic plan for the OC Fair & Event Center was built around three key platforms of the business – Purpose, Programming and Property. It reflects the strategic direction and goals of the OC Fair & Event Center Board of Directors for the community programs hosted here throughout the year, and for the physical buildings and grounds. This strategic plan has set a future course for the organization and will serve as a tool to support the community for the benefit of the people of Orange County...just as we have throughout our 132 year history.





## Purpose

Purpose

Vision

Mission

Values

## Programming

OC Fair • Year-Round Events • Educational Assets  
Equestrian Center • Community Support

## Property

Short-Term Capital Projects • Master Site Plan



# PURPOSE: Vision, Mission Values

## PURPOSE:

The OC Fair & Event Center is the 32nd District Agricultural Association (32nd DAA), a California state institution that is organized in accordance with the California Food and Agricultural Code.

The 32nd DAA's purposes under the Code are:

- (1) to hold fairs, expositions and exhibitions in Orange County to exhibit the industries and industrial enterprises, resources, and products of every kind or nature of the state, with a view toward improving, exploiting, encouraging, and stimulating them; and
- (2) to construct, maintain, and operate recreational and cultural facilities of general public interest in Orange County.

## VISION:

Orange County's town square – the safe place where the community gathers and finds value

## MISSION:

Creating equitable community access to agriculture, entertainment, cultural and educational experiences

## VALUES:

Safety, People, Integrity, Stewardship,  
Compliance, Diversity & Inclusion,  
Excellence, Community & Neighborliness

# ORGANIZATIONAL VALUES

**Safety:** We prioritize safety first and foremost in everything we do.

**People:** We value all internal and external stakeholders by encouraging their participation and involvement in 32nd DAA programs and activities.

**Integrity:** We are committed to honesty, transparency, and fairness in our relationships with one another and with external stakeholders. We do what is right regardless of who may be watching and follow through on our commitments.

**Stewardship:** We recognize that the 32nd DAA is a California state institution and that all 32nd DAA personnel hold a position of trust on behalf of the people of California. We are committed to serving as faithful stewards of the 32nd DAA's property, resources, and institutional values by acting in the best interest of the 32nd DAA.

**Compliance:** We are each personally committed to ensuring compliance with all applicable laws, regulations, and policies through effective controls.

**Diversity and Inclusion:** We celebrate people from all backgrounds, experiences, and identities. Because we are responsible not only for ourselves but also for others, we speak out against hatred and bigotry whenever and wherever we find them. We strive to maintain a welcoming community where everyone is treated with respect and dignity and can be proud of who they are.

**Excellence:** We are committed to providing best-in-class programs and services by creating a culture of teamwork, innovation, and accountability.

**Community and Neighborliness:** We build on the 32nd DAA's tradition of enriching the lives of all those we serve in a spirit of being good neighbors.





# ANNUAL OC FAIR



1. **STRATEGIC DIRECTION:** The annual OC Fair will establish public/private partnerships designed to benefit and increase accessibility to lower income residents of Orange County so that all who are served are provided a full fair experience.

## IMPLEMENTATION STEPS:

- a. **Years 1-2:** Increase Board directed fair admission ticket donations to local Orange County nonprofits from 2,500 to 5,000 in order to provide access to the county's neediest families. Staff will continue to work with Board members to maximize opportunities throughout Orange County to serve the community with complimentary admission tickets.
- b. **Years 1-2:** Use Board member assistance to identify Orange County nonprofit or community foundations to contribute at least \$50 to each of the 5,000 individuals receiving donated admission in order to provide a full fair experience including food and carnival rides.
- c. **Year 3:** Increase the number of donated fair admission tickets to needy OC families by 50%.

2. **STRATEGIC DIRECTION:** The annual OC Fair will create an opportunity each year for increased local business participation for merchants and concessionaires.

## IMPLEMENTATION STEPS:

- a. **Year 1:** Continue outreach through OC chambers of commerce and Destination Management Organizations to local merchants and restaurants to identify at least five additional local OC businesses to participate in the 2022 OC Fair.
- b. **Year 2:** Develop a portable concessions operation and/or pop-up concept to give local restaurants an opportunity to participate beginning with the 2023 OC Fair.
- c. **Year 3:** Continue expanding the "local business" program increasing the number of local merchants and restaurants participating in the 2024 fair by 25%.



# ANNUAL OC FAIR

- 3. STRATEGIC DIRECTION:** Marketing and advertising plans will focus on promoting and highlighting free of charge programming at the annual OC Fair in order to become the #1 destination of choice for family activities each summer. The OC Fair will be “a place where you can break out with your family without breaking the bank.”

## IMPLEMENTATION STEPS:

- Year 1:** Develop a mini-campaign within the full advertising campaign for the 2022 OC Fair which focuses on “affordable family fun.”
- Year 1:** Develop benchmark metrics to measure the success of the “affordable family fun” campaign including the number of positive comments from the patron surveys, positive social media comments and industry recognition awards.
- Year 2:** Show a year-over-year increase for all identified metrics.
- Year 3:** Show an additional year-over-year increase for all identified metrics.

- 4. STRATEGIC DIRECTION:** : The OC Fair will be the #1 fair in the State of California and in the Top Five in the U.S. for providing an exceptional guest experience to include educational offerings, exhibits that highlight the community and activities that promote traditions and family connections.

## IMPLEMENTATION STEPS:

- Years 1-3:** Achieve guest satisfaction ratings above 4.0 in all categories in the annual OC Fair patron survey.
- Years 1-3:** Introduce at least one new family-friendly exhibit or attraction each year at the OC Fair that highlights family traditions and connections.
- Years 1-3:** Present an annual “State of the Fair” address to the Board of Directors and public.
- Year 2:** Conduct a post-fair focus group to measure patron feedback on their guest experience at the 2023 OC Fair.





# YEAR-ROUND EVENTS PROGRAM



1. OC Fair & Event Center will curate and offer more self-produced events to deliver relevant content and unique experiences to OC residents, particularly focused on youth, diversity and community.
  - a. **Year 1:** Reintroduce an in-person Imaginology with a goal to attract up to 10,000 attendees per day, keeping within the current CA Department of Public Health guidelines for mega events.
  - b. **Year 2:** In addition to Imaginology, the Fall craft beer festival (Boo Ha Ha) and the Veterans Day celebration, introduce a new self-produced event focused on agriculture education.
  - c. **Year 3:** Introduce 1-2 new self-produced events that bring OC agencies together with the public in service of the greater community, particularly youth, i.e. job fairs and meet 'n greets with OC law enforcement and fire authorities.
2. Entertainment offerings in the Pacific Amphitheatre will expand to include activities outside of traditional fair dates.
  - a. **Year 1:** Expand pre-and post-fair concerts in the Pacific Amphitheatre, adding 17 shows for a total of 40 performances in 2022.
  - b. **Year 2:** Book 2-3 additional Pacific Amphitheatre performances outside of 2023 fair dates.
  - c. **Year 3:** Offer at least 45 performances in the Pacific Amphitheatre in 2024.
3. OC Fair & Event Center will expand exposure to the business community in order to become a well-known and frequently used venue for Orange County businesses and business leaders.
  - a. **Year 1:** Work with OC Business Council and various OC chambers of commerce to expand OCFEC's exposure to the business community. Launch a marketing campaign by the end of 2022 focused on rental opportunities targeted to the business community.
  - b. **Year 2:** Book 4-5 mid-week business event opportunities in 2023.
  - c. **Year 3:** Book an additional 4-5 mid-week business event opportunities in 2024.



