



In the Matter Of:

ORANGE COUNTY FAIR AND EVENT CENTER

BOARD OF DIRECTORS MEETING

September 22, 2022

Case No:

CERTIFIED COPY

1 IN THE MATTER OF:

2 32ND DISTRICT AGRICULTURAL ASSOCIATION

3 ORANGE COUNTY FAIR AND EVENT CENTER

4 BOARD OF DIRECTORS MEETING

5 THURSDAY, SEPTEMBER 22, 2022

6 9:30 A.M.

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9 Meeting of the OCFEC Board of Directors, stenographically
10 reported by Charissa De La Torre, a stenographer, commencing
11 at 9:30 a.m. and ending at 11:54 a.m., Thursday, May 26,
12 2022, at 88 Fair Drive, Costa Mesa, California

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1 APPEARANCES OF BOARD MEMBERS:

2 Doug La Belle, Chair
3 Natalie Rubalcava-Garcia, Member
4 Ashleigh Aitken, Member
5 Robert Ruiz, Member

6 ALSO PRESENT:

7 Michelle Richards, Chief Executive Officer
8 Ken Karns, Chief Operating Officer
9 Joan Hamill, Chief Business Development Officer
10 Josh Caplan, Deputy Attorney General
11 Summer Angus, Meeting Secretary
12

13 PUBLIC SPEAKERS:

14 Reggie Mundekis
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1 32ND DISTRICT AGRICULTURAL ASSOCIATION

2 ORANGE COUNTY FAIR AND EVENT CENTER

3 BOARD OF DIRECTORS MEETING

4 THURSDAY, SEPTEMBER 22, 2022

5 9:30 A.M.

6
7 CHAIR LA BELLE: We do not have a quorum today. So
8 we will just be going through the agenda with the board
9 members that are here that will be making recommendations for
10 the full board when we do have a meeting. In all likelihood,
11 there are a couple of items that are fairly time sensitive,
12 so we will be working to have a meeting now and when we would
13 normally meet in October. So I'll be asking the directors --
14 the three that will be here dates that might work for them,
15 and then we'll go ahead and schedule it as appropriate.

16 They are trying to get me hooked up here. But I
17 think we can go ahead, and if you could read the mission
18 statement, Michelle.

19 MS. RICHARDS: I will. Do you want to open the
20 meeting?

21 CHAIR LA BELLE: Yes.

22 MS. RICHARDS: Okay. The mission of the OC Fair and
23 Event Center is creating equitable community access to
24 agriculture, entertainment, cultural, and educational
25 experiences.

1 CHAIR LA BELLE: Could you call the roll, Summer,
2 please?

3 MS. ANGUS: Chair La Belle?

4 CHAIR LA BELLE: Here.

5 MS. ANGUS: Vice Chair Pham?

6 (No Answer)

7 MS. ANGUS: Director Rubalcava-Garcia?

8 DIRECTOR RUBALCAVA-GARCIA: Here.

9 MS. ANGUS: Director Cervantez?

10 (No answer)

11 MS. ANGUS: Director Ruiz?

12 DIRECTOR RUIZ: Here.

13 MS. ANGUS: Director Bagneris?

14 (No answer)

15 MS. ANGUS: Director Aitken?

16 DIRECTOR AITKEN: Here.

17 MS. ANGUS: And Director Kovacevich?

18 (No answer)

19 CHAIR LA BELLE: Just for the record, Natalie
20 called. She will be here, but she is stuck in traffic.
21 She'll be here momentarily. Michelle, do you want to
22 introduce public participation?

23 Let's do the pledge. Ashley, can you lead us in the
24 pledge, please?

25 (Pledge of allegiance)

1 CHAIR LA BELLE: Okay. Now, I believe it's --

2 MS. RICHARDS: Now, we have approval of the minutes.
3 Oh, roll call. No. We already did roll call. Sorry.

4 CHAIR LA BELLE: I jumped the gun. Sorry.

5 MS. RICHARDS: No worries. Yes, we have approval of
6 the minutes.

7 DIRECTOR AITKEN: I'll make the motion to approve
8 the minutes from the June board meeting. Well, I don't know
9 if we could do that.

10 MR. CAPLAN: For the board members that are here,
11 you can go through the formalities of motion in a second.
12 Just know the action you take is a recommendation. It's not
13 going to result in the actual approval the minutes, but would
14 simply be reflected on the next agenda, if there was an item
15 on the agenda for the board to affectively adopt the
16 recommendations these board members make today.

17 DIRECTOR AITKEN: Should we make the recommendation
18 to just table it for our next board meeting?

19 MR. CAPLAN: You can do that too. That's fine.

20 CHAIR LA BELLE: I'll second that motion.

21 MR. CAPLAN: I think the matter would just be tabled
22 because you also can't take action on tabling it.

23 MS. RICHARDS: So we won't be taking votes today?

24 MR. CAPLAN: That's right. Yes.

25 MICHELE RICHARDS: It's the recommendation of the

1 board to approve the minutes from the June 23rd Board
2 Meeting?

3 DIRECTOR RUIZ: Okay. I'm sorry. So we're
4 approving the minutes. We are making the recommendation to
5 table them? What are we doing?

6 MS. RICHARDS: Yes. It's a recommendation to
7 approve the minutes. They'll appear on the next board
8 meeting agenda for formal approval.

9 DIRECTOR RUIZ: Okay. I thought I was voting on a
10 table. Because if that's the case, I'm going to abstain
11 because I was not here at the last meeting.

12 CHAIR LA BELLE: We'll just put it on the next
13 agenda.

14 MS. RICHARDS: Yes. Absolutely.

15 CHAIR LA BELLE: I'm struggling with my computer
16 here. So I'm relying on you, Michelle.

17 MS. RICHARDS: Yes. Absolutely. So we'll move to
18 matters of public comment. And if the record would reflect
19 that Director Ruva-Garcia has joined us.

20 So public comment is not allowed on issues not on
21 the current agenda; however, no debate by the board shall be
22 permitted on such public comments, and no action will be
23 taken on such public comment items at this time as law
24 requires formal public notice prior to any action on a docket
25 item. Speakers are requested to sign in prior to the start

1 of the meeting and are limited to three minutes. Comments
2 will be accepted on all other agenda items at the time each
3 item is listed on the agenda. Speakers wishing to address
4 the board on items on the agenda are requested to sign in
5 prior to the start of the meeting and identify the agenda
6 item on which you desire to address the board. Speakers are
7 limited to three minutes. And at this point, we don't have
8 any requests for general public comment.

9 CHAIR LA BELLE: Thank you, Michelle. For the
10 benefit of my fellow directors in the audience, I rely very
11 heavily on my computer because of my vision situation. So
12 I'm going to ask Michele to kind of help me through the
13 agenda. If you could kind of introduce each of the items,
14 Michelle, I would appreciate it.

15 MS. RICHARDS: Sure. I'll be happy to. Okay.

16 So now we are moving on to consent calendar. And
17 again, this is done by a single motion of the board, but in
18 the absence of a quorum, the board will just entertain a
19 recommendation at this point. So all matters listed under
20 consent calendar are operational matters about which the
21 board has governing policies, implementation of which is
22 delegated to the CEO. They will be enacted in one motion by
23 category in the order listed below. There will be no
24 discussion of these items prior to the time the board of
25 directors votes on the motion. Unless members of the board,

1 staff, or public request specific items to be discussed
2 separately and/or removed from this section.

3 Any members of the public who -- any member of the
4 public who wishes to discuss consent calendar items should
5 notify the Chair of the Board at the time requested and be
6 recognized by invitation of the Chair to address the board.
7 And at this time, the staff does not have any items to pull
8 from the consent calendar. We will just push everything
9 forward to the next agenda.

10 CHAIR LA BELLE: Are there any public comments?

11 MS. RICHARDS: No.

12 CHAIR LA BELLE: Okay. The action before the board
13 then would be to recommend to the full board at the next
14 meeting the approval of the consent calendar items. Is there
15 a motion to that effect?

16 DIRECTOR AITKEN: Second.

17 MS. RICHARDS: We'll also notice the vast majority
18 of the items on the consent calendar are fair related. Those
19 are agreements that were entered into after the June board
20 meeting, but prior to the fair.

21 CHAIR LA BELLE: Should the committee call a roll
22 call before the committee?

23 MR. CAPLAN: We can take roll call or vote by
24 acclimation, you know, a show of hands, because it's not as
25 formal as a board meeting when we have quorums. I would

1 defer to the Chair whether he wanted to table it, take roll
2 or --

3 CHAIR LA BELLE: Summer, why don't you go ahead and
4 call the roll then, so it makes it clear.

5 MS. ANGUS: Chair La Belle?

6 CHAIR LA BELLE: Yes, ma'am.

7 MS. ANGUS: Director Rubacalva-Garcia?

8 DIRECTOR RUBALCAVA-GARCIA: Yes.

9 MS. ANGUS: Director Ruiz?

10 DIRECTOR RUIZ: Yes.

11 MS. ANGUS: And Director Aitken?

12 DIRECTOR AITKEN: Yes.

13 CHAIR LA BELLE: Thank you, Michelle.

14 Go ahead. Next item.

15 MS. RICHARDS: Next item. And this was to be an
16 action item, but we'll entertain a recommendation.

17 The financial monitoring and audit committee has
18 reviewed the 2021 audit report with a representative from
19 Lance, Soll & Lunghard, our auditors. The auditors indicated
20 that the financial statements present fairly and all material
21 respects, and there are no deficiencies in internal controls.
22 The committee is putting the audit before the board for
23 review and recommendation to file with CDFA.

24 CHAIR LA BELLE: Any public comments to the
25 committee on that item?

1 MS. RICHARDS: None here.

2 CHAIR LA BELLE: Okay. Motion would be in order to
3 recommend to the full board.

4 MR. CAPLAN: So moved.

5 DIRECTOR AITKEN: Second.

6 DIRECTOR RUBALCAVA-GARCIA: Second.

7 CHAIR LA BELLE: Call the roll, if you would,
8 Summer.

9 MS. ANGUS: Chairman LaBelle?

10 CHAIR LA BELLE: Yes.

11 MS. ANGUS: Director Rubalcava-Garcia?

12 DIRECTOR RUBALCAVA-GARCIA: Yes.

13 MS. ANGUS: Direct Ruiz?

14 DIRECTOR RUIZ: Yes.

15 MS. ANGUS: And Director Aitken?

16 DIRECTOR AITKEN: Yes.

17 CHAIR LA BELLE: This is more challenging than a
18 regular meeting.

19 MS. RICHARDS: Okay. Moving on to item 8B.

20 I will turn this over to our facilities committee,
21 which happens to be here. Yes.

22 DIRECTOR AITKEN: Facility meeting is here in full
23 force. Yes. So this kind of overlaps for those that have
24 read our committee report, but I'm going to ask Ken to give a
25 little more detail on the ongoing Capital X project that

1 involves our utility project in Lot G.

