



## Notice of Meeting

**AMENDED 06-04-2025**

California Exposition & State Fair  
Meeting of the Board of Directors  
To Be Held

**Friday, June 6 2025, 9:30 a.m.**

**The Board will meet in closed session at 9:35 a.m.**

**Public Board Meeting will resume at 10:30 a.m.**

**In the Administration Building Boardroom at  
California Exposition and State Fair**

1600 Exposition Boulevard  
Sacramento, CA 95815

Kim Craig, Chair

Nick Hardeman, Vice Chair

Arturo Barajas, Director  
Heather Bernikoff, Director  
Rina V. DiMare, Director

Willie Pelote, Director  
Che Salinas, Director

Sonney Chong, Honorary Director

EX OFFICIO MEMBERS

Governor Gavin Newsom

Senator Angelique Ashby  
Senator Melissa Hurtado

Assembly Member Maggy Krell  
Assembly Member Esmeralda Soria

**36 days to California State Fair (July 11-27, 2025)**

This notice is also available on the Internet at: [www.CalExpoStateFair.com](http://www.CalExpoStateFair.com)

## **Mission Statement**

The California Exposition & State Fair mission is to create a State Fair experience reflecting California including its industries, agriculture, and diversity of its people, traditions and trends shaping its future supported by year-round events.

## **Policy Statement**

The Board shall serve as the policy-making body for the California Exposition & State Fair and shall have full responsibility for the year-round management and operation of all facilities of the California Exposition & State Fair.

## **Public Comment**

Any member of the public wishing to address the Board on any matter listed for consideration on this agenda shall fill out a Speaker's Form and provide it to the Board's Recording Secretary. All speakers will be recognized by the Chair and be allowed a maximum of three minutes to address the Board at the time the agenda item is being considered by the Board.

If you wish to address the Board on a matter not listed on the agenda, you have that right. If you wish to exercise that right, please fill out a Speaker's Form and provide it to the Board's Recording Secretary. You will be allowed a maximum of three minutes to address the Board during the Public Comment item on the agenda.

## **AGENDA**

### **1. CALL TO ORDER – Public Meeting**

All matters noticed on this agenda, in any category, may be considered for action as listed. Any items not so noticed may not be considered. Items listed on this agenda may be considered in any order, at the discretion of the Chair.

### **2. ROLL CALL**

### **3. CLOSED SESSION**

- a. Pursuant to Government Code §11126(c)(7)(A) the Board will convene into closed session for the purposes of discussing leasing of real property at 1600 Exposition Blvd.
- b. Pursuant to Government Code §11126(a)(1) the Board will convene into closed session for the purposes of discussing personnel matters.

### **4. RESUME PUBLIC MEETING**

- c. Report out of Closed Session, if needed.

**5. LAND ACKNOWLEDGEMENT**

**6. PLEDGE OF ALLEGIANCE**

**7. INTRODUCTION OF GUESTS & STAFF**

**8. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA**

In accordance with state law, the Board will not comment or otherwise consider Public Comment matters until and unless such item has been properly noticed for a future meeting.

**9. CONSENT AGENDA**

**All items on the consent agenda are to be approved in one motion unless a Board Member requests a separate action on a specific item.**

- d. Approval of Board Meeting Minutes for April 25, 2025
- e. Service Contracts/Purchase Orders Requiring Board Notification/Approval

**10. COMMITTEE/STAFF REPORTS**

- f. Finance

**11. NEW BUSINESS**

- g. Review and Approval of New Members Appointment to the Cultural Advisory Council as Recommended by Board Liaison

**12. OLD BUSINESS**

- h. State Fair Marketing Update

**13. CORRESPONDENCE**

- i. E-Mail dated April 26, 2025 from trottingjc
- j. E-Mail dated April 27, 2025 from Azarik Sivatjian

**14. MATTERS OF INFORMATION**

- k. CEO Comments
- l. Directors Comments/Agenda Items for Future Meetings
- m. Next Board Meeting **Friday, September 26, 2025**
- n. Other, if any

**15. ADJOURNMENT**

Date of Notice: June 4, 2025

Pursuant to the Americans with Disabilities Act, individuals who, because of a disability, need special assistance to attend or participate in any Cal Expo Board, Committee or any Advisory meetings, or in connection with other Cal Expo Activities, may request assistance at the Cal

Expo Administration Building Offices, 1600 Exposition Boulevard, or by calling 916-263-3247, during normal business hours. Requests should be made one week in advance whenever possible.