# EDUCATIONAL ASSETS/FOUNDATIONS

1. Centennial Farm will host more events to introduce more students and families to agriculture and agriculture-related topics, including nutrition and healthy eating.
  - a. **Year 1:** Begin research and development for a collaboration with OC Health Care Agency to offer family healthy eating events and classes at Centennial Farm.
  - b. **Year 1:** Begin research and development for an annual “Farm Day” at Centennial Farm featuring public agriculture-based educational programming
  - c. **Year 2:** Introduce a nutrition component to the Jr. Farmer tours at Centennial Farm beginning in Fall 2023.
  - d. **Year 3:** Increase attendance from 2023 numbers by 10% at agriculture and healthy eating programs.
2. Heroes Hall and Centennial Farm will work with the Heroes Hall Veterans Foundation and the Centennial Farm Foundation to better define the connection/relationship between the Board and the Foundations in order to provide more access to student and community groups that may face barriers to attendance.
  - a. **Year 1:** In advance of the expiration of each foundation’s MOU, review terms and incorporate changes to increase each foundation’s support of OCFEC educational assets.
  - b. **Year 2:** Work with each foundation to identify annual fundraising opportunities to increase funding for Heroes Hall and Centennial Farm programming.



# EDUCATIONAL ASSETS/FOUNDATIONS



3. Heroes Hall will connect OC youth with veterans from Orange County through community events, school tours and other educational opportunities, including producing the premier Veterans Day celebration in Orange County.
  - a. **Year 1:** Plan and execute a 2022 Veterans Day event with a year-over-year attendance increase from 2021 and increased participation by elected officials.
  - b. **Year 2:** Work with the OC Department of Education to host at least 5 high school tours of Heroes Hall.
  - c. **Year 3:** Introduce opportunities in 2024 for students to connect with OC veterans by hosting at least two related events.



4. OC Fair & Event Center will launch a media campaign to inform the public about the contributions the organization makes to the community including at Heroes Hall, Centennial Farm and our emergency support services.
  - a. **Year 1:** Develop a multi-platform public relations campaign to increase awareness of OCFEC's contributions to the community, targeting at least 10 positive stories throughout the year about Heroes Hall, Centennial Farm and OCFEC emergency support services.
  - b. **Year 2:** Launch a speaking tour focused on OCFEC's contributions to the community, targeting at least 5 opportunities outside of fair dates for both the CEO and Board members.
  - c. **Year 3:** Increase the number of positive stories and speaking opportunities by 20%.



# EQUESTRIAN CENTER

1. **STRATEGIC DIRECTION:** OC Fair & Event Center’s equestrian center will serve as a true public asset to ensure greater access to a broader group of constituents throughout Orange County. It will be operated as a “best in breed” equine venue with the highest standard of care for boarded horses and animals in need of shelter during emergencies.

## IMPLEMENTATION STEPS:

- a. **Year 1:** Work with OC Animal Care to establish baseline emergency evacuation procedures and required supplies/equipment. Develop a written procedure and plan for emergency evacuations by June 30, 2022.
- b. **Year 1:** Establish standard operating procedures for equine care that meet or exceed industry best practices and begin roll-out by February 1, 2023.
- c. **Year 2:** Start development of a public tour program of the equestrian center led by volunteer docents with educational components and hands-on activities by the end of 2023.
- d. **Year 3:** Explore a partnership with at least one equine-related nonprofit organization to provide low cost or no cost riding services to community members, particularly at-risk youth, by the end of 2024.

2. **STRATEGIC DIRECTION:** OC Fair & Event Center staff will operate the equestrian center, planning and executing programming to the maximum benefit of the public. The programming will be focused on equine education and entertainment for the public.

## IMPLEMENTATION STEPS:

- a. **Year 1:** Work with current operator to develop a transition plan for the operation of the Equestrian Center to include establishing administrative/accounting systems and procedures, staffing and budgeting with planning completed by the end of 2022, and self-operation beginning January 1, 2023.
- b. **Year 1:** Hire an equestrian center supervisor by the end of 2022 who, after an appropriate transition period, will take over leadership of the venue beginning in January, 2023 and staff as required.
- c. **Year 2:** Develop a revenue-generating horse show program for the public by the end of 2023 with the goal of hosting at least two public horse shows by August, 2023.
- d. **Year 3:** Leverage connections with OC public schools through Centennial Farm and Heroes Hall contacts to launch a school tours educational program with the goal to host at least 10 school groups by August, 2024.



# EQUESTRIAN CENTER



**3. STRATEGIC DIRECTION:** The equestrian center programming will be integrated into other OC Fair & Event Center activities throughout the year including the annual OC Fair and Imaginology.

## IMPLEMENTATION STEPS:

- a. **Year 1:** Work with current equestrian center trainers to include an equine-related exhibit at the 2022 OC Fair.
- b. **Year 2:** OCFEC agriculture education team will work with equestrian center users to develop a public equine education exhibit and tour program for students and the general public.
- c. **Year 3:** Launch the public exhibit and tour program to integrate with the start of Jr. Farmer tours at Centennial Farm by Fall, 2024.

**4. STRATEGIC DIRECTION** The business model for the equestrian center will balance the requirement to operate as a public benefit venue with the need to be financially sound.

## IMPLEMENTATION STEPS:

- a. **Year 1:** Complete assessment of current equestrian center operations and develop new automated processes and procedures in preparation for self-operation by the end of 2022.
- b. **Year 2:** Develop a detailed P&L to determine true operational performance with specific revenue and expense targets, including all maintenance expenses not previously included in the equestrian center budget.
- c. **Year 3:** Identify and sign at least one equestrian center sponsor.



# COMMUNITY SUPPORT

1. **STRATEGIC DIRECTION:** OC Fair & Event Center will mobilize stakeholders and partners to complement the organization's efforts in supporting the community.

## IMPLEMENTATION STEPS:

- a. See #1 under Annual Fair

2. **STRATEGIC DIRECTION:** OC Fair & Event Center will ensure that proper resources are allocated for responding to emergencies, including adequate funding, equipment and staffing.

## IMPLEMENTATION STEPS:

- a. **Year 1:** Review current written emergency response plans and recommend additional funding, equipment and staffing in time for the 2023 budget process.
- b. **Years 2 and 3:** Conduct annual reviews of written emergency response plans prior to each year's budget process and add new funding, equipment and staffing to meet the Governor's requirements to serve as an emergency resiliency center.

3. **STRATEGIC DIRECTION:** OC Fair & Event Center will be accessible to nonprofits, community groups and public officials conducting official business through rental fee waivers or discounts.

## IMPLEMENTATION STEPS:

- a. **Year 1:** Continue to work with Senator Min's office to introduce legislation allowing for local fair board approval to provide rental fee waivers or discounts to nonprofits, community groups and public officials conducting official business. Include \$150,000 in rent relief funds in the 2023 budget.
- b. **Year 2:** Re-introduce the Community Engagement Program and employee review panel to allow local nonprofits and community groups to apply for rental fee waivers and discounts, increasing funding in the 2024 budget up to \$200,000.





