

Board of Directors Meeting September 25, 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



10A. Presentation of Pride Month Proclamation by Community Affairs Committee

INFORMATION ITEM:

In recognition of National Hispanic Heritage Month, the Community Affairs Committee will present a proclamation to artist Carla Roque.

She is honored for her vibrant murals and illustrations that celebrate culture, build community pride, and inspire local youth.





5. Minutes

A. Board meeting held June 26, 2025 Action item



6. 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.



7. Consent Calendar

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

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



8. 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).

9. CEO's Operational Announcements & Updates

WELCOME

To
The OCFEC Board Room
Version 2.0



9. CEO's Operational Announcements & Updates

Hit the Ground Running

- Crash Course on "The Best Fair"
 - Great People, Great Program, Great Partners
 - Great Theme, Great Legacy, Great Expectations
- Lessons Learned
 - "Weekend" = Monday and Tuesday
 - "The Turn" = See Weekend
 - Bacon Improves Everything



9. CEO's Operational Announcements & Updates

CEO Updates

- CERRVF Membership
 - <u>California</u> <u>Emergency</u> <u>Response and <u>Resiliency</u>
 <u>Venues and</u> <u>Fairgrounds</u>
 </u>
 - Public Facilities as Part of Disaster Response
 - Greater Coordination with Cal OES and Local Agencies
 - Focus on Preparedness / Response
 - Advocate for Funding / Grants (State and Federal)
 - Improvement and Enhancement of Facilities / Services



9. CEO's Operational Announcements & Updates CEO Updates

- New COO Search
 - Engaged with CPS-HR to Lead Recruitment
 - Fair Experience
 - Large Event / Venue Experience
 - Capital Project Management
 - Posting Closed
 - Approximately 80 Candidates
 - Qualified Candidates Under Civil Service Review Process
 - November 15 Goal



9. CEO's Operational Announcements & Updates CEO Updates

- New Event Discussions
 - Focus on Entertainment
 - Pac Amp, ASA, Hangar
 - Grounds Wide Festivals
 - Targeted Lifestyle Events
 - Identify New Categories
 - Cultural Event Expansion
 - Corporate, Social, Catering
 - Fair and Year-Round
 - Self-Produced
 - Seasonal, Community



9. CEO's Operational Announcements & Updates CEO Updates

- Community / Industry Engagement
 - Industry Meetings
 - NICA (National Independent Concessionaire's Association)
 - IAFE (International Association of Fairs and Expos)
 - WFA (Western Fairs Association)
 - CERRVF
 - CCA
 - Community Meetings
 - City of Costa Mesa
 - OCBC
 - South Coast Metro
 - Travel Costa Mesa



10B. Board Discussion and Vote on Appointment of Member Entity Representative and Alternate to Serve on the CCA Board of Directors

The CCA Board is composed of five voting members: one appointed from each Member Entity and a sixth non-voting ex-officio member appointed by the California Department of Food and Agriculture (CDFA). CCA Board members serve for a term of five years, or until the appointment of a successor, at the pleasure of the appointing Member Entity. An alternate member is also appointed to serve by the Member Entity in the absence of the primary member appointed.

The 32nd DAA is one of the Member Entities of CCA.

With the retirement of Michele Richards and a vacancy of the Chief Operating Officer position, the 32nd DAA must appoint a new representative and alternate to the CCA Board of Directors. However, at this time the District will wait to appoint an alternate until the COO vacancy is filled.

10B. Board Discussion and Vote on Appointment of Member Entity Representative and Alternate to Serve on the CCA Board of Directors

Historically, a member of the District's executive team has served as the appointed and alternate representatives to the CCA Board, though a member of the 32nd DAA Board can also serve in these capacities.

RECOMMENDATION:

It is the staff's recommendation to appoint CEO James Canfield to the CCA Board of Directors to represent the 32nd DAA.



10C. Vote on Whether or Not to Approve Staff Request for Out of State Travel to Attend the 2025 Int'l Entertainment Buyers Association Annual Conference Oct. 5-7 in Nashville, TN

The State of California requires Board approval for all out-of-state travel by staff. Historically, the Board of Directors approves staff travel expenses as part of the annual budget.

The International Entertainment Buyers Association is the professional trade association for entertainment talent, promoters, talent agents and entertainment buyers (venues).

