

# Board of Directors Meeting May 22, 2025

Good morning.

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

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

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

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

### Please keep your device on mute

### The Mission of OCFEC is...

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



### 3. Pledge of Allegiance



### 4. Roll Call

### **Board of Directors**

Chair Nick Kovacevich Vice Chair Barbara Bagneris Director Newton Pham Director Doug La Belle Director Natalie Rubalcava-Garcia **Director Robert Ruiz** Director Tanya Bilezikjian Director Dimetria Jackson



### 5. Minutes

- A. Board meeting held April 24, 2025
  Action item
- B. Board meeting held May 7, 2025
  Action Item
- C. Board meeting held May 12, 2025
  Action Item



### 6. Consent Calendar

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

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



# 10A. Presentation of Asian American, Native Hawaiian and Pacific Islander Heritage Month by the Community Affairs Committee

### **INFORMATION ITEM:**

In recognition of Asian American, Native Hawaiian and Pacific Islander Heritage Month, the Committee will present a proclamation to Glenn Tanaka of Tanaka Farms

Glenn Tanaka will be honored for his family's agricultural legacy and for the community programs at Tanaka Farms that promote agriculture education.





### 7. Closed Session

- **A. Pending Litigation** The Board will meet in closed session to consult with legal counsel regarding the following pending litigation. [Gov. Code section 11126(e).]
  - i. To confer with and receive advice from legal counsel regarding potential litigation involving the 32nd District Agricultural Association. Based on existing facts and circumstances, the Board of Directors will decide whether to initiate litigation. (Govt. Code, § 11126, subd. (e).)
  - ii. To confer with and receive advice from legal counsel regarding potential litigation involving the 32nd District Agricultural Association. Based on existing facts and circumstances, there is significant exposure to litigation against the 32nd District Agricultural Association. (Govt. Code, § 11126, subd. (e).)
  - iii. To confer with counsel, discuss, and consider the following pending litigation to which the 32nd DAA is a party. Changing Strides, et al., v. 32nd District Agricultural Association, et. al., Orange County Superior Court, Case No. 30-2024-01421750-CU-WM-WCJ
  - iv. To confer with counsel, discuss, and consider the following pending litigation to which the 32nd DAA is a party. Changing Strides, et al., v. 32nd District Agricultural Association, et. al., Orange County Superior Court, Case No. 30-2024-01423147-CU-OR-CJC
- **B. Personnel:** The Board will meet in closed session to consider the appointment, employment, and/or evaluation of performance of the General Manager / CEO as authorized by Government Code, § 11126, subdivision (a).

### 8. Matters of Public Comment

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

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

































# 10B. Staff Presentation of Layout and Operational Changes Planned for 2025 OC Fair

### **INFORMATION ITEM:**

Staff will provide a "sneak peek" of some of the operational changes expected for the 2025 OC Fair including layout, food/beverage, entertainment, security, carnival and more.

A full preview of the 2025 OC Fair will be presented at the June Board meeting.



### 10C. Annual State of the OC Fair & Event Center Address

### **INFORMATION ITEM:**

Board Governance Policy 4.05 (Financial Stewardship) requires a mid-year budget review presentation by staff each June. Staff will start this month with a State of the OC Fair & Event Center address covering various aspects of the organization, and conclude with a full mid-year budget review in June.

The State of the OC Fair & Event Center address will include key metrics for:

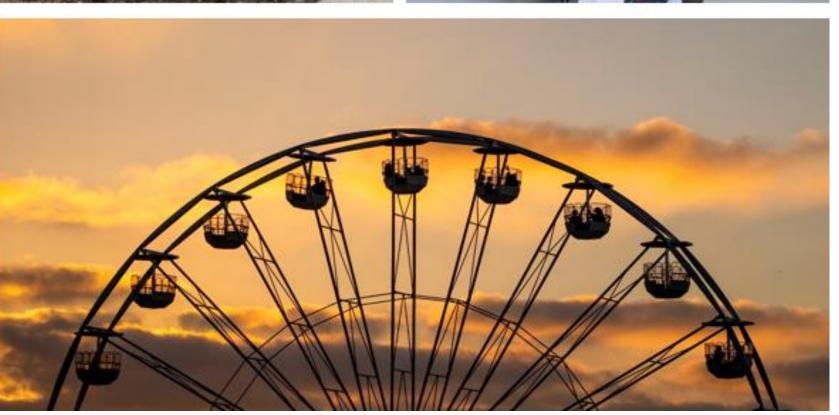
- Year-round events
- The annual OC Fair
- Capital projects
- Technology improvements
- Staff development
- Strategic planning
- Master Site Plan
- Industry leadershipCommunity Programs