# PROPERTY INITIATIVES



The Board of Directors will be discussing future direction for the OC Fair & Event Center property, making decisions about a 10-year Master Site Plan. Once approved, the projects identified in the plan for 2022-2024 will be added to this document.



## 8A. Presentation of Draft Strategic Plan Document and Vote on Whether or Not to Move to Public Feedback

The Board will discuss any further edits to the document and preference for gathering public feedback.

### **RECOMMENDATION:**

Staff recommends posting the draft strategic plan document for public feedback.



## 8B. Phase-by-Phase Review of Draft Master Site Plan Concept and Vote on Next Steps

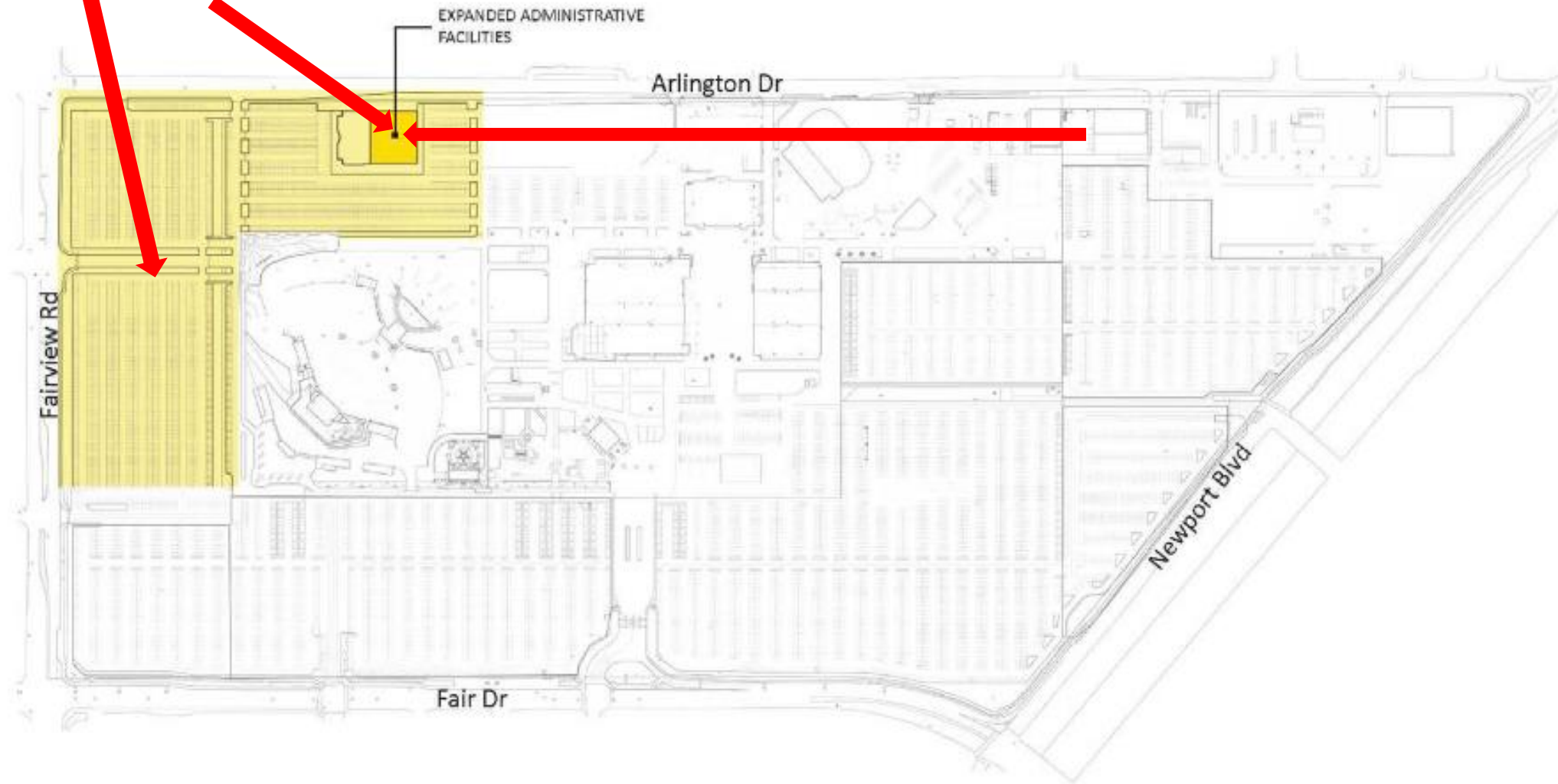
A draft Master Site Plan concept was developed in 2018, but temporarily tabled by the Board of Directors pending the completion of an infrastructure audit. The on-site infrastructure audit was completed in July 2020, and the final reports were delivered in January 2021. This gave further input regarding the direction for the OCFEC property.

As part of the Board's strategic planning process, the draft Master Site Plan concept and infrastructure audit were once again reviewed and the Board began a process to consider property needs in connection with the programming goals developed as part of a 3-year strategic plan.



## EXPAND ADMINISTRATION BUILDING

- Offices for Exhibits, Creative Services and Sales staff
- Sally Port and Main Bank
- Historic Archives and Record-Keeping Storage
- Landscaping
- Parking Lot Restriping
- Civil/Storm Water/Lighting/Signage