Their annual conference in Nashville, TN brings together talent, promoters, agents and buyers for networking and discussion of industry trends, individual artist representation, tour schedules, availability and other key information related to touring entertainment.



10C. Vote on Whether or Not to Approve Staff Request for Out of State Travel to Attend the 2025 Int'l Entertainment Buyers Association Annual Conference Oct. 5-7 in Nashville, TN

As we work to continually improve our Pacific Amphitheatre schedule and diverse offerings, Michele's attendance at this important industry event to represent the OCFEC is key to our future success.

Staff is requesting to send Chief Business Development Officer Michele Capps to the IEBA conference at an estimated cost \$2,000.

RECOMMENDATION:

Approve staff's request for out-of-state travel to attend the IEBA conference in Nashville, Tennessee.



10D. Consideration of and Vote on Whether or Not to Approve Establishment of a Credit Card Convenience Fee to Offset Credit Card Processing Fees

The OC Fair & Event Center hosts over 125 events annually, ranging from small private events to large-scale property wide trade shows and festivals. The District currently allows for the payment of fees for rental agreements in the form of checks or credit cards. While these transactions are convenient and efficient, the District has historically absorbed the fees associated with these credit card transactions. Credit card processing fees totaled approximately \$86,000 in 2024 and, for the first 7 months of 2025, have totaled approximately \$44,000.



10D. Consideration of and Vote on Whether or Not to Approve Establishment of a Credit Card Convenience Fee to Offset Credit Card Processing Fees

To mitigate the growing costs associated with increased credit cards usage, staff is recommending credit card processing fees be paid directly by the end user going forward and a percentage-based service fee be added to credit card transactions. Users wishing to avoid incurring a credit card convenience fee will still have the option of paying rental fees by check. It should be noted that the District will still continue to absorb the credit card processing fees associated with fair admission tickets.

RECOMMENDATION:

That the Board approve the establishment of a credit card convenience fee to offset credit card processing fees.

10E. 2025 OC Fair Wrap-Up Presentation

INFORMATION ITEM:

Staff will provide a wrap-up presentation of the 2025 OC Fair.



That's a wrap



By the numbers

- 1,162,872 Fairgoers
- Eight sold-out days
- 19 Concerts and shows were sold out
- 15,089 competition entries
- 345 local bands performed on the community stages
- 20,504 visitors to Heroes Hall
- 270,000 guests visitors to Rewind
- 2,339,388 total RCS ridership
- 436,188 stuffed plushies were won at the games
- 50,000 ears of corn were shucked by County Fair Corn Stars
- 41,644 glasses of wine in the Wine Courtyard
- 198,204 servings of \$5 Taste of the Fair were dished up



Millions of Media Impressions





- Total Online Placements: 224
- Total Broadcast Placements: 114
- Total Impressions: 493.8 million 7.6%
- Total Publicity Value: \$1.48* million

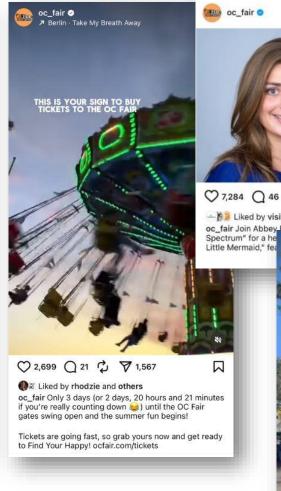


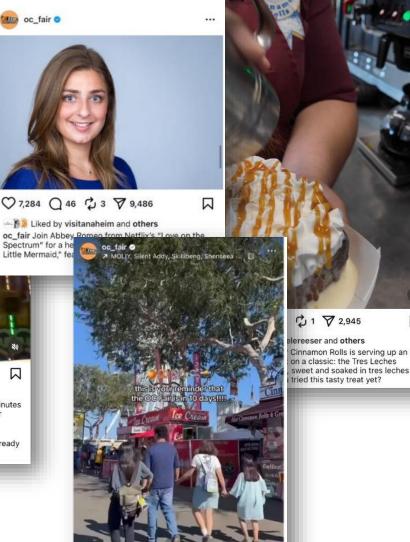
Millions of Social Impressions



Bean & Cheese Cone Reveal 1.7mm views!!