2 MR. KARNS: Thank you, Director Atkin.

3 As previously reported, this project was due and
4 came in over budget. Upon the work and review with the
5 facility committee and ACA, a strategy was developed where
6 the OC Fair would procure materials and ensure they were
7 on-site in advance to the project moving forward in an effort
8 to reduce cost. With that, we reviewed monies and the use of
9 Lot G at meetings with our carnival provider. We do have a
10 fund that was agreed upon to use some of that fund to fund
11 this project. We review that with the facilities committee,
12 and the recommendation is for the full board with staff and
13 the facilities committee's support.

14 If recommended, and then eventually approved, it's
15 what we would then do is agree that the intent to move
16 forward is sound, so that we could continue and that we could
17 go up to them in advance with the full board approving. So
18 based on that recommendation that could come today, we would
19 continue the project.

20 CHAIR LA BELLE: I would note that this item is
21 fairly time-sensitive, and if we do have a meeting between
22 now and our regular October meeting, this will be one item
23 for sure that will be on that agenda.

24 So are there any public comments?

25 Okay. Motion would be in order then to recommend to

1 the full board approval of this item.

2 DIRECTOR RUBALCAVA-GARCIA: I just have a question.
3 So supply-chain issues are probably the reason why it's the
4 increase. So even if we delay the project, it would still be
5 that amount regardless?

6 MR. KARNS: No guarantee on the budget. Again,
7 getting this budget, Robert can speak to what's happening out
8 there. It's challenging at best, but this is our best
9 attempt to move the project forward.

10 DIRECTOR RUBALCAVA-GARCIA: And if we didn't move it
11 forward, how much would we lose? How much have we already
12 invested in it?

13 MR. KARNS: It's been mostly time and effort, and
14 some funds used by CCA.

15 DIRECTOR RUBALCAVA-GARCIA: And we do have the
16 additional funds if we just needed to approve the increase.

17 MS. RICHARDS: The additional funding would come
18 from the carnival capital fund, which our carnival provider
19 contributes to on an annual basis, and we already received
20 their approval to use those funds.

21 DIRECTOR RUBALCAVA-GARCIA: And it's time-sensitive
22 because we have upcoming events that will be in this location
23 or--

24 MS. RICHARDS: Yeah. It's time-sensitive from a
25 cost standpoint, that every indication is that those material

1 and labor costs would go up. But in addition to that, this
2 was a project we were hoping we could have finished before
3 the 2022 fair but obviously couldn't. But what this would do
4 is complete that Lot G project to install those utilities,
5 which are heavily used during the fair.

6 DIRECTOR AITKEN: We are going to go to bid it out.
7 We haven't bid it out yet. And I think it's important while
8 it's \$300,000 from our reserves, a large chunk, it's not
9 fully depleted.

10 MS. RICHARDS: Correct. Correct.

11 In fact, following the use of the \$300,000, there
12 would still be over \$300,000 in that capital fund for future
13 projects.

14 DIRECTOR RUBALCAVA-GARCIA: I mean, I can make a
15 motion to approve it. The two of you probably --

16 MR. CAPLAN: Second motion to recommend. Motion to
17 recommend, yeah.

18 DIRECTOR AITKEN: This is a first for all of us.

19 CHAIR LA BELLE: It's way too hard. Summer, can you
20 call the roll, please?

21 MS. ANGUS: Chair LaBelle?

22 CHAIR LA BELLE: Yes.

23 MS. ANGUS: Director Rubalcava-Garcia?

24 DIRECTOR RUBALCAVA-GARCIA: Yes.

25 MS. ANGUS: Director Ruiz?

1 DIRECTOR RUIZ: Yes.

2 MS. ANGUS: And Director Aitken?

3 DIRECTOR AITKEN: Yes.

4 MS. RICHARDS: Okay. Moving on to item 8C. And
5 this was a project that was also discussed by the facilities
6 committee. So I'll kind of tee it up if you all have any
7 additional information.

8 So the California Budget Act from last year,
9 included a one-time grant allocation to the California
10 Department of Food and Ag, which would allow communities to
11 build community resilience centers. And the fairgrounds have
12 been -- throughout the state have been identified as key
13 locations to that.

14 So CDFA has received this grant money. The 32nd
15 DAA, along with several other fairs throughout the state,
16 have been identified as recipients of that grant money. And
17 what that grant money will be used for, working with CCA, is
18 the State will equip the fairgrounds, including the OC Fair
19 and Events Center, with necessary back-up power resources or
20 PSPS equipment. PSPS stands for Public Safety Power Shut
21 Off. So in the event of a PSPS occurrence, a wildfire for
22 example, or a wind event, or a climate event that we would
23 need to use the fairgrounds for emergency evacuation. Then
24 this project would pay to install, design, develop, and
25 install automatic transfer switches and docking stations for

1 the Costa Mesa Building, the Huntington Beach Building, and
2 the Santa Ana Pavilion, which is the span between the two
3 buildings. That would provide the infrastructure, if there
4 is an evacuation event, generators can be brought in and
5 easily connected to run the power in those buildings.

6 So here's the tricky part. Even though there is
7 full reimbursement by this grant, we have to front the money
8 for that. It's an estimated \$351,661.16 to be exact. The
9 project is in four phases, and we'll receive reimbursement
10 after receipt of each invoice, so we'll invoice CTFA after
11 each phase of the project. We will be reimbursed within 90
12 days of the receipt of the invoice. Although it's
13 reimbursable, we will have to cut a check or \$351,661.16 to
14 CCA who will manage the project. We will get full
15 reimbursement. That amount is not budgeted for, and it is
16 over my signing authority. So the recommendation would be to
17 allow us to provide that funding up front to be reimbursed.

18 CHAIR LA BELLE: Are there any public speakers on
19 this item?

20 MS. RICHARDS: Not here.

21 CHAIR LA BELLE: Go ahead, Natalie.

22 DIRECTOR RUBALCAVA-GARCIA: Just out of curiosity.
23 What are the odds that it will come back higher than the
24 estimate?

25 MS. RICHARDS: It's already been bid out. And CCA

1 is managing that, so they have already done that on their
2 end, and we are not the only fairgrounds. So far in the
3 first phase, there are 40 fairgrounds in the state that will
4 be recipients of this project.

5 DIRECTOR RUBALCAVA-GARCIA: I'll make a motion to
6 recommend approval or whatever. Whatever you say, Josh.

7 DIRECTOR AITKEN: I just have a real quick question.
8 I'll second. But just a real quick question.

9 We obviously don't have the generators on property.
10 We don't want to store the generators. But do we have an
11 idea of where we would get them? Or are there plans if,
12 unfortunately, if we had an event, how would we secure the
13 generators?

14 MS. RICHARDS: Right. I'll give you a perfect
15 example. When the fairgrounds was used for Covid
16 vaccinations -- you know, a super pod for vaccinations, the
17 County brought in those generators to operate the emergency
18 operation there. And so the generators were provided by the
19 County. So if we were to be used for emergency purposes,
20 more than likely, the State or the County would provide the
21 resources for that.

22 CHAIR LA BELLE: I have a --

23 MR. KARNS: And for clarity, we do have one portable
24 generator on wheels for emergency use that we own, beyond the
25 fixed generators that we also own.

1 CHAIR LA BELLE: Before we vote on the
2 recommendation, I have a check's-in-the-mail question. How
3 soon are we going to get the reimbursement from the State
4 once we proceed ahead?

5 MS. RICHARDS: Once we invoice CDFA at the end of
6 each phase, we will get reimbursement within 90 days. So it
7 will come in four pieces at the end of each phase.

8 CHAIR LA BELLE: So the impact on our cash flow
9 would be minimal in terms to that? Okay.

10 Any further comments?

11 Summer can you call the roll, please?

12 MS. ANGUS: Chair LaBelle?

13 CHAIR LA BELLE: Yes.

14 MS. ANGUS: Director Rubalcava-Garcia?

15 DIRECTOR RUBALCAVA-GARCIA: Yes.

16 MS. ANGUS: Director Ruiz?

17 DIRECTOR RUIZ: As long as we make sure we get that
18 \$0.16 back.

19 CHAIR LA BELLE: That will be a first.

20 MS. ANGUS: And Director Aitken?

21 DIRECTOR AITKEN: Yes.

22 MS. RICHARDS: Not any less. Okay.

23 Moving right along then.

24 8D. Boy, this one is timely. Senate Bill 189 which
25 was enacted and effective June 30th of this year, just after

1 our June board meeting. Actually restores the process that
2 we used during the Covid to be able to have remote meetings.
3 And that's under the Governor's Covid-19 Executive Order. So
4 the amendment to Bagley-Keen would permit DAAs to, again,
5 hold meetings with all members participating teleconferencing
6 through July 1st of 2023. So that's not a full year, but it
7 would still give us some relief.

8 Under the amendment, board meetings can be held by
9 Zoom or the board could decide, "No, we want to have our
10 meetings live and in person, or a combination of both, a
11 hybrid model." So this item is being brought so there could
12 be some discussion and opinions shared. There are the three
13 options. Conduct all meetings here in the OC room, conduct
14 all meetings via Zoom with everyone remoting in, or do a
15 hybrid model.

16 I will share with you that the staff has researched
17 our ability to do a hybrid model. And we do have the
18 technology. We figured out how to do that so the public can
19 also participate by Zoom. And I think you see a lot of city
20 counsel meetings still being held that way. So our staff
21 recommendation is the board consider the option that works
22 best for most board members. But honestly, if you look at
23 today, we could have had a quorum if we could have noticed
24 the meeting by Zoom and some being in person. I think from a
25 staff perspective, the hybrid model would be ideal.

1 DIRECTOR RUIZ: Yeah, I couldn't agree with you
2 more. I almost didn't come in today because I was feeling a
3 little under the weather last night. And that's why I have
4 this mask, so I wanted to take precaution. If we had
5 something of a hybrid --

6 MS. RICHARDS: You would have stayed home.

7 DIRECTOR RUIZ: And we would have quorum, as well.

8 MS. RICHARDS: And I know Director Kovacevich is not
9 feeling well today either and asked about that ability to
10 Zoom in, but we would have had to notice that 10 days ago.
11 So the only caveat would be that if we were going to Zoom, we
12 would just need to provide ten days ahead of the meeting an
13 opportunity for the public to know how to participate by
14 Zoom. So if we continue with the hybrid model through June,
15 we'll automatically put that on the agenda each time.