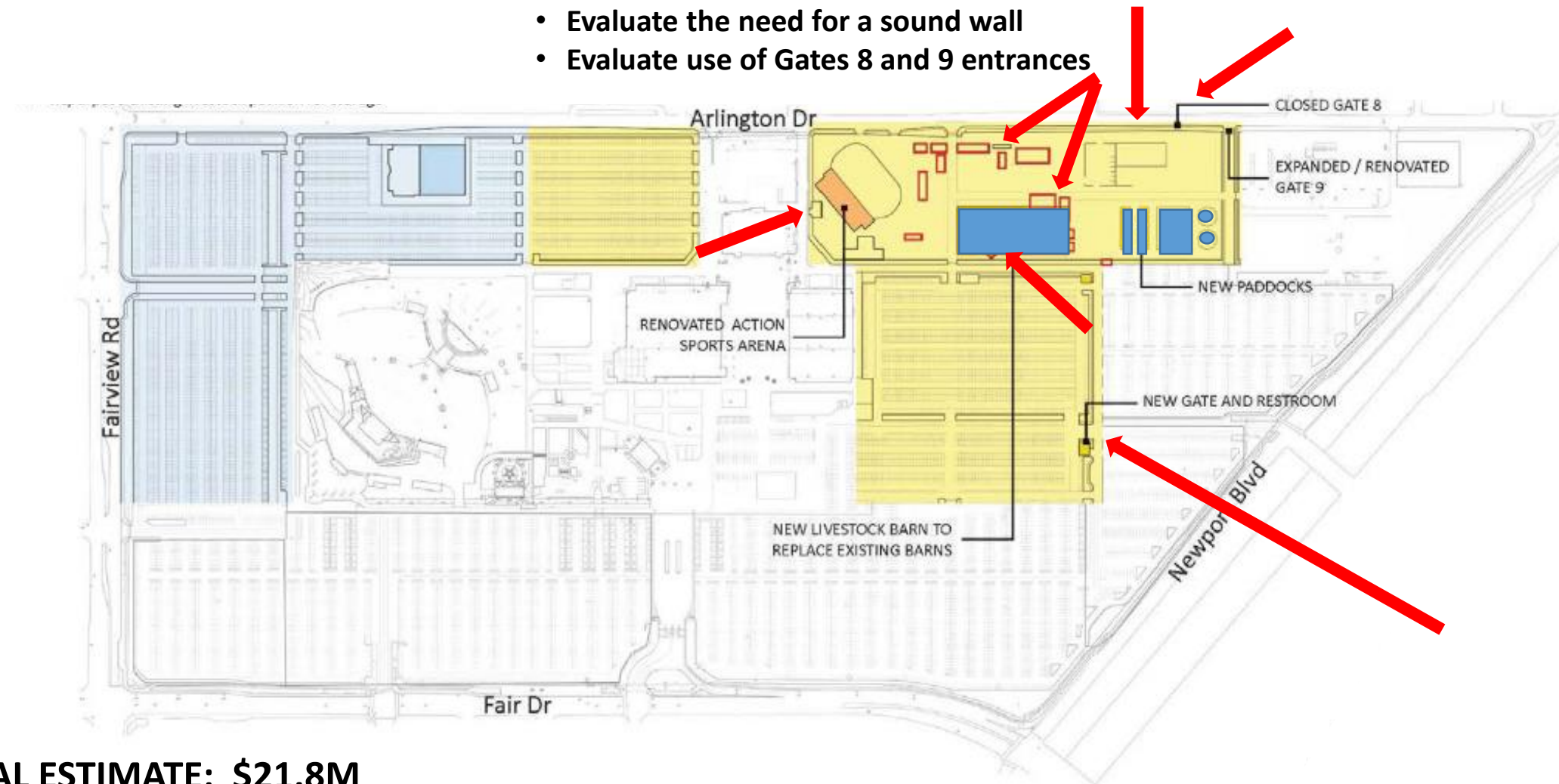


**ORIGINAL ESTIMATE: \$22.9M**



## CREATE AN "AGRIPLEX"

- Demolish 3 old barns, storage sheds, Ranch Building and Exhibits Offices
- Move livestock show arena and repurpose for storage
- Build new livestock barn with exhibit and show space, storage, and portable stall system for shows and emergencies
- Expand F&B building and storage space
- Build 2 open air barns/paddocks to support agriculture/livestock/equine shows
- Build outdoor lunging area
- Evaluate new midway entrance gate and restrooms
- Replace Action Sports Arena seating with stadium seating
- Replace ASA boards with portable board system
- Evaluate the need for a sound wall
- Evaluate use of Gates 8 and 9 entrances