♥ 6,714 Q 39 \$ 1 \$ 4,542

By Liked by danonthree and others

oc_fair This is your reminder, the OC Fair is in 10 days!

Are you ready? Tickets are on sale now at

•Reach: 7,089,396

Impressions: 38,609,077 (2024: 27.7 million)

Engagements: 396,699 (2024: 119.4K)

Post Link Clicks: 5,611 (2024: 489)

Audience Growth: 13,719 Engagement Rate: 232%



Happy for Concerts

August 2025 Results



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Venues of the Month

9/5/2025 12:00:00 AM

	Rank	Location	Tickets Sold	Gross	Shows	Show Capacity
	Red Rocks Amphitheatre					
(1)	1	Morrison, CO	95,665	\$7,362,271	13	9,525
	The Pacific Amphitheatre					
	2	Costa Mesa, CA	80,410	\$4,882,554	14	8,242
	Lake Tahoe Amphitheatre at Caesars Republic					
(!)	3	Stateline, NV	49,448	\$5,289,318	7	7,200
	Villa Bellini					
(1)	4	Catania, Italy	46,510	\$3,031,865	9	10,000
	Greek Theatre at UC Berkeley					
(!)	5	Berkeley, CA	32,969	\$2,603,266	5	8,500

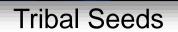


Happy For Concerts



Indigo Girls





How Many Piglets Were Born?







Livestock Auction - \$311,202





\$5 Taste of Fair





Daily

11 a.m. - 4 p.m.

Enjoy delicious treats for just five dollars!

Food & Beverage

Most enjoyed #1









Loads of Ribbons Awarded





Happy for New Vendors



Roaming Railroad
Mia Nova Boutique
California Face Painting
Ego Electric Bikes
Airbrush Shop
Bass Pro Shop, Irvine
and more



Happy for OCTA Fair Express

All our OC Fair Express buses are air conditioned and equipped with WiFi so

Ridership by route over the five weekends:

•Anaheim: 6,567

•Laguna Hills: 4,917

•Huntington Beach: 4,508

•Fullerton: 4,253

•Santa Ana: 2,643

-2025 Total = 22,888

•2024 Total = 17,717





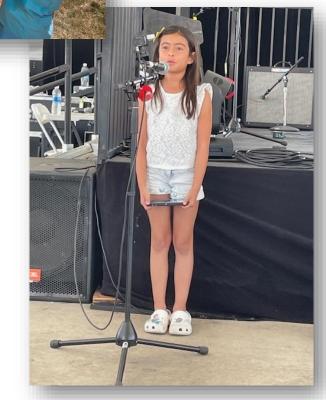




We are OC!







A CULTURAL CELEBRATION

— AT OC FAIR —



OC Fair 5K Fun Run









2,965 participants in the 5K 358 in the 1.1 mile

Hydration Stations

Six Stations – two more than 2024

Dispensed 28,994 gallons of water

Saved **185,561** 20 oz plastic bottles from our landfills

\$788,634 Value to our guests!

An increase of 12,989 gallons of water or

83,130 more bottles saved than in 2024!





Board Members Found Their Happy!









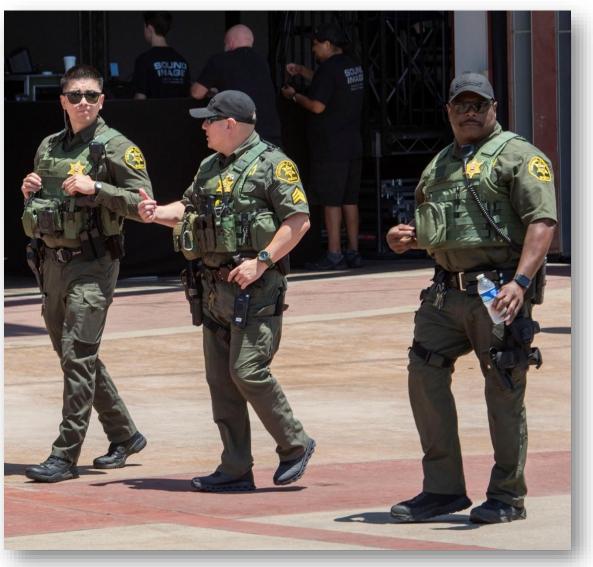
Creating Lots of Summer Jobs





Safety & Security Report







What Did Our Customers Say?