# 9. CONSENT AGENDA

C. BOARD MEETING MINUTES

# **CALIFORNIA EXPOSITION & STATE FAIR**

Minutes of the Board of Directors Regular Meeting

Held Pursuant to Due Notice  
April 25, 2025

California Exposition & State Fair  
1600 Exposition Blvd.  
Sacramento, CA 95815

**Directors Present**

Director Kim Craig, Chair  
Director Nick Hardeman, Vice Chair  
Director Arturo Barajas  
Director Heather Bernikoff  
Director Rina DiMare  
Director Willie Pelote  
Director Che Salinas

**Executive Staff Present**

Tom Martinez, Chief Executive Officer  
Matt Cranford, Chief Deputy General Manager  
Marcia Shell, Deputy General Manager  
Sue O'Brien, Recording Secretary

**Staff and Guests**

Alex Alcantar, Business Development  
Diana Barrios, Accounting Manager  
Jaime Ramirez, Programs Manager  
Craig Walton, Chief of Police  
Allison Wagaman, Special Assistant  
Stephanie Dyer, Human Resources  
Darla Givens, Public Relations  
Heidi Turpen, Contracts  
Lindy Munguia, Contracts  
Mitch Pryor, Chief of Plant  
Pat Conner, IT  
Kameni Gandher, IT & Sound  
Lisa Landry, Executive Analyst  
Cathy Mickle, Accounting  
Brian Honebein, Event Partnership  
Corey Brandt, OVG Hospitality  
Chris Schick, Watch & Wager  
Robin Clements, Backstretch  
Donnie Fowler, Backstretch  
Andre Favila, Senator Ashby Office

**Sacramento Regional Coalition for Palestinian Rights**

Sarah Alzanoon  
Meggie Coulter  
Patricia Daugherty  
Amira Elmallah  
Megan Elsea  
Dr. Harry Wang

**1. CALL TO ORDER – Public Meeting**

Chair Craig called the public meeting to order at 9:02 a.m.. Chair Craig acknowledged the Mission Statement, Policy Statement and the Public Comment Statement.

**2. ROLL CALL**

Roll call was taken and a quorum was present.

The Board convened into closed session at 9:05 a.m.

**3. CLOSED SESSION**

a. Pursuant to Government Code §11126(c)(7)(A) the Board will convene in closed session for the purpose of discussing leasing of real property at 1600 Exposition Blvd.

b. Pursuant to Government Code §11126(e)(1), the Board will convene into closed session to confer and receive legal advice from counsel regarding pending litigation to which California Exposition and State Fair is a party. *Cameron v. California State Fair Cal Expo et.al.*, CRD (Civil Rights Department) Case Number 202306-20967413, EEOC or HUD Number 37A-2024-00192.

c. Pursuant to Government Code §11126(e)(2), the Board will convene into closed session to confer and receive advice regarding pending litigation based on existing fact that there is significant legal exposure to litigation.

**4. RESUME PUBLIC MEETING**

d. Report out of Closed Session, if needed.

The Public meeting resumed at 11:34 a.m. Chair Craig reported out that the Board accepted Council's recommendation for items b & c.

**5. LAND ACKNOWLEDGEMENT**

Chair Craig read the Land Acknowledgement

**6. PLEDGE OF ALLEGIANCE**

Chair Craig asked Director Barajas to lead the Board and Staff in the Pledge of Allegiance.

**7. INTRODUCTION OF GUEST AND STAFF**

Chair Craig asked Deputy General Manager Shell to introduce guests and staff that were in the audience.

Chair Craig asked to take item 13 out of order with no objections.

**8. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA**

In accordance with state law, the Board will not comment or otherwise consider Public Comment matters until and unless such item has been properly noticed for a future meeting. None

**9. CONSENT AGENDA**

**All items on the consent agenda are to be approved in one motion unless a Board Members requests a separate action on a specific item.**

- e. Approval of Board Meeting Minutes for February 28, 2025
- f. Authorization to pursue continuation of Cal Expo's authority to conduct Background checks
- g. Service Contract/Purchase Orders Requiring Board Notification/Approval

**MOTION:**

Chair Craig asked for a motion to approve the consent agenda.

**MOTION:**

Director Pelote moved the motion and Director Barajas seconded the motion. Chair Craig asked for a roll call vote: Director Barajas, aye; Director Bernikoff, abstain; Director DiMare, yes; Director Pelote, aye; Vice Chair Hardeman, aye; Chair Craig, aye. Motion passes.