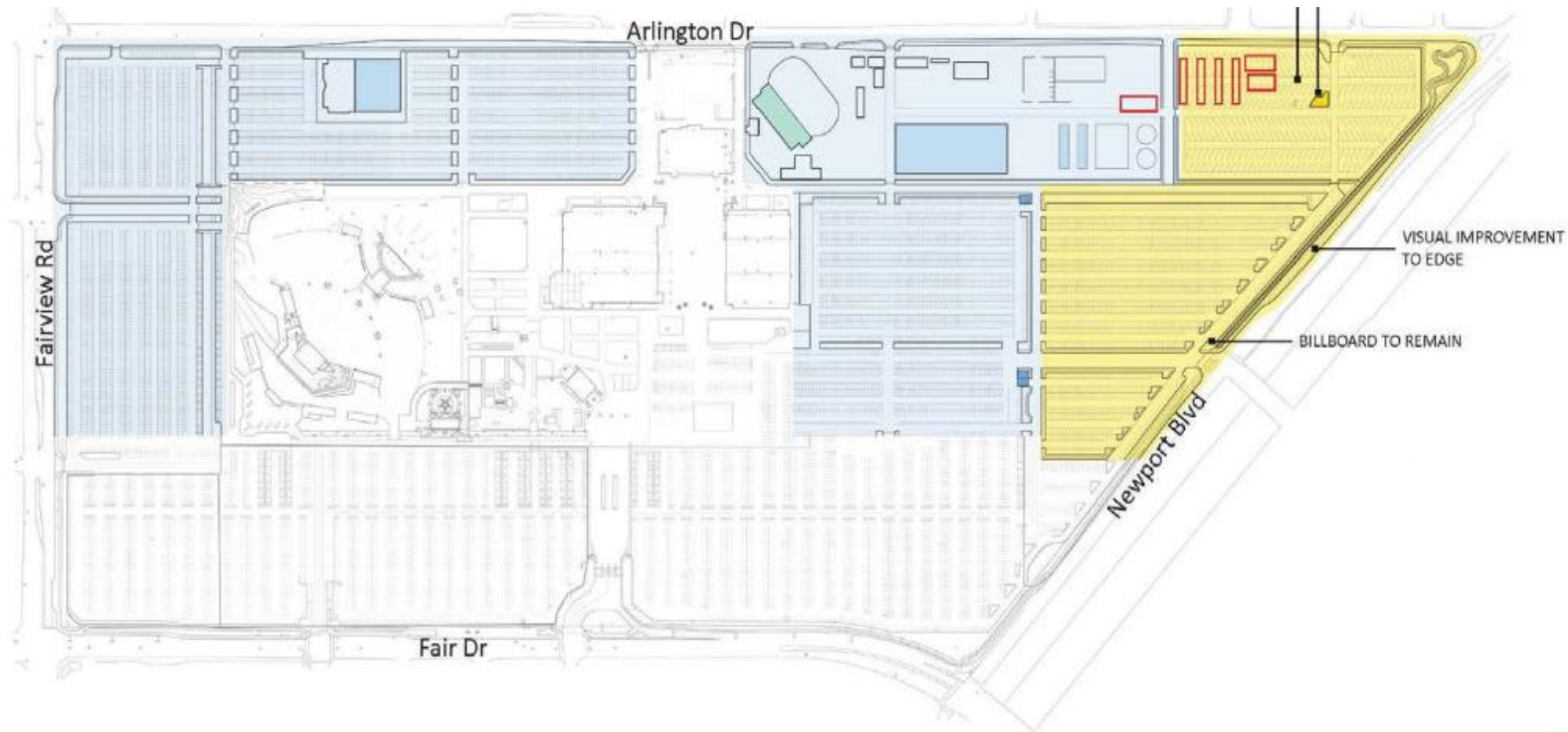


**ORIGINAL ESTIMATE: \$21.8M**



## EQUESTRIAN CENTER

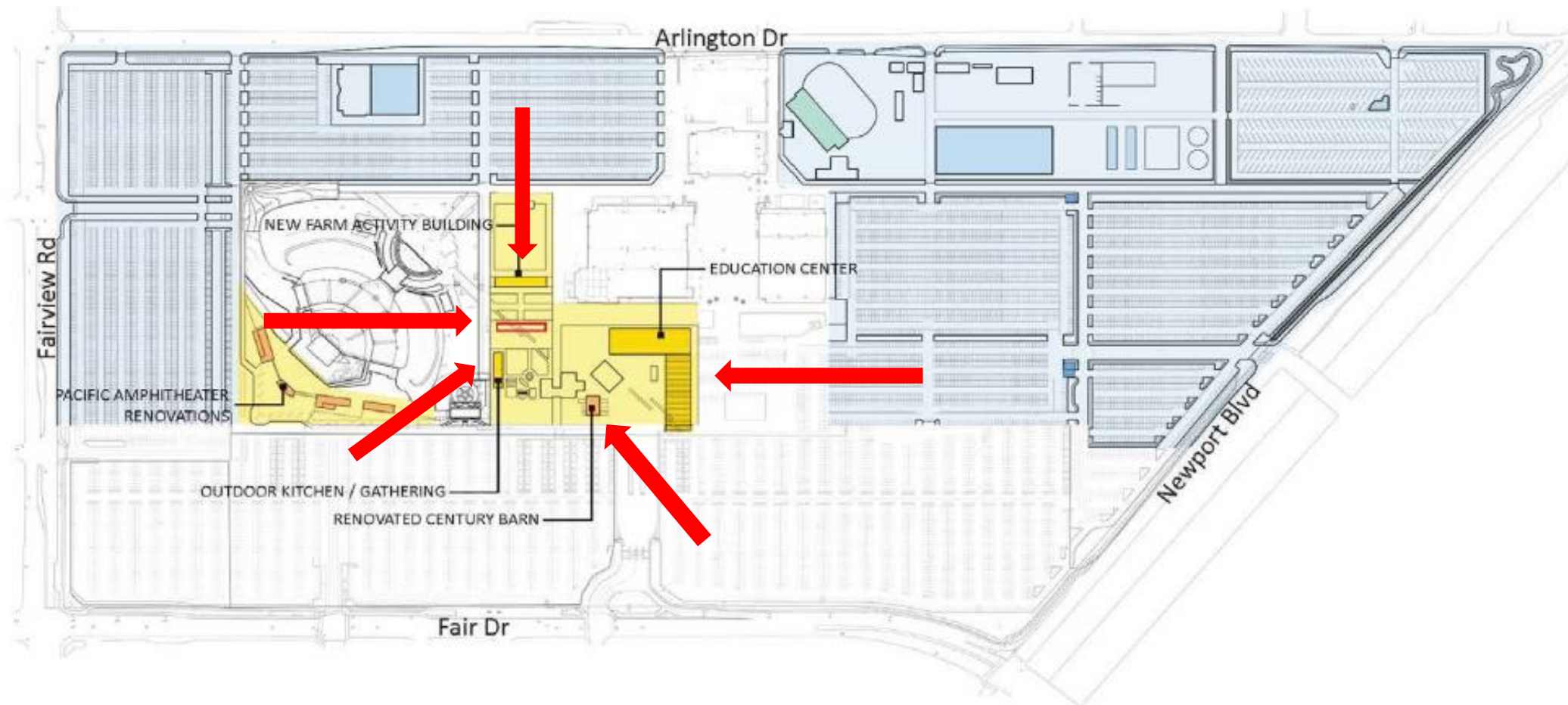
- Assume management and oversight January 1, 2023
- Assess financials at the end of 2023 and make further recommendations
- Assess location of EQC office and supporting operations behind the office related to proposed Agriplex
- Take care of general maintenance and repairs



**ORIGINAL ESTIMATE: \$16.1M**

## CENTENNIAL FARM UPGRADES

- Demolish Building 15 and the OCWS trailer
- Build a multi-purpose education center with breakout rooms, restrooms, offices, meeting room
- Build a Farm Activity Building to include OCWS offices
- Build an outdoor kitchen for nutrition classes
- Renovate or replace Century Barn



**ORIGINAL ESTIMATE: \$27.4M** (includes Pac Amp renovations)

## PACIFIC AMPHITHEATRE RENOVATION

- Renovate or replace Pac Amp outside plaza, box office and concourse restrooms
- Replace existing artist trailers with proper green rooms and offices
- Assess needed structural and physical upgrades to the entire facility
- Landscape of site area
- Parking lot restriping
- Civil/Storm Water/Lighting/Signage