"I like animals, and being able to interact with them is cool. It's neat for all ages and I think there is value in being able to do these types of things that aren't common being [that I was] raised in the city."

"I enjoy seeing the animals, the pig races, and the agricultural areas. Those areas seem to help me forget about the noise in the world for a while."

"The animals, farm area and gardens are beautiful and the volunteers in that area are knowledgeable and friendly. It's great to show kids where food comes from."

"Our son loves farm animals and our visit to the fair was his first encounter with them! We also liked how knowledgeable the staff was of each animal!"



"It's always fun to see animals especially for the little ones who have never experienced it before."

"The ag displays taught me things I didn't know about food production."

Animals & Agriculture



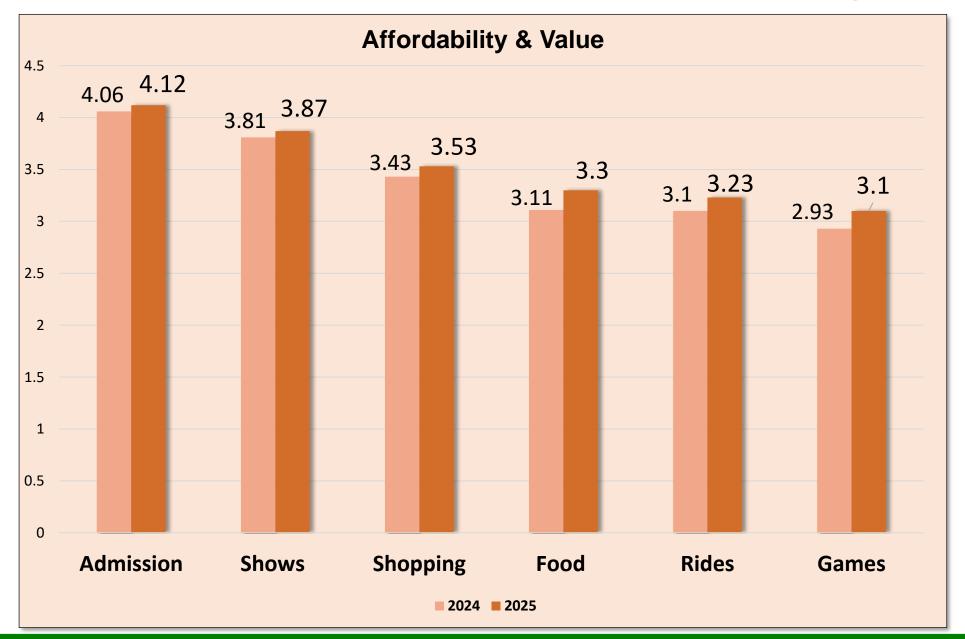
What Did Our Customers Say?



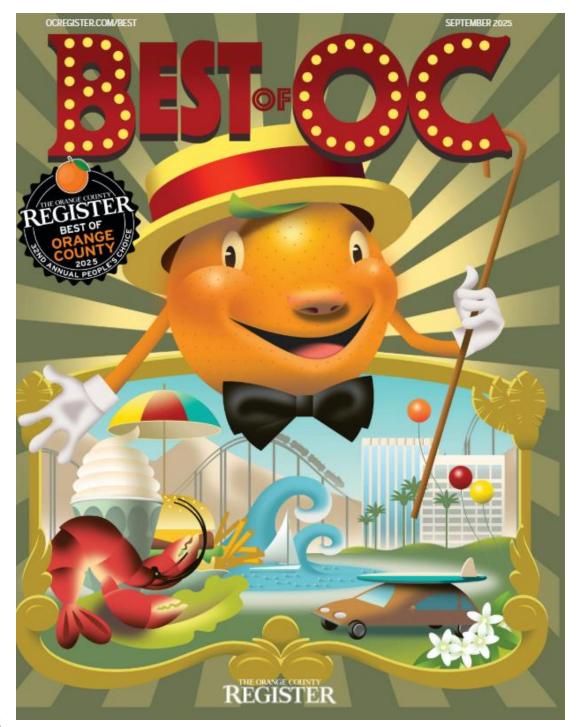


Most enjoyed #3

What Did Our Customers Say?