**10. COMMITTEE/STAFF REPORTS**

- h. State Fair Report  
Program Manager Ramirez reviewed his staff report and highlighted the main events. He discussed the fair program overview, competition updates and special programming for the 2025 State Fair.
- i. Finance  
Accounting Manager Barrios reviewed her staff report with the board. She explained line by line the Monthly Statement of Financial Activities and gave a detail explanation regarding the Audits and the timing.

**11. NEW BUSINESS**

- i. Facility Projects – Milking Parlor at Livestock  
Chief of Plant Mitch Pryor reviewed his staff report with the board. He gave a quick run down on the new bathrooms and new HVAC in all 8 buildings at Expo Center. He went on to discuss the Milking Parlor. The plan is to demolish it and then pave the area. As this building is on our inventory list with DGS, staff ask that the Board acknowledges demolition of the milking parlor and removal of this asset from Cal Expo's asset list.

**MOTION:**

Chair Craig asked for a motion and it was moved by Director Pelote and seconded by Vice Chair Hardeman. Chair Craig asked for a roll call vote: Director Barajas, aye; Director Bernikoff, aye; Director DiMare, aye; Director Pelote, aye; Vice Chair Hardeman, aye; Chair Craig, aye. Motion passes.

**12. OLD BUSINESS**

j. Watch & Wager

CEO Martinez asked Deputy Shell to present her report. Ms. Shell reviewed her report with the directors. Touching on the income and expenses for Watch & Wager, Simulcast and California State Fair Racing for 2024. She also reviewed the other annual income and expenses that happen outside of Horse Racing and Simulcast. There was a discussion at last month's Board meeting about termination of the current contract with Watch and Wager. Since that time, we have not been able to reach/talk to the signatory, Mr. Ed Comins for Webis Holdings. Staff therefore recommends termination of the multi-year contract with Watch and Wager. Ms. Shell goes on to explain that the current contract with Watch and Wager expires in 2030. With the past few month's events regarding horse racing in general not just thoroughbred, but moving horse racing from Northern California to Southern California and the loss of the State Fair race meet staff feels that the continuation of another 5 years not knowing what other negative items may come about that it is the best interest of Cal Expo to terminate the Agreement with Watch and Wager at this time. Chair Craig asks for any comments or questions. There was a question regarding Country in the Park and if the figure reported was net or gross income. Deputy Shell replied it was net income. Director Salinas commented that at the last Board meeting, staff was directed to find a way to make Watch and Wager Harness racing more viable for Cal Expo. Ms. Shell explained that the only way to change the contract with Watch and Wager is to amend that contract. Cal Expo cannot amend the contract unilaterally and offered changes of terms. It has to be an agreement with our one signatory Mr. Comins. There have been conversations with Mr. Schick however we have not come to terms on any kind of amendment to the contract. Director Salinas went on the state that given the number of meetings that have been held on this item and the state of thoroughbred horse racing in Northern California he'd like to make a motion.

**MOTION:**

Director Salinas moves to makes a motion to amend the recommendation that the Board adopts the recommendation to terminate the current agreement with Watch and Wager. The motion was seconded by Director Pelote.

Discussion – Director Hardeman stated California Exposition and State Fair’s mission statement...“mission is to create...tradition and trends shaping its future supported by year-round events”. This is a very hard decision to make. Director Hardeman would like to add to the motion that the Board directs staff to ensure that at the end of this contract that the tenants that are here at Cal Expo are not out the door that day and that there’s an extended period of time for them and to ensure that resources be provided to them and if there are individual or collective issues that it be brought back to the Board for discussion.

Director Salinas, the maker of the motion and Director Pelote who seconded the motion accepted Director Hardeman’s comments to the motion.

Director Hardeman asked to make an additional comment. There has been a question about the “why”, why are we doing this? What’s the alternative? The answer is we don’t have an alternative right now. The point is we owe an explanation to the families that live here, to the worker and union workers, the great and wonderful jobs that Watch and Wager has provided to our community. Want to make sure it’s on the record that the Board is not taking this decision lightly.

Chair Craig asked for a roll call vote: Director Barajas, abstain; Director Bernikoff, yes; Director DiMare, aye; Director Pelote, yes; Vice Chair Hardeman, aye; Chair Craig, aye. Motion passes.

k. X Games Update

Chief Deputy General Manager Cranford reviewed the staff report with the Board. Staff is meeting with X Games. Planning and preparing for the upcoming summer games. Staff is continuously working with X Games Sacramento on layouts and production to create a streamline event.

l. California Dreamin’ Update

Deputy General Manger Shell reviewed her report with the Board. She gave an update about the costs and an update on the construction progress and timeline. Director Bernikoff asked about the tree removal policy. Shell stated she would have to get back to her about which trees would be removed.