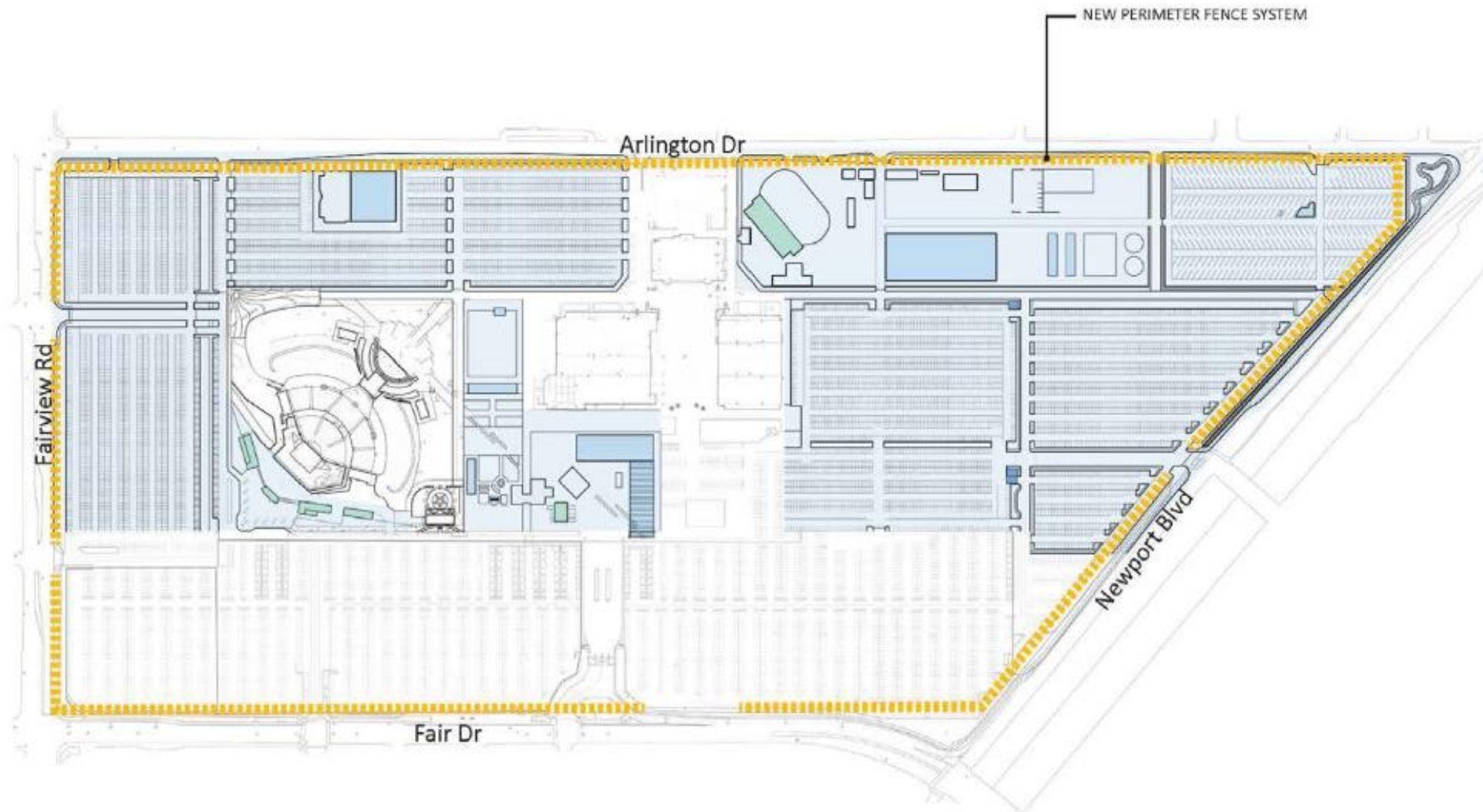


**ORIGINAL ESTIMATE: \$27.4M** (includes Centennial Farm upgrades)



## PERIMETER FENCE & SITE IMPROVEMENTS

- Install perimeter fence system
- Wayfinding signage (in progress)
- All grounds PA system (in progress)
- Civil/Storm Water/Lighting/Signage

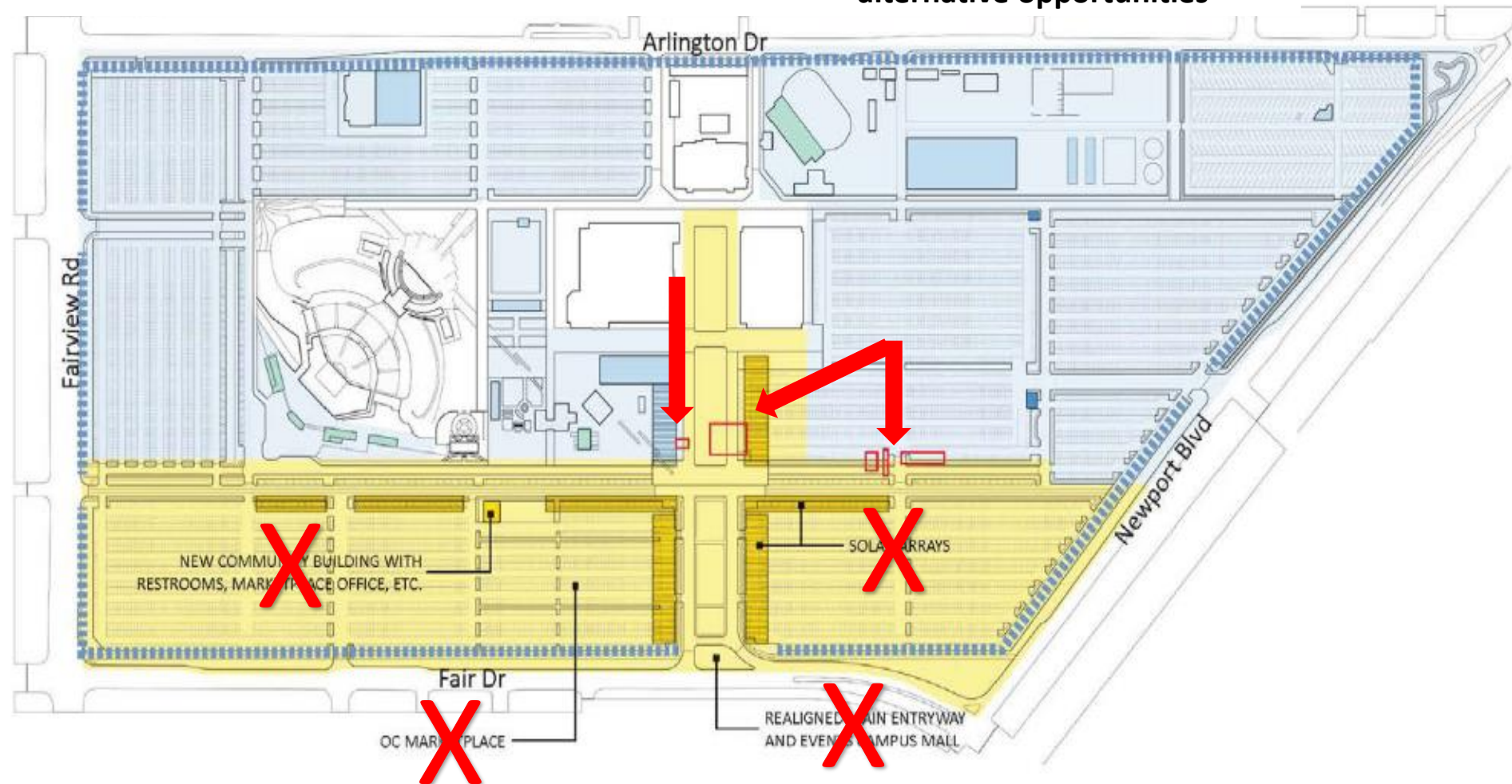


**ORIGINAL ESTIMATE: \$9.4M**



## MAIN ENTRANCE RELOCATION

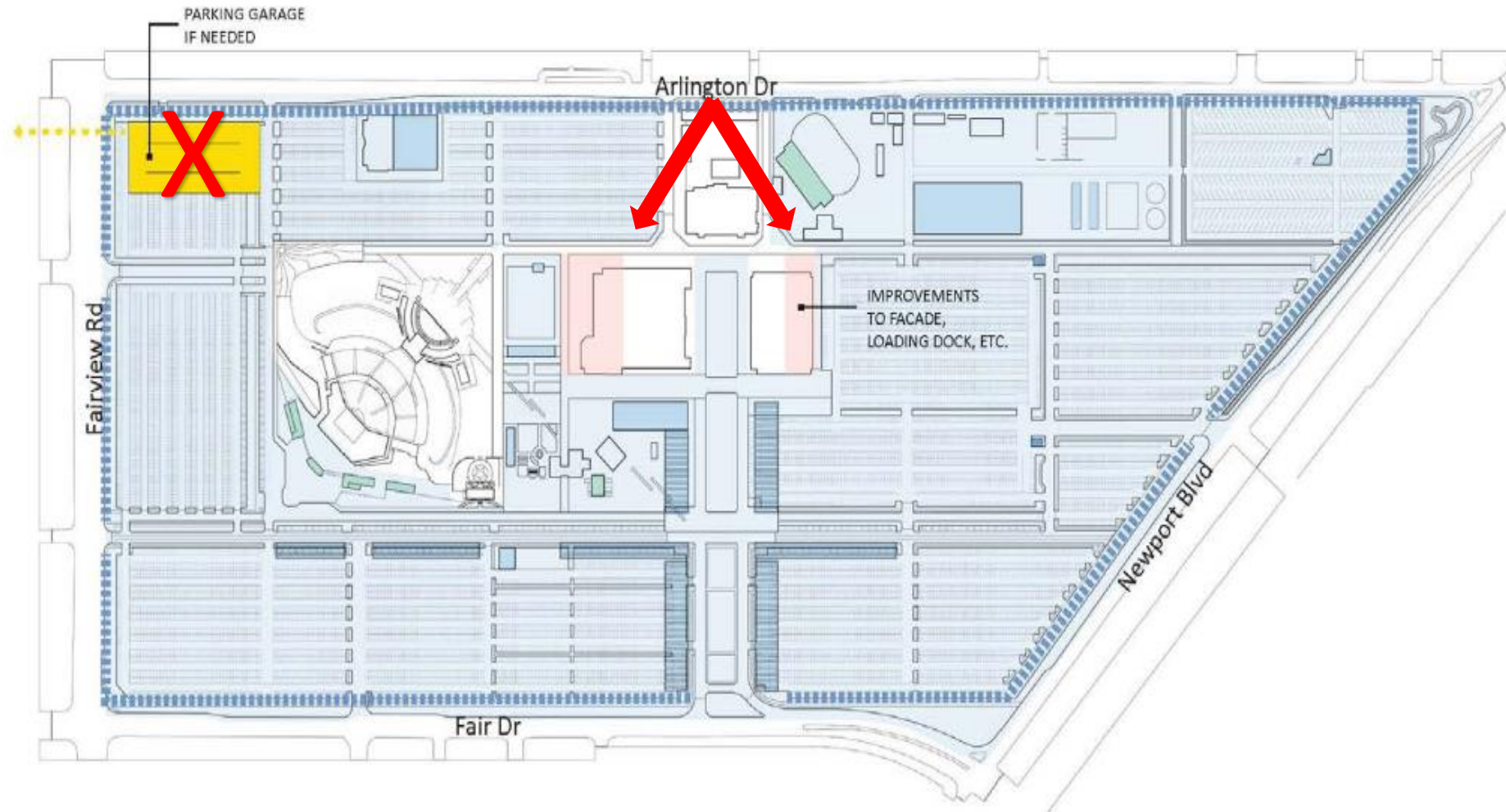
- Demolish OC Market Place buildings (power substation may still be needed)
- Evaluate need for existing restroom
- Do not relocate main entrance
- Re-evaluate traffic flow with existing configuration
- Do not build new OCMP offices, restrooms or multi-purpose room
- Do not install structure solar arrays; look for alternative opportunities