» BEST FAIR / FESTIVAL



MINDY SCHAUER, STAFF PHOTOGRAPHER

1.0C Fair

88 Fair Drive, Costa Mesa; 714-708-1500; ocfair.com

The OC Fair is beloved by the community and has been a touchstone of Southern California summers for 135 years. This year marked the 76th year that the Fair has been in Costa Mesa (it was previously held in Los Alamitos and Huntington Beach). Families make memories and traditions and Fair organizers are thrilled that the OC Fair

continues to bring loads of fun to Orange County.

Year after year, fairgoers rank food and rides as the top reasons they love the OC Fair, according to the Fair's annual guest survey, said Terry Moore, OC Fair's communications director. Animals, exhibits, and concerts are big draws as well, Moore said.

This year, there were 71

shows across three venues (Pacific Amphitheatre, The Hangar and Action Sports Arena) and plenty of community entertainment all day long including lawnmower races, demolition derbies and monster trucks.

The entertainment lineup included George Thorogood & the Destroyers, the Psychedelic Furs, KC and the Sunshine Band, the Village People, Los Lobos, the Indigo Girls, Melissa Etheridge, Gin Blossoms, ZZ Top, Ludacris, and the Commodores, plus jazz music, and mariachi music — something for all musical tastes. New this year was Fair After Dark, dancing and music at Plaza Pacifica every Friday, Saturday and Sunday during the Fair, and VHS Rewind, an exhibit featuring movie soundtracks, huge hand-painted posters and livepainting demonstrations.

- Amy Bentley



How Did We Do?

	2025 OC Fair (Preliminary Unaudited)	2024 OC Fair	2023 OC Fair	2022 OC Fair
Revenue	\$47,916,137	\$51,115,187	\$44,910,674	\$43,731,592
Labor Expenses	-6,570,951	-6,118,805	- \$5,657,356	-\$4,935,373
Non Labor Expenses	-16,840,459	-18,938,032	-\$16,418,587	-\$13,809,798
Net Proceeds:	\$24,504,727	\$26,058,350	\$22,834,731	\$24,986,421







10F. Board Appointment of Chair and Vice Chair Nominating Committee

INFORMATION ITEM:

The Board Chair will appoint a two-person task force to deliberate and make a recommendation for Officers of the Board for the upcoming year.

The Nominating Task Force will present its nominations at the October 23, 2025 meeting of the Board of Directors.



10G. 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. Community Affairs Committee (Director Rubalcava-Garcia, Committee Chair; Director Jackson)



August 2025 Financials

	Actual	Budget	Variance Favorable (Unfavorable)
August 2025 Revenue	\$ 28,689,559	\$ 29,571,930	(\$ 882,371)
August 2025 Expenses	<u>\$ 15,473,334</u>	\$ 16,722,203	\$ 1,248,870
August 2025 Net Proceeds/(Loss)	\$ 13,216,22 <u>5</u>	\$ 12,849,726	<u>\$ 366,499</u>
YTD Net Proceeds/(Loss)	\$ 12,515,33 <u>5</u>	\$ 11,081,217	<u>\$ 1,434,119</u>



Cash and Cash Equivalents

	August 31, 2025	August 31, 2024
Cash on Hand	\$ 10,913,781	\$ 11,007,249
Investments	\$59,213,067	\$57,071,784

Total Cash and Cash \$70,126,848 \$68,079,033

Equivalents

Year over Year Change \$2,047,815

Year over Year % Change 3.0%



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- iv. Community Affairs Committee (Director Rubalcava-Garcia, Committee Chair; Director Jackson)









11. Upcoming Events Preview













Sept 27

Sept 27

Sept 30

Oct 2 – Oct 31

Oct 4 - 5

Oct 10-12











Oct 11 - 12

Oct 12

Oct 16

Oct 25

Oct 17 - 19

Oct 22



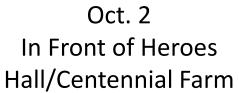


Every Thursday



11. Upcoming Events Preview







11. Upcoming Events Preview









HAPPY SEPTEMBER BIRTHDAY!

DIRECTOR RUIZ











12. Board of Directors Matters of Information

13. Next Board Meeting

October 23, 2025