16 CHAIR LA BELLE: Question for Counsel: Can we just
17 proceed ahead with the hybrid model without any formal
18 action, or is this something that needs to come back to the
19 full board?

20 MR. CAPLAN: No. SB189 doesn't require more action.
21 It effectively tells this agency that it's permitted to meet
22 under Bagley-Keen remotely, in person, or some hybrid form.
23 So staff can just move forward and notice the next meeting.
24 A lot of people do appear in person, but also appear via Zoom
25 or other video-conference technology.

1 MS. RICHARDS: And this item is before the board for
2 agreement with this body. There's already approval at the
3 State level to do that.

4 CHAIR LA BELLE: Well, I certainly think the hybrid
5 way is the way to go. Obviously gives maximum benefit to
6 both directors as well as the members of the audience, the
7 community, so I think that's a great approach.

8 Any other comments or thoughts?

9 DIRECTOR AITKEN: I have a question. I'm assuming,
10 because I remember when I missed the last meeting, I couldn't
11 participate when I had Covid because I would have had to have
12 listed my home address and have my home open. I don't think
13 anybody would have come. But is this something that if we
14 are at our office, or not feeling well and at home and take
15 those precautions to make sure the agenda is posted on our
16 home door or office door, et cetera?

17 MS. RICHARDS: No. No. This waives the requirement
18 that the locations be listed on the agenda. So you could
19 Zoom from your home, you could Zoom from your office, and we
20 would not be required to put that location on the agenda.

21 DIRECTOR AITKEN: I think this is a good idea. I
22 would like to do the hybrid because just doing the one board
23 meeting and calling in phone only, it's a little bit wonky.
24 So having the ability to see what's going on I think would be
25 really helpful for the public and, for one reason if, board

1 members are traveling or not feeling good.

2 CHAIR LA BELLE: And I think when we were doing the
3 total Zoom meetings, we did have board members from time to
4 time which were actually out of the area meetings, and it
5 made it easier for them to call in on Zoom from wherever they
6 were. I definitely think it's a good way to go. But that's
7 only through June 23, 2023.

8 MS. RICHARDS: Yeah --

9 CHAIR LA BELLE: Unless extended.

10 MS. RICHARDS: Unless extended. So the Amendment
11 would only be good through our June 2023 board meeting.

12 CHAIR LA BELLE: Any other thoughts? Do we want to
13 do another recommendation or do we just want to --

14 DIRECTOR RUIZ: That goes back to your question,
15 Doug. Do we need to make a recommendation, or could we
16 implement it on what we have here now?

17 MR. CAPLAN: I think based on other information
18 items on the agenda, staff can take the comments of the
19 members here and just move forward and prepare accordingly
20 for the next board meeting using the hybrid model. Again,
21 this senate alone doesn't require agency action at the
22 decision-making level. This really is a staff function to
23 implement SB189. Now, certainly if there are board members
24 that object to a hybrid model, they can ask that be placed on
25 the agenda again to take some formal action to require only

1 in-person meetings. I don't think that will likely happen at
2 this agency. Again, this is a staff function, so staff can
3 move forward accordingly.

4 CHAIR LA BELLE: I think there's a clear consensus
5 with the directors present that that's the way.

6 MS. RICHARDS: Yeah. Hearing the discussion we
7 will go ahead and prepare for our October board meeting, or
8 the next board meeting, to be a hybrid.

9 CHAIR LA BELLE: Are there any public comments as I
10 think of it?

11 AUDIENCE: I think that's a great idea.

12 MS. RICHARDS: Okay. Here we go. Moving right
13 along. I'm going to turn this over to Director
14 Rubalcava-Garcia. She and Director Bagneris are bringing
15 this item forward for the Board's consideration.

16 DIRECTOR RUBALCAVA-GARCIA: Thank you, Michelle.
17 So I know we didn't vote on this today, but I think it'll be
18 a good informational item that we could hopefully recommend
19 that the board adopt at a later time. But for those of you
20 who are not aware, a person of Chicano heritage is a
21 Mexican-American. And the reason why I thought it was
22 important for our agency to recognize this as Chicano
23 Heritage Month in August is because of our roots to the
24 Agricultural Association, and many Mexican-Americans found
25 their way into California through a program call the Bracero

1 Program, which was basically bringing people from other
2 counties to pick fruit and vegetables and help our
3 agricultural economy thrive. My great-great-grandparents
4 actually came here through that program, and we had a lot of
5 people from within our community who were essential in that
6 area. And still to this day, the Mexican community is a big
7 part of the Agricultural Association work that is being done.

8 With that being said, Santa Ana is a city in Orange
9 County, and they were one of the first cities to also
10 recommend Chicano Heritage Month be celebrated in August in
11 the country. That then started a movement at the
12 congressional level which was presented by current
13 Congressman, Lou Correa, who is also of Chicano decent, and a
14 lot of other congressional members of Congress who joined him
15 in that effort, and the resolution was passed at that level
16 as well. So I would like to recommend to this board that we
17 also consider Chicano Heritage Month be celebrated in August
18 by the fair.

19 And I want to give a little bit of background on the
20 culture in general. For those of you who are not familiar
21 with it, it was 1970's-60's and 70's, it was a time of great
22 contention for the Mexican-American community. And many
23 people saw the Chicano culture as something that was bad, and
24 they would refer to them -- it was a negative. It also led
25 to Chicano riots and other things in the City of Anaheim and

1 other places in Orange County. But it is really a source of
2 pride for the people who are within the community. It's a
3 way of celebrating, dressing, the cars they drive, the food
4 they eat. I'm from within that community, we have a
5 handshake and everything.

6 So for us it is something for to be celebrated and
7 not something that should be seen as a negative. I ask that
8 my fellow board members today consider that as well. I could
9 read the resolution just for the record, if that's okay?

10 MS. RICHARDS: It's E.

11 DIRECTOR RUBALCAVA-GARCIA: Thank you, Michelle, for
12 being on top of that.

13 And I am actually raising two little
14 Mexican-American Chicanas as well. So for us it's important
15 that they remember their heritage.

16 So the background of the mission of the OC Fair and
17 Events Center is to create equitable community access to
18 agriculture, entertainment, culture, and educational
19 experiences. Chicano Heritage Month in August is an
20 important time to celebrate the contributions of Mexican
21 Americans to the history of the United States. Historically,
22 the term "Chicano" was previously used to insinuate
23 inferiority but was later transformed into a term of
24 empowerment used to embrace and uplift the Mexican-American
25 community.

1 The Chicano movement gained prominence in the 1960's
2 and 70's when many community members advocated for social and
3 political empowerment of the Mexican-American community. The
4 Chicano community has been subjected to educational
5 segregation, continues to earn less pay than non-Hispanic
6 employees with similar skills, and face greater rates of
7 incarceration compared to non-Chicano individuals.
8 Systematic prejudices targeting the Chicano population have
9 existed for decades and most recently became even more
10 apparent as domestic terrorist attacks surge as seen in the
11 2019 shooting in El Paso, Texas. Chicano leaders spearheaded
12 the fight for labor rights and education reform landmark
13 desegregation case Mendez vs Westminster. The Mendez case
14 was the supporting case for Brown vs the Board of Education,
15 which led Orange County and eventually the State of
16 California to be the first state to make segregation in
17 schools illegal.

18 Delores Huerta and Caesar Chavez are prominent
19 figures in agriculture and the overall labor movement and
20 advocated for workers, immigrants, and women's rights. The
21 Chicano population comprises of 61.4% of the US Latino
22 population. The Chicano community values family and
23 encourages a sense of comradery and companionship within each
24 household, and serves as a means of Mexican lineage and
25 ensuring principle traditions from Chicano culture as

1 instilled in future generations.

2 Embracing Chicano heritage is a source of pride in
3 our community. The elimination of Chicano discrimination
4 requires the awareness and acknowledgement of the community's
5 struggle and the culmination of decades worth of
6 marginalization. Chicanos have contributed to Orange County
7 in a significant way and continue to represent all areas of
8 business, education, arts, culture, legal and law
9 enforcement, government, technological and scientific
10 advancements, and agriculture in the United States.

11 In 2021, as I mentioned, the City of Santa Ana was
12 the first major municipality in the United States to declare
13 August as Chicano Heritage Month. Most recently U.S.
14 Congressman Lou Correa sponsored a bill to federally
15 recognize Chicano Heritage Month in August. It is
16 recommended that the OC Fair & Event Center Board of
17 Directors adopt this resolution to recognize August as
18 Chicano Heritage Month. The Board of Directors recognizes
19 the significance of Chicano Heritage Month as an important
20 time to celebrate the significant contributions of
21 Mexican-Americans to the agricultural and overall history of
22 Orange County and the State of California.

23 That is the gist of it. But I will go ahead and
24 turn it back over to Chair LaBelle and see if there's any
25 questions.

1 CHAIR LA BELLE: Are there any public comments at
2 this time? Any comments from the directors?

3 DIRECTOR RUIZ: No. I just wanted to congratulate
4 Director Rubalcava and Director Bagneris for bringing this
5 forward. I think it's long overdue, and I am looking forward
6 to seeing as part of the annual OC Fair Chicano Heritage
7 Month.

8 Again, this goes back many years, and I'm glad that
9 this is finally being recognized not only here but through
10 other cities as well and throughout the state. Once again,
11 thank you for bringing this forward.

12 DIRECTOR RUBALCAVA-GARCIA: Thank you. And I also
13 just want to highlight in 1944 one of our -- person within
14 the community, Gustavo Areano, who is a syndicated writer.
15 LA Times just recently wrote an article on the 1944 case that
16 desegregated swimming pools in California in general. The
17 city I live in, Anaheim, my grandparents could only swim in
18 the public pool once a week because they would drain it the
19 next day so that the Mexicans -- so everybody else could swim
20 in it. So it is significant in our lifetime, our
21 grandparents' lifetime, that this still occurred. So I'm
22 grateful that we are able to have this discussion today and
23 to recognize a community that deserves to be recognized.

24 Thank you.

25 CHAIR LA BELLE: I want to thank Natalie and Ashley

1 for bringing this forward. I agree completely. I guess my
2 question is back to the recommendation. Obviously, can we
3 recommend that to the full board? Maybe this is something we
4 could bring back to the next special board meeting or what's
5 your thought on that, Josh?

6 MR. CAPLAN: Well, the committee here can recommend
7 to the full board to adopt this resolution, or if the
8 committee prefers -- the committee that brought this
9 resolution forward today, if they prefer to have it back on
10 the full agenda outside of the consent calendar for the next
11 meeting so there can be further discussion by the board.
12 I'll defer to the committee on what it would prefer it to do
13 if they would rather have it on the public consent calendar
14 for the next meeting, or have it be a separate agenda item
15 under Governments.