ORIGINAL ESTIMATE: \$50.8M

## OTHER PROJECTS

- Do not build a parking structure
- Develop improvements to exhibit building facades
- Continue to realign/restripe parking as we go along



**ORIGINAL ESTIMATE: \$20.6M**

# Next Steps

- Staff to develop a plan based on logical priority of projects and reasonable timeline
- Internal team to develop concept drawings
- Develop and recommend a financing plan
- Work with CCA on what is required going forward





## 8B. Phase-by-Phase Review of Draft Master Site Plan Concept and Vote on Next Steps

### **RECOMMENDATION:**

Staff is recommending approval of selected projects included within the Master Site Plan concept and will be recommending prioritization of those projects. The finance plan development, in coordination with CCA (California Construction Authority) to follow.



## 8C. Review of Amendment to Board Policy 6.04 (High Profile Event Policy) and Vote to Ratify

At the February 2022 meeting, the Board of Directors approved staff's and the Governance Committee's recommendation to amend the High Profile Event Policy 6.04 requiring 10 days' advance notice, rather than 7 days'.

The policy document has been amended and the Board will vote to ratify the new policy as attached.

### **RECOMMENDATION:**

Staff recommends to the Board to ratify the amendment to Board Policy 6.04 as approved by the Board at the March 2022 meeting.



## 8D. Preview of Imaginology 2022

Imaginology is back in-person April 9-10. Joan Hamill, Chief Business Development Officer, will present a preview of this special event.







# IMAGINOLOGY

⚙ POWER YOUR ⚙

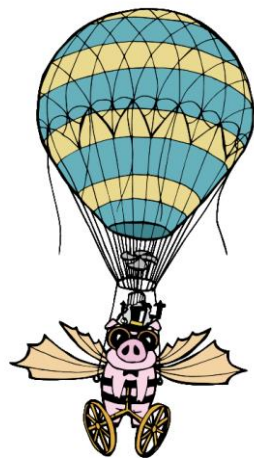
IMAGINATION

*APRIL 9 - 10, 2022*

IMAGINOLOGY IS PROUDLY SPONSORED BY







# IMAGINOLOGY

• POWER YOUR •  
**IMAGINATION**  
— AT THE OC FAIRGROUNDS —

Free Family Fun  
April 9 – 10  
10 a.m. – 5 p.m.



- Make-shops
- Demonstrations
- School Projects
- Competitions
- Activities
- Entertainment
- Agriculture exhibits
- 4-H & FFA
- Arts OC & Día del Niño



# 8E. Committee/Ad Hoc Committee/Liaison Reports

## INFORMATION ITEM:

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

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





[nass.usda.gov/AgCensus](https://nass.usda.gov/AgCensus)

California's **46,235** women ag producers account for **10.9 million** acres and **\$15.6 billion** in agriculture sales.

*Source: 2017 Census of Agriculture.*



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE







Nowruz. Happy new year.





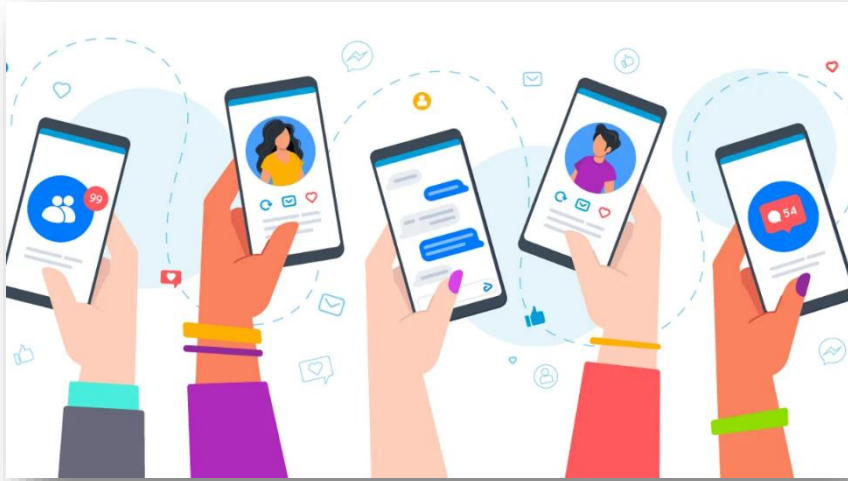
## 9. Closed Session

- A. Pending Litigation** – The Board will meet in closed session to consult with legal counsel regarding the following pending litigation. [Gov. Code section 11126(e).]
- i. To confer with and receive advice from legal counsel regarding potential litigation involving the 32nd District Agricultural Association. Based on existing facts and circumstances, the Board of Directors will decide whether to initiate litigation. (Govt. Code, § 11126, subd. (e).)
  - ii. To confer with and receive advice from legal counsel regarding potential litigation involving the 32nd District Agricultural Association. Based on existing facts and circumstances, there is significant exposure to litigation against the 32nd District Agricultural Association. (Govt. Code, § 11126, subd. (e).)
  - iii. To confer with counsel, discuss, and consider the following pending litigation to which the 32nd DAA is a party. Adam Carleton v. 32nd District Agricultural Association, et al., Orange County Superior Court, Case No. 30-2020-01174951-CU-OE-CJC
- B. Personnel:** The Board will meet in closed session to consider the evaluation of performance of the General Manager / CEO. [Govt. Code, § 11126, subd. (a).]