# State of the OC Fair & Event Center May 22, 2025

### The Business Continues to Grow

#### New Events

- 25 new events in 2024
- 7 new events booked to-date in 2025

#### Sponsors

- 11 new sponsors in 2024
- 8 new sponsors signed to-date in 2025

#### 13 new merchants

- all from California
- 6 from Orange County

#### 5 new concessionaires from 2023 returned in 2024

- 3 from California
- 1 from Orange County

#### Pacific Amphitheatre

- 193,328 tickets sold in 2024
- 2024 concert series netted over \$5.2M
- 5 sold out shows

#### Capital Projects

- 60 capital improvement projects in 2024
- 51 projects scheduled for 2025 (14 completed; 26 active; 10 pending)
- Administration Building expansion MSP project nearing completion





### Solid Financial Foundation

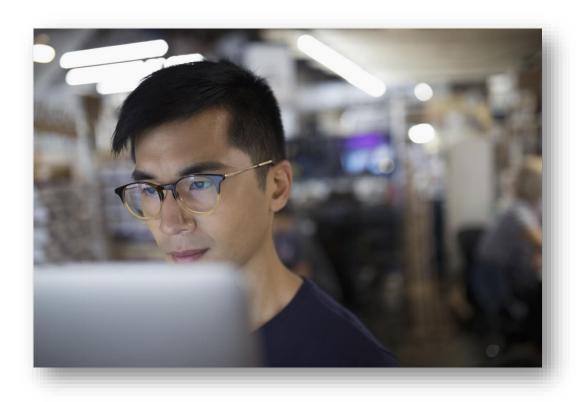
- Continued strong reserves
  - \$50.3M in cash and cash equivalents (4.8% YOY increase)
- Profitable OC Fair model
  - \$26.7 million in net proceeds from 2024 OC Fair (17% YOY increase)
- Favorable bottom line
  - Currently \$927K favorable to budget
- 2025 Year-end projection
  - 4 months actuals/8 months budget = \$6.2 million net proceeds





### We Continue to Innovate

- To Serve Our Customers:
  - User experience web site upgrades
  - Chat bot
  - New reader boards
  - Advancements in digital marketing
- To Support Our Operations:
  - Cyber security network monitoring
  - Security command center upgrades
  - Master Site Plan and capital projects
  - Environmental improvements





# We Make a Difference in the Community

- Board directed donation tickets
  - Over 5,000 OC Fair admission tickets distributed to the neediest in our community for 5<sup>th</sup> consecutive year
- Imaginology
  - 19,634 attended this year
  - 10% year over year increase
- Centennial Farm
  - 48,230 school year visitors (3,405+ over last school year
  - 19 Farm & Garden Classes with 459 participants
  - 6,486 volunteer hours

- Heroes Hall
  - 13,307 to-date in 2025 (up 66% YOY)
  - 800 attended the Veterans Day event (up 60% YOY)
  - Featured 2 new exhibits since last year
  - 4 speakers series events held since February; 5 more scheduled in 2025
  - Sage Hill High School, OC Docent League, Young Marines and Cal Guard Museum Command partnerships
- The Ranch
  - 439 participants in inaugural Discovery Day event



## Our Fair Industry Leadership Continues

- #1 most attended fair in California
- Over 2,000 fairs in North America; OC Fair ranks #11 in attendance (up from #13 in 2023)
- Using the RIGHT metrics
  - safety, guest experience, resource management and community relations
- Industry awards
  - Western Fairs Association (WFA) 20 awards
  - Int'l Association of Fairs & Expositions (IAFE) –
     2 awards
  - People's Choice Award 2025

- How we give back
  - IAFE Board Chair
  - IAFE Finance Committee
  - CCA Board Vice Chair
  - WFA Board of Directors
  - WFA Committees
  - OABA Committee
  - Amusement Industry Safety (AIMS)
  - CDFA State Rules Advisory Committee
  - Agriculture Grants Review Committee
  - Panelists, trainers, presenters









### Our Organizational Pillars

- Innovation
  - Review and assess all current technology
  - Invest in technology
- Stewardship
  - Ensure facilities meet the growing needs of the organization
  - Promote responsible stewardship of the State's assets
- Operational Excellence
  - Make it easier to do business with OCFEC
  - Identify key processes and initiate improvements
- Visitor Experience
  - Understand guest preferences in order to offer new and innovative programming
  - Honor OCFEC's history while celebrating new experiences





## Consistent Board Leadership

- 8 members; 1 vacancy
- Multiple business sectors
  - Business
  - Finance
  - Government
  - Law
  - Labor
  - Engineering
- 5 committees
  - Leadership
  - Finance
  - Facilities
  - Governance
  - Community Affairs
- Diverse, yet aligned

