16 CHAIR LA BELLE: And I defer to Natalie. What's
17 your thoughts? Whatever your preference is.

18 DIRECTOR RUBALCAVA-GARCIA: In this situation, since
19 I'm here as the only representative from that committee, I
20 also just want to get the thoughts of my fellow board
21 members. Do you think it would be best to just put it on as
22 a consent item or should we address it? I think that next
23 week we're probably going to have a lot of stuff on the
24 agenda, so I'm completely open to what the two of you think
25 as well.

1 DIRECTOR AITKEN: I'm open to either one. And I
2 really look forward to incorporating this into the
3 fairgrounds. Whether we do a designated weekend that really
4 celebrate this, or even a standalone event like we do with
5 some of our other groups at the fairgrounds to continue with
6 our mission and our new mission statement about making this a
7 meeting ground and community square and doing some standalone
8 festivals or standalone celebrations just to build on the
9 educational aspects of this as well. But I would be
10 comfortable with whatever you're comfortable with.

11 DIRECTOR RUIZ: Yes, same here. It's an event that
12 has been long overdue. I'm good with either one. Whatever
13 your recommendation is, I'll support whichever one you want
14 to do.

15 DIRECTOR RUBALCAVA-GARCIA: We can put it on the
16 consent calendar for next time. If the board wishes to pull
17 it off the consent calendar, we can have further discussion
18 on things we would like to -- you know, ideas we would like
19 to celebrate, that would be great.

20 CHAIR LA BELLE: So the committee recommends that it
21 be a consent item at the next board meeting. Do we need a
22 consensus? Do we need to vote again?

23 MR. CAPLAN: I think there should still be a vote on
24 the record. Something would be a recommendation to approve
25 the resolution, and if that motion passes here, then that is

1 what will land on consent calendar for the next meeting.

2 DIRECTOR AITKEN: I would recommend that we pass the
3 resolution and place on the consent calendar at our October
4 meeting.

5 CHAIR LA BELLE: Okay. Do we have a motion? Do we
6 have a second?

7 DIRECTOR RUIZ: Second.

8 CHAIR LA BELLE: Summer, could we call the roll,
9 please?

10 MS. ANGUS: Chair LaBelle?

11 CHAIR LA BELLE: Yes.

12 MS. ANGUS: Director Rubalcava-Garcia?

13 DIRECTOR RUBALCAVA-GARCIA: Yes.

14 MS. ANGUS: Director Ruiz?

15 DIRECTOR RUIZ: Yes.

16 MS. ANGUS: And Director Aitken?

17 DIRECTOR AITKEN: Yes.

18 MS. RICHARDS: All right. Moving right along.

19 Wrap-up presentation of the 2022 OC Fair. So we
20 have quite a lot to share with you. Did you feel the
21 sunshine? Saw a lot of people out there feeling the
22 sunshine.

23 I want to remind the board of the strategic goals
24 that this board set for the organization for the 2022 fair.
25 To increase board-directed fair admission ticket donations to

1 local nonprofits from 2,500, which we did in 2021, to 5,000
2 this year. And we didn't quite get to this, but to use board
3 assistance to identify foundations to supplement ticket
4 donations with food and carnival rides, but we'll continue to
5 work on that. Another goal was to identify at least five new
6 local OC businesses to participate in the 2022 OC Fair.
7 We'll go over that as well. To develop a mini-campaign
8 focusing on affordable family fun with benchmark metrics. To
9 achieve guest satisfaction ratings above 4.0 in all patron
10 survey categories. We'll go over that as well. To introduce
11 at least one new family-friendly exhibit or attraction. And
12 then to present an annual state-of-the-fair address to the
13 board and public, which we did in June.

14 So let's jump back up to the first bullet,
15 increasing board-directed fair admissions. Look at the list
16 of tickets that were donated to the neediest in our
17 community. 5,142 ticket donations. And it was such a
18 personal pleasure of mine to accompany all of our board
19 members to present these tickets in person. We have some
20 amazing non-profits in our community that are working with
21 the neediest, and I felt so good, and I know all of you did
22 too, that we put tickets in the hands of people who would
23 never be able to afford to come to the fair. And it was
24 very, very gratifying to go along with all of you to present
25 those. So "yay" to all of us on that.

1 CHAIR LA BELLE: Could I just comment on that,
2 Michelle? I personally had got the opportunity to meet a
3 number of people that I would not have met had we not done
4 this. One of them was the Anaheim Rotary Non-profit
5 Foundation, and as Michelle and I presented tickets to them,
6 it went to The Boys and Girls Club and YMCA, we found out
7 that the gentleman that was heading this up has actually
8 worked at the fair back in the 70's when it was a much
9 different situation. He explained to us how they counted the
10 money and how informal a lot of that stuff was. So it was
11 really a good experience. I think I learned as much with the
12 groups that I worked with, and I'm sure my other fellow
13 directors did the same. So it was a great suggestion and a
14 great idea, Michelle.

15 MS. RICHARDS: I think our board members did a
16 phenomenal job of choosing those non-profits that really
17 served the neediest in our community, and I look forward to
18 doing that again in 2023 with all of you.

19 So the other goal was to support local small
20 businesses. We wanted to add at least five local OC
21 businesses to the fair. Well, we added ten new merchants
22 from Orange County. You can see the list here and where they
23 are headquartered. And we added two new concessionaires from
24 Orange County: MoonGoat Coffee from Santa Ana and Sweets
25 from Aliso Viejo. So our team did a really good job of

1 reaching out into the community and bringing those new local
2 OC businesses into the OC Fair.

3 Okay. We also had a goal within our regular
4 marketing campaign to launch an affordable, fun mini-campaign
5 to make sure our guests know where they can save money at the
6 fair. First and foremost, we went out big with our messaging
7 that we did not take an increase in admission or parking, and
8 we haven't since 2017. So the price of admission to the fair
9 and the parking is significantly lower than other attractions
10 in Santa Ana -- or in Orange County, in general. And we hope
11 to keep it that way for 2023 as well.

12 There were 5000 rack cards that were distributed at
13 pre-fair community and marketing events focusing on the free
14 attractions and activities. And the board members here might
15 remember we distributed those to you at the June board
16 meeting. It was the rack card that had a list with all of
17 the things that are free with price of admission to the fair.

18 We introduced again the \$4 Taste of Fair promotion.
19 That was highlighting 60,000 Fair Food Guides which were new
20 this year. Many, many of our guests took advantage of the \$4
21 Taste of Fair on Thursdays, where they could sort of graze
22 through the fair with just spending a few dollars.

23 We -- the Read and Ride program that we do in
24 conjunction with our carnival provider, where kids fill out a
25 book report and they get a free carnival ride, and almost

1 8,000 kids participated in that.

2 We had eight separate E-blasts in June, July, and
3 August which focused specifically on free attractions and
4 activities at the fair. We were able to reintroduce the
5 wristbands, the unlimited-ride wristbands, there were over
6 51,000 of those sold during the fair. People love those.
7 And then during the course of the fair, we distributed seven
8 press releases that were focused on value and those included
9 tips on savings in both English and Spanish.

10 So what did our guests say? Because the goal was to
11 score a 4.0 or higher in each of our patron survey
12 categories. So let me help you through this chart. First of
13 all, the survey method that we use and the program that we
14 use considers anything above a 3.15 to be a high level of
15 satisfaction by our guests. So you can see the scores for
16 overall enjoyment and overall experience and overall value
17 for 2021 fair compared to 2022. So we saw a big jump year
18 over year in overall enjoyment, a good jump in overall
19 experience, and a very, very slight decrease in overall
20 value. When we look at the comments that we saw on social
21 media and part of the patron survey, the cost of food was
22 certainly a concern. The cost of carnival rides were
23 certainly a concern as well. And I know our team did an
24 excellent job of working with the concessionaires to try to
25 bring those prices down.

1 We saw a 12% increase year over year in total
2 impressions on social media, 44.6 million total impressions,
3 almost 1.3 total engagements on social media. We gained
4 almost 22,000 new followers on our social media platforms.
5 You can see Twitter was up, Facebook up, Instagram up, and
6 TikTok was way up. During the course of the fair, 23 days,
7 we only had 67 written guest comments and complaints. Now,
8 we heard a lot from our guests on social media, very, very
9 positive for the most part. But we did hear a lot about the
10 cost of food and carnival rides, and you can see that that's
11 reflected in that overall value score.

12 DIRECTOR AITKEN: So the survey categories, is this
13 the survey where you use the QR code, like, at our Guest
14 Information booths or is this something to be emailed to
15 folks after?

16 MS. RICHARDS: We push out a survey every day to
17 those who purchase tickets. So we have that growing data
18 because those tickets are sold online. Yeah.

19 DIRECTOR RUBALCAVA-GARCIA: Inflation definitely hit
20 the fair.

21 MS. RICHARDS: Oh, yes. Yes, it did.

22 DIRECTOR AITKEN: And do we know what percent of, I
23 guess, ticket purchasers responded to survey?

24 MS. RICHARDS: I don't know that off hand, but we
25 can certainly get that information. Okay. Another goal was

1 new family-friendly exhibits. For anybody that went through
2 the explorium, you saw the California Fresh Exhibit, and the
3 Fun on the Farm hands-on play activities. There was so much
4 to do in the explorium for families. Selfie and photo ops,
5 Kaleidoscope Fun. There was nutrition and agriculture with
6 the My Plate magnet table, Build-a-Flower activity. The
7 Farm-to-Table Ball Wall, education, food, and farm facts.
8 Kids got to climb on the wooden tractor and the train and the
9 sandbox. My God, that sandbox was such a simple thing, but
10 families loved it.

11 And of course, we introduced our new foodie, Sunny
12 the Lemon was part of our traveling family-friendly exhibit
13 as well. So we had some things that returned from 2019, and
14 our guests were so excited to see them come back. We weren't
15 able to bring them back in 2021, but they were here. Like
16 the OC Fair Fun Run, the 5K Fun Run returned after being gone
17 for two years. We had great participation there. The action
18 sports arena was reactivated. The Brew Hee Haw Craft Beer
19 Festival took place the first weekend. We had Monster
20 Trucks, Speedway, and Demolition Derby, my favorite motor
21 home madness.

22 I mentioned earlier we brought back the unlimited
23 ride wristbands on Wednesdays and Thursdays. And people
24 loved that. That was really excellent. I mentioned as well
25 the Read and Ride Program came back. And we had a live --

1 Junior Livestock auction. So we weren't able to do that in
2 2021. And we grew our Group Events program during the course
3 of the fair. We had 12 family and corporate groups that
4 rented out our Club OC area for group events, and we want to
5 continue growing that. So some fun numbers to share: We had
6 1,055,173 fairgoers -- and by the way, that is almost exactly
7 the same number that we had in 2021. So that controlled
8 attendance model really, really helps with planning. 11 of
9 those days were sold out.