# 10. CEO's Operational Announcements & Updates



## 2021 vs. 2019

Web site users up 35% (3.4M)  
Social media audience up 12.3%  
Media exposure up 13%  
Total AVE: \$71M vs. \$14M



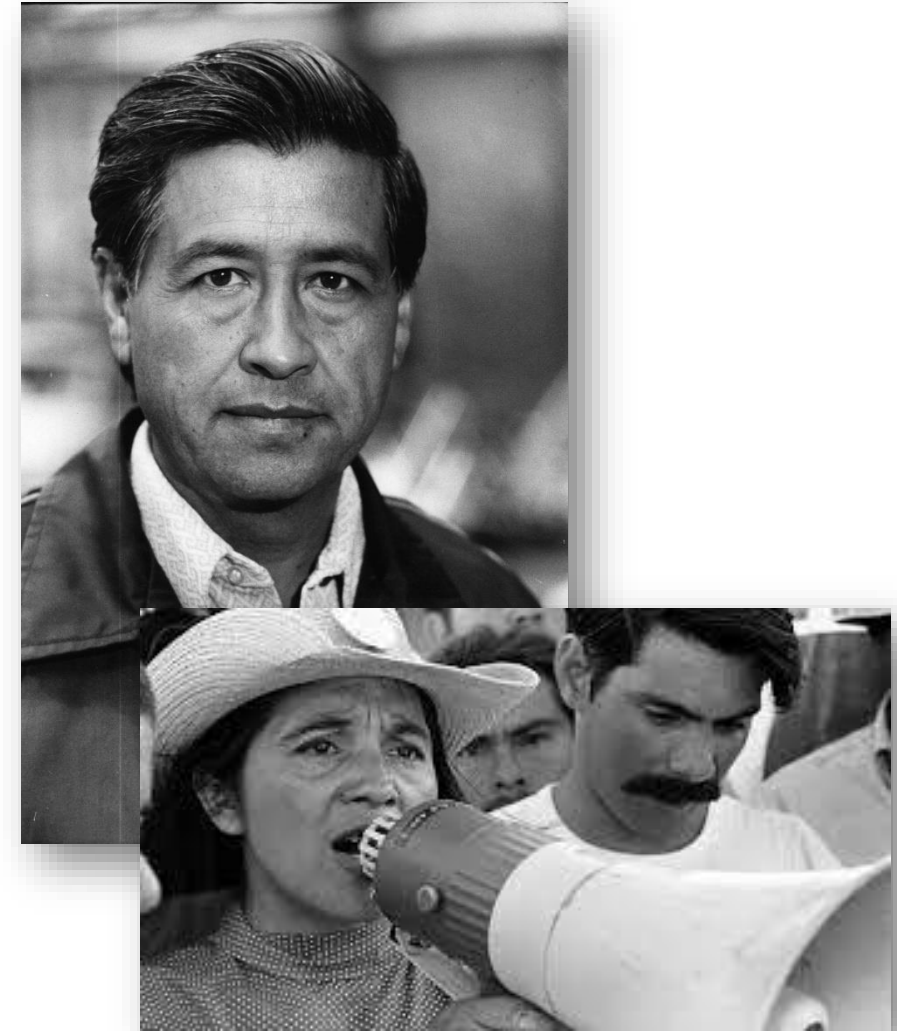
# 10. CEO's Operational Announcements & Updates



**Rest in Peace “Ally”**



**Carol Singleton,  
Woman of Distinction**



**March 31  
Cesar Chavez**



# For the Month Ended February 28, 2022

	<b>Actual</b>	<b>Budget</b>	<b>Variance</b> Favorable (Unfavorable)
YTD Revenue	\$ 1,077,429	\$ 768,700	\$ 308,729
YTD Expenses	<u>\$3,831,223</u>	<u>\$5,362,840</u>	<u>\$1,531,617</u>
YTD Net Proceeds (Deficit)	<u>\$(2,753,794)</u>	<u>\$(4,594,140)</u>	<u>\$1,840,346</u>





# Cash and Cash Equivalents

	<u>February 28, 2022</u>	<u>February 28, 2021</u>
Cash on Hand	\$ 3,610,527	\$ 967,576
Investments	<u>\$57,995,326</u>	<u>\$38,860,911</u>
Total Cash and Cash Equivalents	<u>\$61,605,853</u>	<u>\$39,828,487</u>
Year over Year Increase	<u>\$21,777,366</u>	
Year over Year % Increase	54.7%	



# EVENTS UPDATE



March 26



April 2



April 2 - 3



April 9 - 10



April 9 – TR Boxing  
April 16 – Fight Club



April 16



April 16



Mondays - Fridays



Thursdays

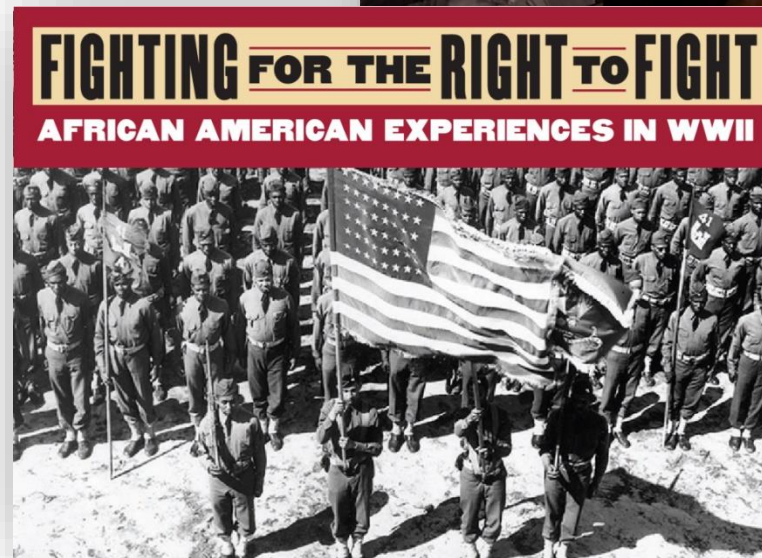
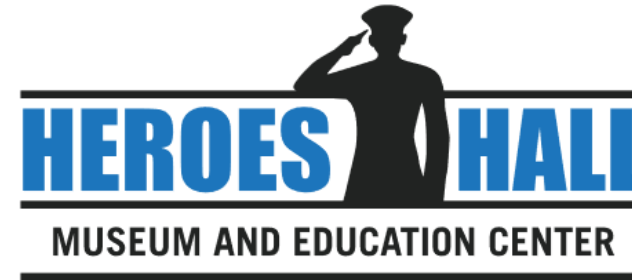




# EVENTS UPDATE



Gifts from the Kitchen - Strawberry Jam  
March 26  
SOLD OUT



## Speakers Series



April 2  
Janice Munemitsu  
*The Kindness of Color*



April 16  
Hon. Frederick Aguirre, Ret.  
*Eagles in the Sky*





# 11. Board of Directors Matters of Information

**Next Board Meeting**

**April 28, 2022**