## We Have an Accomplished Team

- 24 key positions filled
- 8 internal promotions
- 1260 hires made in 4 months for the OC Fair
- Ongoing training
  - Supervisory training
  - CPR/First Aid/Emergency Preparedness
  - Preventing workplace harassment
  - Workplace safety
  - Cybersecurity
- Certifications
  - Safe equipment operation





## We Still Have Some Challenges

- Economic headwinds
- Attracting key talent
- Managing expenses
- Continuing to improve the guest experience
- Parking and storage
- Executive leadership transition





### The State of the OC Fair & Event Center?













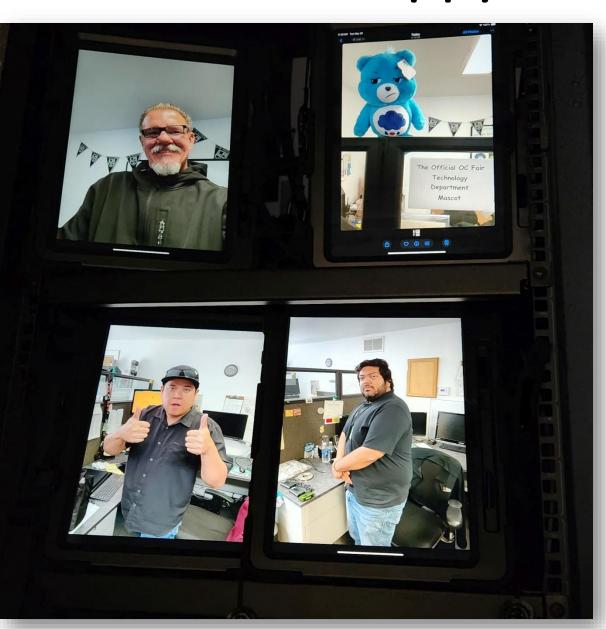
Safety & Security



















Centennial Farm

























Event Operations













# Maintenance Operations









## State of the OC Fair & Event Center?





## 10D. Committee/Ad Hoc Committee/Liaison Reports

#### **INFORMATION ITEM:**

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

- i. Leadership Committee (Chair Kovacevich, Committee Chair; Vice Chair Bagneris)
- ii. Financial Monitoring and Audit Committee (Director Pham, Committee Chair; Director Bilezikjian)
- iii. Facilities Committee (Director Ruiz, Committee Chair; Director Bilezikjian)
- iv. Governance Committee (Director La Belle, Committee Chair; Chair Kovacevich)
- v. Community Affairs Committee (Director Rubalcava-Garcia, Committee Chair; Director Jackson)



## **April 2025 Financials**

	Actual	Budget	Variance Favorable (Unfavorable)
April 2025 Revenue	\$ 1,361,625	\$ 1,400,023	(\$ 38,398)
April 2025 Expenses	\$ 3,079,744	\$ 3,080,612	<u>\$ 867</u>
April 2025 Net Proceeds/(Loss)	<u>(\$ 1,718,119)</u>	<u>(\$ 1,680,589)</u>	<u>(\$ 37,531)</u>



#### **Cash and Cash Equivalents**

	<u>Aprii 30, 2025</u>	<u>Aprii 30, 2024</u>
Cash on Hand	\$ 3,154,680	\$ 2,835,094