10 Our entries-- competitive entries program in the
11 photography, fine arts, home arts categories up 20%. So
12 people were busy during the pandemic. We had 9,871
13 competitive entries during the fair. 2.5 million carnival
14 rides. And I think Sophie was responsible for about half of
15 those. We had 20 piglets, 5 goats and 4 peachicks were born
16 at Centennial Farm I don't know if you saw the peachicks.
17 The peachicks were adorable, the little peacock chicks that
18 were born during the fair. The guest services team fielded
19 almost 14,000 phone calls. And to know that 14,000 phone
20 calls came in and only resulted in 67 complaints. That was
21 pretty fun. 231,736 cars parked in our lots. We had 153
22 animals that were brought to the auction, the Junior
23 Livestock auction, and that results in almost \$243,000 for 4H
24 and FFA kits. A great showing.

25 Over 13,000 visitors to Heroes Hall, and those

1 visitors decorated a thousand post cards for active military
2 and veterans. Oh, gosh. Sorry. I went through that way too
3 quick. Yes. We had 12 sold-out concerts in the Hangar,
4 eleven sold-out events in the Action Sports Arena, and 12
5 sold out shows in the Pacific Amphitheater. So it was a
6 great season for numbers. So what were the results? Well,
7 if you look at 2019, that was the year that we had a full
8 fair unlimited attendance. You can see our revenue was 36.5
9 million followed by about \$22 million in expenses, resulting
10 in net proceeds of 14.5 million. We came back in 2021 with
11 our new model, held our revenue about the same, brought our
12 expenses way down, resulted in the \$22,000,000 bottom line,
13 and we beat that this year. So these are still preliminary
14 unaudited numbers but we had revenue of \$43.7 million. We
15 had expenses of 18.7 million, bottom line \$29.4 million and
16 that would be used to help fund our site plans so we can
17 continue to improve the property and bring more, better,
18 different programming to the OC Fair.

19 So what did we learn? Well, we learned that the
20 annual pass is important to a lot of people -- a lot of
21 people. We knew it going into the fair, unfortunately we
22 weren't able to reintroduce it, but we are committed to
23 introducing an annual pass in some form in 2023, but still
24 being able to control our attendance. We don't want to bring
25 back the burden in the neighborhoods and the staff being

1 overwhelmed and not being able to manage our resources.

2 DIRECTOR RUBALCAVA-GARCIA: I know you probably
3 don't have this one now, but how many annual passes did we
4 sell in 2019?

5 MS. RICHARDS: About 18,000.

6 DIRECTOR RUBALCAVA-GARCIA: Oh, wow.

7 MS. RICHARDS: Yeah. Yep.

8 CHAIR LA BELLE: Michelle, do you have some initial
9 thoughts on how you might bring it back and what form?

10 MS. RICHARDS: Yeah, it would probably be a limited
11 number that are sold and create a, you know, a different kind
12 of experience that perhaps there are certain days that are
13 blacked out for use. So I know the team will come up with a
14 great model, but they are deep in discussions about that
15 already.

16 CHAIR LA BELLE: Good. Good.

17 MS. RICHARDS: I want to try and get that out
18 there.

19 DIRECTOR AITKEN: Can we -- is there a way also to
20 just bring into that -- For Natalie and I, our home park does
21 things quite well, but they still have a reservation system.
22 So are we going to try and incorporate kind of like the Magic
23 Key Model of yes, you have an annual pass, but it's still
24 reservation based?

25 MS. RICHARDS: Possibly. I don't know if the team

1 has discussed that. But that's a possibility too, that you
2 have to put in your days that you want to come to the fair.
3 What we don't want to do is go back to 80,000 people being
4 crammed onto these fairgrounds. It's terrible -- the
5 traffic -- it's a terrible guest experience. So we don't
6 want to lose that, but if we could bring back the annual pass
7 in some form so those super fair fans that love to come to
8 the fair multiple times, then we are going to do that next
9 year.

10 DIRECTOR RUBALCAVA-GARCIA: Even Disneyland is
11 uncomfortable at this point. Right? Like, I still think
12 there is a limited amount. I don't know. I don't go often,
13 but when we have been, it's already crowded.

14 MS. RICHARDS: Yes. Exactly. We know food and
15 carnival prices are a big concern, and we are going to
16 continue to work on that. We knew it last year, and now it
17 was confirmed this year that controlled attendance equals
18 more profitability. People have a better experience.
19 They're able to get to the front of the line, to buy their
20 food, to ride the carnival rides, and to experience all the
21 fair has. Bigger is not always better, and we learned once
22 again, that people love the OC Fair, truly, truly love the OC
23 Fair.

24 So we have some photos that we wanted to share with
25 you. Just some of our favorites from the fair to kind of

1 bring back that experience. Look at the look on that little
2 kid's face. He was either told, "You have to eat the whole
3 plate of cookies," or told he couldn't have any of those
4 cookies. Right? Yellow sunshine with the jet landing on
5 your head.

6 DIRECTOR RUBALCAVA-GARCIA: And people were so happy
7 to be back to the 4H agriculture -- and the pig races are my
8 favorite.

9 MS. RICHARDS: Look at this kid in one of the food
10 eating contests. Heroes' hall. It was great to see so many
11 visitors to Heroes' Hall this year as well. People always
12 hanging upside down at the carnival; right?

13 And you can't forget the food. So it was a very,
14 very good fair. Congratulations to everyone for that.

15 DIRECTOR RUBALCAVA-GARCIA: Congratulations to you
16 guys.

17 Also, from a safety perspective it was a safe fair;
18 right? There was not any major incidents to be reported.

19 MS. RICHARDS: No, it was a very good -- and that's
20 another challenge when we have unlimited attendance is the
21 safety and security. When you put that many people together
22 in one place with controlled attendance, you know, it is a
23 better experience. And of course, our evolved gate system,
24 security system, we had that in place this year, and will be
25 again in 2023. We believe we are the first fair to have used

1 that evolved system last year, and now you'll see lots of
2 venues using it.

3 DIRECTOR RUBALCAVA-GARCIA: I think we might be the
4 first, like, theme park using it. Even when you go to the
5 Angel game or Disneyland, there's back-up. So on the
6 innovation front.

7 DIRECTOR RUIZ: Michelle, out of the complaints that
8 we've gotten, other than the carnival rides and the food,
9 were there any from the neighborhood?

10 MS. RICHARDS: You know, I asked the same question
11 of our team because we are using new software to track all of
12 the guest comments, and there wasn't a single standout, you
13 know? It was kind of across the board, but I will tell you
14 that the neighbors were probably the loudest voices about the
15 super pass not being offered. They really love to come to
16 the fair every day or most days, and so they really missed
17 the annual pass. So I took lots of phone calls myself on
18 that one. I even had a neighbor who was willing to come and
19 volunteer her time working at the fair in exchange for a
20 super pass.

21 DIRECTOR RUIZ: Wow.

22 MS. RICHARDS: I would rather have our neighbors
23 wanting to come to the fair than complaining about traffic,
24 noise, and congestion.

25 All right. I know we have one public comment. So,

1 Reggie?

2 REGGIE MUNDEKIS: Hi. Reggie Mundekis. Thank you
3 for the opportunity to address you today on this. I am a
4 long-time fair fan. I went to the fair this year with my
5 niece from Iowa, who was out visiting for a work conference.
6 So when I told her one of the things I wanted to do with her
7 was to take her to the OC Fair, I could hear the
8 disappointment in her voice. Okay? She had already told me
9 she does not like fairs, and that if we went to the fair, we
10 would have to go do something else she wanted to do later on,
11 like a nature walk. I was like, "Okay. Fine. That's cool."
12 We each get one thing we get to pick. So we got up -- we
13 went the last day of the fair, because that's when she was
14 scheduled come out. We went out, we got breakfast, got to
15 the fair right as it opened, and she looks around and goes,
16 "Wait a minute. This doesn't look like our fairgrounds."
17 She is from Des Moines, Iowa where the State Fair of Iowa is,
18 and we go through security, and she is looking around like,
19 this worked really well. We get in, she gets her map, she
20 gets her food map, and she immediately starts with, "Wait a
21 minute. There's so much to do here."

22 So we hit Centennial Farm, because that's right next
23 to the gate we came in. She grew up on a farm, she loves all
24 that stuff. You know, it's 2:00 in the morning, cows got
25 out. Guess what? We're all getting up and chasing the cows.

1 All that stuff. So she gets to Centennial Farm and is like,
2 "It doesn't smell, and the animals are cleaner than my
3 brothers were growing up." So we walk around, and she meets
4 the landscaping crew on the borough and was very impressed
5 with the work that they are doing and very impressed by the
6 critters. She had a corndog from Hotdog on a Stick and
7 pronounced it the best corndog she's ever had, and it's one
8 of her favorite foods. She actually said, "It's the first
9 time I've gotten one that was hot." Okay. Totally impressed
10 by the clean bathrooms and the fact that there's Porta
11 Potties. And we have drinking fountains that work that give
12 you water that you want to drink, because she had her water
13 bottle with her.

14 So by the end of the day, she made me -- she kept,
15 like, looking at her map making sure she got to see
16 everything she wanted to see, looked at it and said, "You
17 know, this was really great. We could come back here, and
18 this is something you could actually use for a vacation."

19 So I just wanted to share it with you. And before I
20 run out of time, there's Meet Cute possibility. City of
21 Orange has a mascot, which looks like the cousin of our
22 Orange mascot. And okay, City Counsel Mayor up there is
23 always into like the Cute thing City Council meeting. I'm
24 thinking the backstory is "cousins." You know? Just like a
25 meet Cute. Any time you need something that's cute that you

1 need to get a photo op out for a press release. You know?

2 So thank you.

3 MS. RICHARDS: Thank you, Reggie. That means a lot
4 to all of us.

5 MR. KARNs: Our corn dogs are better.

6 CHAIR LA BELLE: Any other director comments?

7 I have just one. My 13-year-old granddaughter,
8 Elle, has been coming to the fair -- I know Ashley and Robert
9 and Natalie have seen her since she was three years old, the
10 little car ride she started on and the faster the better.
11 She's the quietest person you would ever want to meet, but
12 when it comes to rides, the faster the better. She came with
13 a friend of hers, her brother, a couple of friends of her
14 brother, and her mother, and the other kids' mother. The
15 first thing she did, she started talking about -- what's that
16 ride? The Titan, the one that you go upside down and flip
17 around. She finally talked two of her friends into going on
18 the ride with her, and they needed a fourth. So my
19 daughter-in-law and Elle went on the ride. First thing Elle
20 said when she got off the ride is, "This is great. We are
21 going to do it again next year." And my daughter-in-law
22 said, "Once is enough."

23 MS. RICHARDS: She earned the right not to ever have
24 to ride it again.

25 CHAIR LA BELLE: I think that's the ride your mom

1 was on a couple years back.

2 DIRECTOR AITKEN: She's insane, Doug. She's
3 fearless. I am not.

4 CHAIR LA BELLE: Anyway, it was a great story. They
5 had a fantastic day. They enjoyed everything. They haven't
6 been since Covid. So it was really good, really great. And
7 I want to thank the staff, the directors for everything they
8 have done to make this a very successful event.

9 MS. RICHARDS: Thank you for coming to the fair, for
10 bringing your families to the fair, and participating in all
11 of the events. It was a real joy to get to know your
12 families. I can't believe how your kids are growing. I
13 mean, they are true fair brats, right? I mean, they are all
14 fair brats.

15 DIRECTOR RUBALCAVA-GARCIA: And I can't believe that
16 they are taller than us now.

17 MS. RICHARDS: It truly was a great fair. We
18 enjoyed it as well.

19 DIRECTOR AITKEN: Did you see how far the apple
20 falls from the tree? I accidentally, on opening day, got on
21 the swing ride that I thought was the kid's swing ride that's
22 on the ground, and it went straight up in the air. I thought
23 I was going to die. It started lifting off the ground, and I
24 don't like heights. It was super scary, and I was screaming
25 the entire time.

1 CHAIR LA BELLE: My granddaughter loves that one,
2 too.

3 DIRECTOR AITKEN: It's higher and faster than you
4 think.

5 MS. RICHARDS: It'll be back before we know it. So
6 that's the fair. Here we go.

7 Next item is 8G and this is an information item for
8 the board chair to appoint a two-person task force to make
9 recommendations for the officers of the board for the
10 upcoming year.

11 CHAIR LA BELLE: Thank you, Michelle. I would like
12 to ask Ashley and Natalie if they would serve as the
13 committee to bring back their recommendations to the October
14 board meeting?

15 MS. RICHARDS: Very good.

16 DIRECTOR AITKEN: I accept.

17 DIRECTOR RUBALCAVA-GARCIA: I accept. Thank you for
18 the opportunity.

19 CHAIR LA BELLE: Okay. Very good. Thank you.

20 MS. RICHARDS: And that's an information item
21 because the board chair has the prerogative to name
22 committees at any time.

23 All right. Then we move on to committee reports.

24 CHAIR LA BELLE: Okay. What's the first one?

25 MS. RICHARDS: The first one is the Leadership

1 Committee.

2 CHAIR LA BELLE: Okay. Newton and I met with
3 Michelle to prepare the agenda for this meeting. We also
4 discussed the item related to the foundations, and that will
5 be coming back to the full board at the October meeting.
6 Each of the foundations will be meeting in advance of that to
7 discuss their thoughts relative to the MOUs, the bylaws, and
8 that sort of thing. We are going to ask that the Chair of
9 both of those foundations be at the October meeting and the
10 leadership committee will have some recommendations for
11 consideration at that time.

12 MS. RICHARDS: Very good. I also want to note too
13 that per board policy, Chair LaBelle participated in the
14 pre-fair security briefing on June 29, and then both Chair
15 LaBelle and Vice Chair Pham participated in the mid-fair
16 security briefing that was held on August 3rd, and that's per
17 board policy 5.07.

18 CHAIR LA BELLE: Thank you.

19 MS. RICHARDS: The next is the Financial Monitoring
20 and Audit Committee. Neither Director Bagneris or Kovacevich
21 are here. I can give that report on their behalf. The
22 district operations continued to perform very, very well and
23 very favorably to the 2022 budget. Our year-to-date revenue
24 as of the end of August, the \$48.2 million. That's favorable
25 by \$1.9 million. Revenue for the month of August was

1 unfavorable to budget by \$846,000. That was mainly due to
2 lower-than-budgeted paid fair attendance. Even though the
3 gate count was the same, we put more free or discounted
4 tickets in the market than the year before, and then we
5 budgeted for 40 performances in the Pacific Amphitheater,
6 booked 30, and we had two cancellations during the fair. So
7 that revenue was not realized. We did really well on the
8 expense side, year-to-date at the end of August, our expenses
9 are \$31.5 million and that's favorable to budget by \$4.8
10 million. So for the year-to-date period ending August 31, net
11 proceeds are \$13.8 million, and that is \$3 million favorable
12 to budget. So we continue to perform very well against
13 budget. Our cash and cash and -- you know, I'm going to save
14 the cash and cash investments for later.

15 And then, of course, we talked about the audit
16 during that committee report. And the committee met with the
17 auditors and went through the audit report. And the next
18 scheduled committee meeting is October 21. Okay? And then
19 Facilities Committee is next.

20 DIRECTOR RUIZ: I think we pretty much covered
21 everything on our report. Other than just, I just know one
22 quick thing is I'm looking forward to hopefully breaking
23 ground here for the screening to walk in Newport to walk here
24 before on Heroe's -- on Veteran's Day. So I'm looking
25 forward to that. Hopefully that will get done.

1 MS. RICHARDS: Yes. We are on track for that
2 project.

3 DIRECTOR AITKEN: And I think Ken wanted to give us
4 an update on the demo of the barns.

5 MR. KARNS: Thank you, Director Aitken. Just a
6 little additional information since the committee met. As we
7 know through the infrastructure of the three barns and the
8 livestock area, they are beyond their use of life, and
9 through the master site plan, are slated to be removed. Upon
10 the completion of the fair, the middle barn was discovered to
11 be leaning over.

12 Our team had engineers out to write a report. Under
13 all the rules by which we do work through CCA, there is an
14 opportunity for the OC Fair to do work in an emergency. Upon
15 review of the thresholds by which an emergency is declared,
16 we are still in discussion with CCA. We will not move
17 forward under emergency basis without the written consent of
18 both the Chair and the CEO. That's one of the caveats. So
19 we are reviewing whether we need the threshold of an
20 emergency. Regardless of that, another threshold is the
21 value of the project of \$25,000 and the last threshold that
22 we want to make sure we meet is the signing authority of the
23 COO of \$50,000 or less. So in that, we have not proceeded
24 with any action beyond continuing research.

25 And in that, we may be back to the board asking for

1 money in October to proceed, if we can't proceed under an
2 emergency, or if additional time is needed to fully back the
3 projects. We are going to review the budgets to take down
4 all three barns since they are slated to come down anyway,
5 and have a tenting solution for the annual fair as it relates
6 to livestock exhibits. So in that, the full budget season is
7 upon us, and we might be back from before the board with a
8 full slate of capital expenditures, it might come to the
9 board as a full project at that time.

10 DIRECTOR AITKEN: So with the barn leaning, is it
11 closed and no one is going in it? It's not a safety issue
12 for anyone?

13 MR. KARNS: That's correct.

14 CHAIR LA BELLE: The item, I think, it's obviously
15 important on any item that's a health and safety item, that
16 we proceed ahead just as quickly as we can from a standpoint
17 of correcting the problem. So I do believe that the current
18 schedule is the facilities committee and staff will be
19 bringing forward recommendations at the October meeting for
20 the overall prioritization of projects.

21 MS. RICHARDS: For the master site plan?

22 CHAIR LA BELLE: Correct.

23 MS. RICHARDS: It's looking like that may be more
24 like November. The November board meeting is only three
25 weeks after the October board meeting so, we'll know a little

1 bit -- we'll know more in more detail about the timing in a
2 few weeks.

3 CHAIR LA BELLE: I know the board has previously
4 provided conceptual direction for lack of a better term as to
5 Phase One, Phase Two, Phase Three.

6 We know that the Equestrian Center and improvements
7 that are needed there, you know, are kind of at the top of
8 the list in terms of what we're doing and that triggers other
9 things.

10 MS. RICHARDS: We are following the presentation
11 made previously to the board on the different phases and
12 projects. We are following that exactly as we finalize the
13 concepts for the master site plan.

14 CHAIR LA BELLE: Thank you. Are there any public
15 comments on not only this report, but the other committee
16 reports? Okay.

17 DIRECTOR RUBALCAVA-GARCIA: Chair LaBelle, I just
18 have a quick question. Just from a property perspective, the
19 barns are the ones for the 4H animals who are held here?

20 MS. RICHARDS: That's right.

21 DIRECTOR RUBALCAVA-GARCIA: I didn't realize there
22 were three. I know you have to walk out but --

23 MS. RICHARDS: Yeah.

24 CHAIR LA BELLE: And they have been there a long
25 time. They are older than I am, which is old.

1 MS. RICHARDS: All right. I'm going to come back to
2 the Community Affairs Committee. The Governance Committee
3 received a written report. I don't know if you want to
4 report by e-mail, If you want to brief on the -- sorry.

5 DIRECTOR RUBALCAVA-GARCIA: On the governance
6 related to the public record to request that one?

7 MS. RICHARDS: Yes. I thought that you wanted to --

8 DIRECTOR RUBALCAVA-GARCIA: Yes, I do. There was a
9 public records request that came in that we currently don't
10 have a policy that covers and I wanted to bring it to the
11 board for discussion today if to see if there is a desire to
12 have the Governance Committee go back and create a policy
13 that would address the concern that a member of the public
14 had. So to kind of -- you can correct me if I'm wrong. I
15 forgot the details. But the long and short of the public
16 records request was the use of personal devices during board
17 meetings and it was actually directed directly at me using my
18 phone, and there was a request for all of my text messages
19 during the board meeting. They also saw me outside and
20 wanted to know who I was speaking to during the meeting. We
21 currently do not have a policy that does not allow a board
22 member to utilize their personal devices during a board
23 meeting, so we wanted to bring it to the board. Chair
24 Cervantes and I, just to see if there is a will to have us go
25 back and explore a policy that would limit the use of

1 personal devices during board meetings. So I just wanted to
2 bring it back to my colleagues on the board to see if you
3 would like to have a discussion on the topic and give the
4 Governance Committee some direction.

5 CHAIR LA BELLE: I'm good with discussion on that,
6 and I think that's appropriate. My only comment would be, as
7 I indicated earlier, I rely very heavily on my iPad to be
8 able to expand the size of the agenda and read the materials.
9 That's how I prepare, and I think -- I certainly wouldn't
10 want to be precluded from doing that. Because given my
11 vision problems, which I think everyone is aware of, that's
12 basically the way I can function best. So as long as
13 whatever we are doing is related to the function of that
14 particular meeting, whether it's some indication or reading
15 or whatever. That would be my only thoughts, and I would
16 fully support that going to the Governance Committee.