A ....: 1 20 2024

A ....: 1 20 2025

Investments \$47,189,517 \$45,167,370

Total Cash and Cash \$50,344,197 \$48,002,464

Equivalents

Year over Year Change \$ 2,341,733

Year over Year % Change 4.88%



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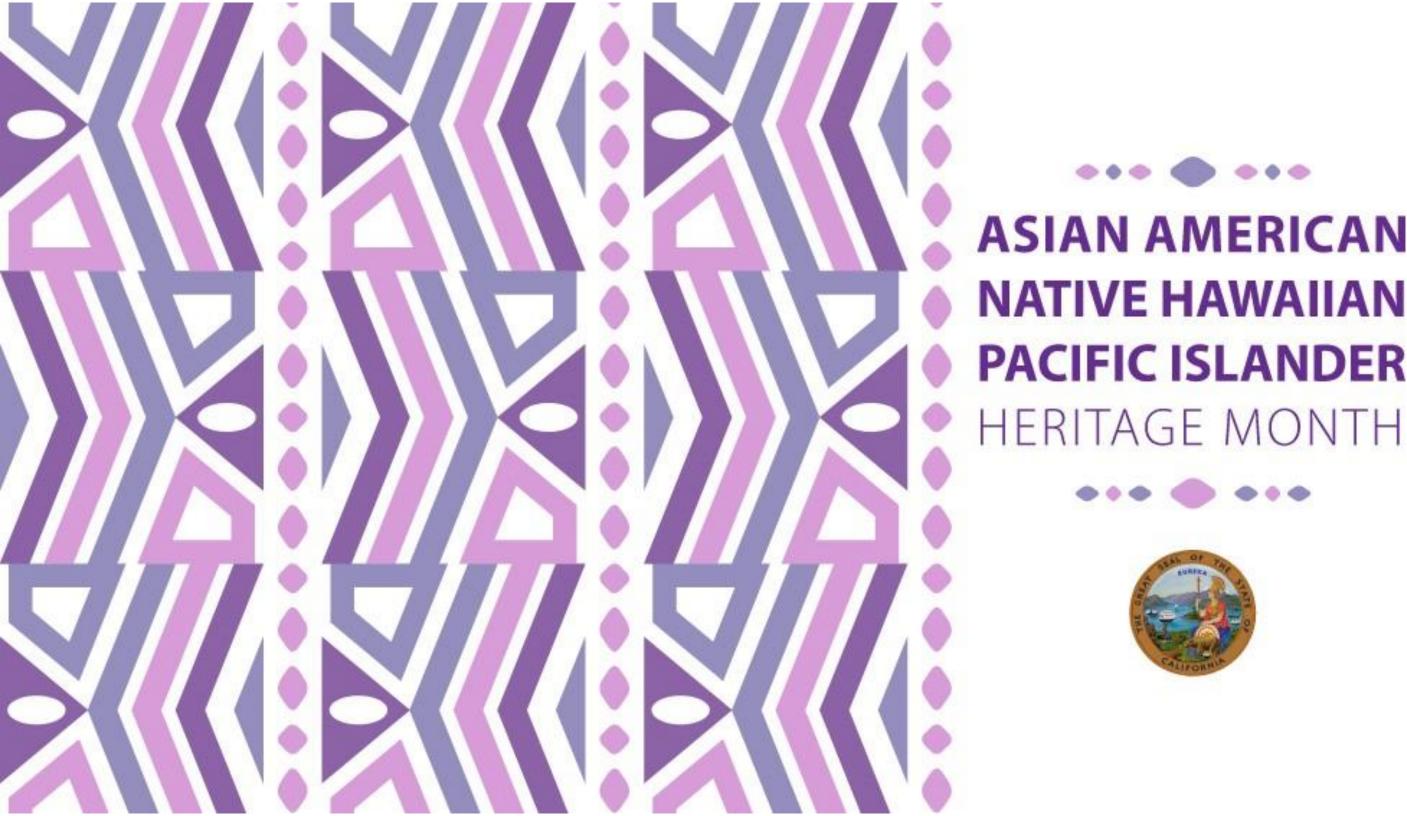












# **ASIAN AMERICAN NATIVE HAWAIIAN PACIFIC ISLANDER**





#### 11. UPCOMING EVENTS PREVIEW



May 24-25



May 30 - June 1 June 6 - 8



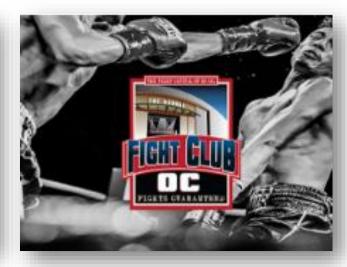
May 31 -June 1



May 31



June 14 & 21



June 19



## 11. Upcoming Events Preview





Thursdays





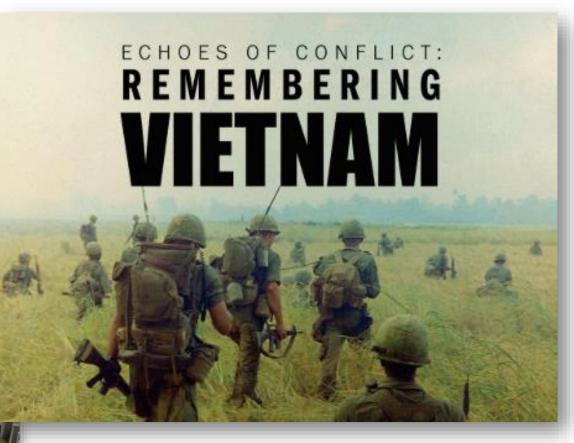


# Discovery Day June 2



May 31 June 7, & 14







#### 12. Board of Directors Matters of Information

13. Next Board Meeting

June 26, 2025

Community Room at the City of Costa Mesa City Hall