17 DIRECTOR AITKEN: I agree. I also use my iPad up
18 here to take notes on people's public comments because I want
19 to make sure I remember what people's concerns are,
20 especially on hot-button issues where we have a lot of public
21 speakers. And, you know, so I think that's actually an
22 important -- it's the world we live in. I also think that,
23 you know, in the event for those of us that have parents that
24 we take care of, that have children we take care of, in the
25 event of an emergency, I would like a second way for someone

1 to be able to contact me. But those are just my initial
2 knee-jerk thoughts, but you know, hopefully we can have a
3 broader discussion. I think it might be a solution looking
4 for a problem.

5 DIRECTOR RUIZ: Yeah, I agree with what you said.
6 It's the world we live in. I not only have one, but I have
7 two phones. And I have the reason I have that -- You know, I
8 represent 4,000 men and women in the construction industry.
9 And I'm always getting texts. One time-- it was about four
10 years ago, I got a text when a member got killed on the job.
11 So, you know, I need to have these phones, and I need to be
12 responding to people quite often, more often than I would
13 like to. But that's just the way it is, and that's the world
14 we live it. So if we could explore something around that,
15 that would still allow me to use these, I would definitely
16 support that. But yes, I got to have my phones. Sorry.

17 MS. RICHARDS: Yes. I would add too, that we're
18 going to be, pretty soon, moving toward using iPads instead
19 of killing trees every month, too. With the all the paper,
20 so that's something we will be adding to our budget, so we're
21 moving towards electronic devices anyhow. So I think it
22 would be good to have a policy.

23 DIRECTOR RUBALCAVA-GARCIA: Perfect. So we will
24 take it back and we will draft a policy to bring back to the
25 board. We will also work with Josh on that. Because I do

1 use my phone at the -- I am usually not taking notes related
2 to any fair or State business. My conduct is usually
3 communicating with my children because they have phones. So
4 they are text messaging me or asking me questions throughout
5 the day. But we will draft something and bring it back for
6 the board to review. And then we can decide what direction
7 to go from there. Thank you. And that's all we have, I
8 think, from governance side.

9 CHAIR LA BELLE: Thank you, Natalie.

10 MS. RICHARDS: And then the Community Affairs
11 Committee. Director LaBelle and Director Bagneris, did you
12 want to --

13 CHAIR LA BELLE: Yeah. Let me kind of introduce it.
14 Elle was on the community affairs committee, and I appointed
15 myself when she left. So Barbara and I communicated the
16 board will remember probably about a year ago, we approved
17 50,000 for some static displays in the Pac Amp area that
18 would kind of, you know, relate to all of the activities the
19 board supports in terms of community affairs.

20 Staff completed their analysis of that. There was
21 some discussion prior to my being on the committee of maybe
22 looking at expending that to maybe some sort of electronic
23 messaging system. Staff utilized a small portion of that
24 \$50,000 to kind of determine whether or not that was feasible
25 if the full board will ultimately decide to do that. It is

1 feasible. It is quite costly. Barbara and I did ask staff
2 if they would kind of look at some different options and kind
3 of keep the ball rolling. Hopefully we will have something
4 to bring back during the budget process in a couple of months
5 so the board can consider it.

6 I mentioned to Michelle that I was very impressed
7 with the graphics that our staff has done in terms of static
8 displays. And I think as a minimum that something definitely
9 of a lot of benefit. And then, I believe we are going to
10 have a presentation.

11 MS. RICHARDS: We are.

12 CHAIR LA BELLE: I'm going to turn it over to you.

13 MS. RICHARDS: Thank you. September 15 was the
14 start of Hispanic Heritage Month, and I'm going to turn it
15 over to our Chair Business Development Officer, Joan Hamill
16 to make a brief presentation in celebration of that.

17 MS. HAMILL: Good morning. First of all, I would
18 like to say as a person of Hispanic decent myself, I'm very
19 proud and extremely honored to be making this presentation
20 today celebrating Hispanic Heritage Month. As Michelle
21 mentioned, from September 15th through October 15th, we
22 recognize National Hispanic Heritage Month in honor of the
23 many contributions of the Hispanic community to Orange
24 County. The month celebrates the members of our community
25 who are from a Spanish-speaking country or a descendent of

1 someone from a Spanish-speaking country. Hispanic Heritage
2 Month celebrates the contributions of people whose ancestors
3 came from Spain, Mexico, the Caribbean, Central America, and
4 South America.

5 Its history dates back to 1968 when President Lyndon
6 Johnson first recognized Spanish--Hispanic Heritage week.

7 The celebrations expanded to a full 30-day period in 1988 by
8 president Ronald Regan. The timing of Hispanic Heritage
9 Month is significant because of it being split between two
10 months. That's because of several significant dates during
11 the 30-day period from mid-September through mid-October that
12 are important to the Hispanic heritage and culture.

13 September 15th -- whoops. Excuse me. September 15th is the
14 anniversary of the independence of the Latin American
15 countries of Costa Rica, El Salvador, Guatemala, Honduras,
16 and Nicaragua.

17 September 16th is the day Mexico celebrates its
18 independence. September 18th is the day Chile celebrates its
19 independence. October 12th, Dia de la Raza, a holiday
20 celebrating the heritage and culture of diversity of Latin
21 America. According to the US Census Bureau, the Hispanic
22 population in the United States has grown from 53 million in
23 2011 to nearly 63 million in 2020. California has the
24 highest Hispanic population in any state, and in the past 10
25 years, the state's Hispanic population grew by 11%.

1 Hispanics comprise 34.1% of Orange Countys population state
2 wide, and according to the OC Hispanic Chamber of Commerce,
3 there are 30,000 Hispanic-owned businesses in Orange County.

4 Hispanic heritage and culture is rich in Orange
5 County and started centuries ago with families like the
6 Yorba and Peralta families, which first settled here from
7 Mexico. There was a huge demand for -- as mentioned earlier,
8 there was a huge demand for farm labor during World War 2 and
9 in response in 1942, the US and Mexico entered into an
10 agreement to create a guest worker program officially called
11 The Emergency Farm and Labor Agreement, or commonly known as
12 the Bracero Program. This program brought nearly 70,000 men
13 from Mexico to work in Orange County from between 1942 and
14 1964. Many became citizens in Orange County in the late
15 1960s. Even as late as 1947, California schools were still
16 segregated. Gonzalo Mendez and four other families from
17 Orange County filed a federal civil lawsuit, Mendez vs
18 Westminster, would precede the landmark 1954 The US Supreme
19 Court decision in Brown vs Board of Education that ended
20 segregation in the US. And this was referenced earlier by
21 Director Rubacalva-Garcia during her presentation.

22 The Hispanic community is thriving in Orange County.
23 Hispanics hold leadership positions at every sector of Orange
24 County community including business, industry, education,
25 government, the arts, and nonprofit sector. The Orange

1 County Hispanic business community celebrates many
2 accomplished leaders including Christopher Ayala, President
3 of the Hispanic Bar Association; Reuben Franco, CEO of the OC
4 Hispanic Chamber of Commerce; Susie Lopez Guerra, VP of OC
5 Hispanic Business Womens Association; and Zulma Arizmendi,
6 President of the National Hispanic Real Estate Professionals
7 Association in OC. There are countless other Hispanic
8 leaders in business education, government, the arts, and
9 non-profits throughout Orange County, as I mentioned.

10 MS. RICHARDS: Joan, do you want to go back and read
11 the officials?

12 MS. HAMILL: I'm sorry. I think I skipped a slide.
13 I still have more to go. Michelle, I have the wrong glasses
14 on. I'm sorry. Hispanic elected officials Alex Padilla, US
15 Senate, Linda Sanchez, US Congress. Lou Correa, Bob
16 Archuleta, from California Senate, Sharon Quirk-Silva from
17 California Assembly; Ricardo Lara, State insurance
18 commissioner; Al Mijares, President of OC Department of
19 Education, and Rebecca Gomez, OC Board of Education.

20 Thanks, Michelle, for getting me back on track with
21 that. I got turned around on that one. And oh, see, this is
22 where I messed up on that.

23 I was reading my paper right before. OC business
24 leaders, Christopher Ayala, as I mentioned, President of the
25 Hispanic Bar Association; Reuben Franco, CEO of the OC

1 Hispanic Chamber of Commerce; Susie Lopez Guerra, VP of OC
2 Hispanic Business Womens Association; Zulma Arizmendi,
3 President of the National Hispanic Real Estate Professionals
4 of OC. I apologize. And of course, our own Natalie
5 Rubalcava-Garcia, Director of OC Fair Board. Sandra
6 Cervantes, Director, and of course, Robert Ruiz.

7 Hispanics have always played a leading role in
8 agriculture industry starting with Cesar Chavez, Founder of
9 the American Farm Workers Association, who worked tirelessly
10 to improve conditions for Farm workers in California and the
11 nation. Michael Flores is a California Deputy of Agriculture
12 Secretary under Karen Ross. Mike Lopez is the Orange County
13 Bureau of Board of Directors and Cynthia Flores serves
14 California Agriculture Laborer Relations Board.

15 Hispanics in Orange County have assumed leadership
16 and ownership roles within the agricultural field. There are
17 62 Hispanic agriculture producers in Orange County, 12%
18 percent of all of the producers throughout the state of
19 California that identify as Hispanic. On a national level,
20 Hispanic operated farms account for 5.6% of agriculture sales
21 and 3.6% of US farm lands. There is a growing number of
22 young Hispanic agricultural producers and farm owners in the
23 US who are more likely to have recently started farming
24 operations compared to US producers overall, according the US
25 Department of Education. The OC Fair and Event Center

1 recognizes the Hispanic Heritage month and celebrates the
2 Hispanic community. Thank you.

3 CHAIR LA BELLE: Excellent presentation.

4 MS. RICHARDS: And that concludes committee reports?

5 CHAIR LA BELLE: Okay. We have no closed session
6 today.

7 MS. RICHARDS: No closed session.

8 CHAIR LA BELLE: How about the CEOs?

9 MS. RICHARDS: I have a few more updates, if we
10 could stand any more updates. On Friday, June 24, so that
11 was a day after the June board meeting. Plus a conference
12 was held in this very room to announce that the Orange County
13 sustainability decathlon will take place at the OC Fair and
14 Event's Center in October of 2023.

15 In the photo, you'll notice State Senator Dave Min
16 in the middle, on the far right is Costa Mesa Mayor John
17 Stevens, and the other two gentlemen, Mike Moodian and Fred
18 Smolder, are the UCI professors and Chapman associates who
19 are leading the charge in bringing this great event.

20 I have to tell you that the event will feature
21 collegiate teams from schools around the world who will
22 compete to design and build sustainable homes. The event
23 will also include a massive expo with exhibits, vendors, and
24 demonstrators who will educate the community on
25 sustainability. Including move-in and move-out, the contract

1 for the event will expand 5 weeks, from September 23 through
2 October 20 of next year and generate approximately \$1 million
3 for the OC Fair and Event's Center. This was a combination
4 of nearly two years of hard work by our executive team, our
5 sales department, and operations departments to bring this
6 event to the OC Fair and Event Center navigating through
7 stiff competition, I might add, from the great park, but a
8 real win for the OC Fair. We are excited about that.

9 The Pacific Amphitheater kept rocking off after the
10 fair with six post-fair concerts, and what a great lineup.
11 Culture Club with Berlin had an amazing performance welcoming
12 back Boy Gorge in the Pacific Amphitheater for the first time
13 since 1985. Cole Swindel performed to a sold-out house,
14 followed by Steve Miller Band, Ramon Ayola, Pat Benatar, and
15 Jackson Brown. We are happy to report that Pull Stars Top
16 100 Amphitheater's Venues List just came out for Q3, and the
17 Pacific Amphitheater is number 14 worldwide. Worldwide.
18 That that ranking is based on total tickets sold and gross
19 revenue. So a really good showing for the Pacific
20 Amphitheater.

21 On a slightly less exciting note, we kicked off our
22 2023 budget process just this morning. And we have a public
23 budget study session planned for November 9, so more
24 information to come out about that, but mark your calendars.

25 Has anybody visited the planetarium at Orange Coast

1 College yet? Our employees got a treat earlier this week as
2 we hosted our monthly all employee meeting there. It was
3 great fun to walk across the street, we were quite a sight
4 walking across the street. We watched a short presentation
5 on our universe by Scott Mitchell, the planetarium director,
6 and heard an update on the fair and other operations and we
7 will like to thank Scott and all of our friends at the
8 planetarium for hosting us. I highly recommend a visit if
9 you haven't been. The planetarium is open to the public
10 every Saturday. It's also available for field trips and
11 rentals, and you can check out information on the Orange
12 Coast College website.

13 We mentioned the 5K Fun Run was back as part of the
14 2022 OC Fair after a two-year absence, due to Covid. The
15 annual partnership with the OC Fair provides an opportunity
16 for families all over Southern California to participate in a
17 fun race inside the OC Fair before opening. The net revenue
18 from the event is shared between the District and the OC
19 marathon. This year over 2,500 people participated in the
20 Fun Run, generating net proceeds of \$24,456. Gary Kutcher,
21 executive director of the marathon, presented us with our
22 share, \$11,728. I know our own Joan Hamill did the Fun Run.
23 Did you do the Fun Run? No? Okay. Sorry. Moving on.
24 Because usually you do.

25 MS. HAMILL: I know. I might have slept through.

1 MS. RICHARDS: All right.

2 CHAIR LA BELLE: There's no \$0.16 in there.

3 MS. RICHARDS: No, there is not. There's no cents
4 at all in that one. It's just a flat \$11,728. Okay. Now
5 for the big numbers. So as I mentioned earlier, on behalf of
6 the finance committee, our year-to-date net proceeds as of
7 the end of August is \$13,000,779 -- and \$870, sorry. That's
8 a positive favorable variance of \$3 million against budget.
9 And here's why I'm truly proud of this organization: Total
10 cash and cash equivalents at the end of August is over \$80
11 million. You might remember during the pandemic, we were
12 seeing that reserve go down, getting dangerously low. And
13 this organization, over the past year and a half, has been
14 able to replace every bit of it and then some, it's a
15 year-over-year increase of \$17.3 million or 27.6% and again,
16 this will go a long way in helping us put that money right
17 back in the property as we launch our master site plan. So
18 we are very happy about that. And I'm going to hand things
19 back to Joan for a very quick events update.

20 MS. HAMILL: We will be immediately busy with our
21 year-round event program right after the fair and through
22 September. The last few events that we have in September are
23 what you can see here. On the 24th we have Cruisin' For A
24 Cure back this Saturday. The money raised for this goes to
25 the KSK Cancer Center in Irvine for prostate cancer research

1 and there will be free screenings on that day made available.
2 Also this Saturday is Speedway in ASA and of course, every
3 Thursday, The Farmers Market to include today, from
4 9:00-1:00, and that happens in Lot D.

5 And moving right into October. Busy, busy month,
6 which is great. On the 1st to through the 31st, the Seasonal
7 Adventures Pumpkin Patch is returning once again, and that
8 would be located in Lot C. There will be three Speedway
9 events in October. The one on the first is National Speedway
10 Championships. The 8th brings Harley Night Finals with Side
11 Car Championships. And on the 15th is The Fall Classic, The
12 Gem Fair, takes place October 14th through 16th, and that is
13 held in the Costa Mesa building at the Santa Ana Pavilion.
14 And also that weekend, the 15th and 16th, it's the 45th
15 annual OC Home, Family, and Fun Expo, which takes place in
16 the Los Alamitos building. October 21 through the 23rd is
17 the OC Japan Fair making a return in 2022. And then on the
18 27th, Thursday, is Fight Club in the Hangar, once again.
19 Always a fan favorite.

20 And closing out the month on Saturday October 29 is
21 the Boo Haw Haw, a haunted Oktoberfest. And this is a
22 co-promotion with our friends From the Brew Hee Haw, who also
23 help us present the craft brew event that takes place during
24 the fair. The booth features three hours of unlimited
25 tastings from some of the nation's top breweries, and guests

1 can sample German lagers, IPAs, seltzers, ciders, kambucha,
2 and of course, there will be plenty of food available to
3 purchase throughout the night. And costumes are encouraged.
4 There is even a costume contest. Boo will be featuring
5 Barlin by Berlin, who just opened recently for the Culture
6 Club at the Pacific Amphitheater, with the special guest, The
7 Mismiths. I'm going to try to say that again. The Mismiths.
8 And that's a tribute band mashup of The Misfits and The
9 Smiths. That should be a lot of fun, once again.

10 Moving on to our educational assets, Centennial Farm
11 and Heroes Hall. Year round they are happening at Centennial
12 Farm. We have our wonderful docents that returned yesterday.
13 About 54 of our returning docents came for orientation and
14 preparation for the Junior Farmer and Discovery Day Tours,
15 which begin next week on the 28th and 29th, respectively.
16 For anyone interested in wanting to become a Centennial Farm
17 volunteer, there is still time to do that. We'll be having
18 -- the staff will be having a docent orientation in the next
19 couple of weeks, so I invite anyone come out to Centennial
20 Farms if they're interested in becoming a docent and making a
21 positive difference in the lives of many kids and teaching
22 our agriculture mission.

23 At Heros Hall the exhibit, Fighting for the Right to
24 Fight. An African-American experience in military closed on
25 the 16th of September. And we are preparing for an upcoming

1 exhibit that is a co-curated exhibit. And this exhibit is
2 titled, Armed Only With A Camera, World War 2 photography of
3 Stanley Troutman. And this exhibit details the story of WW2
4 war correspondent, Stanley Troutman, who carried no weapons
5 at all but instead a camera, as the title suggests. Troutman
6 was a civilian but he served his country side of the military
7 all the same, oftentimes putting his own life on the line in
8 the process. He was photographing the war in the South
9 Pacific Theater, including the devastated cities of Hiroshima
10 and Nagasaki after the dropping of the atomic bombs.
11 Profound stories and exhibit and it was a personal collection
12 of his family. Troutman lived in Orange County. And prior
13 to his passing at the age of 102 in January of 2020, Carol
14 Singleton had the incredible opportunity to meet and
15 interview Mr. Troutman at his Corona Del Mar home, where he
16 was living independently and was still as sharp as a tac and
17 could detail everything. The exhibit opens on Saturday,
18 October 15th with a small reception and programming.
19 Troutman's daughter, Gale Rinch, is also local, and several
20 family members will be in attendance that day. Actually, his
21 grandson will be a scheduled speaker.

22 Some of the members of the Press Photographer
23 Association of Los Angeles who are associates and peers of
24 Mr. Troutman will be in attendance on the 15th to honor him
25 and his legacy. And until that exhibit opens, Heros Hall

1 will be closed in preparation and installation of that
2 exhibit. And that concludes my update unless there are any
3 questions.

4 CHAIR LA BELLE: Thank you, Joan. Thank you,
5 Michelle. Any questions from the directors? Or audience?
6 Okay. I think that gets us to the comments from the Board of
7 Directors. Let's start with Ashley.

8 DIRECTOR AITKEN: Thank you. I just want to
9 congratulate our CEO and executive staff as well as everyone
10 for putting on an amazing fair. It was so fun. It's always
11 my favorite time of year. And I know how much work goes
12 into it, and there's no rest for the weary and you get up and
13 start doing the year-round events. So thank you everyone for
14 the hard work and for making us a part of it, for making us
15 proud.

16 CHAIR LA BELLE: Thank you, Ashley. Robert?

17 DIRECTOR RUIZ: Yes. I also want to comment to
18 Director Michelle, thank you. Good job as always and the
19 staff as well for putting on an amazing fair. I didn't get
20 any complaints, just positives from people that attended, so
21 I just wanted to let you know to keep up the good work and
22 thank you for everything.

23 CHAIR LA BELLE: Natalie?

24 DIRECTOR RUBALCAVA-GARCIA: I want to thank Joan for
25 going through such a beautiful presentation for Hispanic

1 Heritage Month. I think you did a great job articulating
2 everything in there, and I love all of the emphasis on all
3 the different people who are impacting Orange County and
4 agriculture so well done. Beautiful presentation. And thank
5 you for all you do.

6 CHAIR LA BELLE: Thank you, Natalie. I want to
7 ditto everyone's comments relative to the fair, and I too
8 agree that presentation was outstanding. A lot of
9 information there. Also, I will be working to see if I can
10 arrive at a date that works for a meeting of the board prior
11 to our October meeting to address the couple of rather urgent
12 items that we should move forward with as soon as possible,
13 we will make it as brief as we can. And it will just be
14 those two items and obviously public comments.

15 With that, the committee meeting is adjourned.

16 (Whereupon, the meeting was concluded at 11:20 a.m.)
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CERTIFICATE OF STENOGRAPHER

* * * *

The undersigned Stenographer does hereby certify:
That the foregoing Proceeding was taken before me at the
time and place therein set forth.

That the testimony and all objections made at the time
of the Proceeding were recorded stenographically by me and
were thereafter transcribed, said transcript being a true and
correct copy of the proceedings thereof.

In witness whereof, I have subscribed my name, this date:
SEPTEMBER 22, 2022.

Charissa De La Torre

CHARISSA DE LA TORRE

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