**13. CORRESPONDENCE**

m. Sacramento Reginal Coalition for Palestinian Rights

Speakers:

Sarah Alzanoon

Meggie Coulter

Patricia Daugherty

Amira Elmallah

Megan Elsea

Dr. Harry Wang

All of the above shared their views regarding Chevron being a sponsor of State Fair.

#### 14. MATTERS OF INFORMATION

n. CEO Comments

CEO Martinez thanked the directors for their time that they gave today. He reported out that today there is a Luggage Drive for Foster Youth on the loop. He stated he was meeting with a new company, RENW that focuses on compostable and recyclable alternatives. Cal Expo recently was awarded a \$242,000 grant from Cal OES to replace end of life equipment as part of a site-wide Wi-Fi improvement project. Martinez went on to report how our social media out reach has increased and how we've increased the visits and reaches on Instagram and Facebook.

o. Directors Comments/Agenda Items for Future Meetings

Director Barajas – Thank you to everyone for your hard work

Director Salinas – Thank you staff

Director DiMare – Thank you everyone and staff that helped with the Judges dinner

Director Bernikoff – Thank you staff and Cal Expo for the beautiful memorial service for Director Chong. Would like to know if any headway has been made on refillable water stations.

Vice Chair Hardeman – Thank you staff for assembly our binders

Chair Craig – Appreciate everyone's work today. Had a lengthy agenda and some big issue. Appreciate the public's participation this month and last month.

p. Next Board Meeting **Friday, June 6, 2025**

q. Other, if any

#### 15. ADJOURNMENT

Chair Craig adjourned the meeting at 12:47 p.m.

d. SERVICE CONTRACTS & PURCHASE ORDERS

## California Exposition & State Fair

### PURCHASE ORDERS

April 15, 2025 to June 2, 2025  
From \$15,000 to \$99,999 (rounded) [Requiring Notification](#)

| Vendor/Merchant                                                                                                                                                | Amount          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>NDS Solutions, Inc. dba NDS</b> <ul style="list-style-type: none"> <li>• 2025 State Fair Swag</li> </ul>                                                    | <b>\$19,669</b> |
| <b>Authentic Promotions</b> <ul style="list-style-type: none"> <li>• 2025 State Fair staff shirts, caps, and chaplain shirts</li> </ul>                        | <b>\$19,924</b> |
| <b>Abe Janitorial Supply</b> <ul style="list-style-type: none"> <li>• 2025 State Fair and Interim Trash and Recycling Bags</li> </ul>                          | <b>\$29,298</b> |
| <b>Desert Fence Products LLC</b> <ul style="list-style-type: none"> <li>• 2025 Fencing Panels</li> <li>• Purchase to own versus rent (cost savings)</li> </ul> | <b>\$38,428</b> |
| <b>Abe Janitorial Supply</b> <ul style="list-style-type: none"> <li>• 2025 State Fair and Interim Janitorial Supplies</li> </ul>                               | <b>\$72,351</b> |

### PURCHASE ORDERS

April 15, 2025 to June 2, 2025  
\$100,000 and Over (rounded) [Requiring Approval](#)

|                                                                                                                                                                                                                                            |                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>Mark 43 Software</b> <ul style="list-style-type: none"> <li>• 2025-2029 records, dispatch and reporting software</li> <li>• Required for Police Department</li> <li>• Issued through a Leveraged Procurement Agreement (LPA)</li> </ul> | <b>\$318,211</b><br><br>YEAR 1: \$ 161,770<br>YEAR 2: \$ 35,235<br>YEAR 3: \$ 37,701<br>YEAR 4: \$ 40,341<br>YEAR 5: \$ 43,164 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|

## SERVICE CONTRACTS

April 15, 2025 to June 2, 2025  
From \$15,000 to \$99,999 (rounded) [Requiring Notification](#)

| Contractor                                                                                                                                                                        | Amount          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Rolling Stages, Inc.</b> <ul style="list-style-type: none"><li>• 2025 Raising/lowering the roof for the Cove Stage</li><li>• Term: 5/5/2025 to 5/4/2026</li></ul>              | <b>\$15,000</b> |
| <b>Rise Above Touring Inc.</b> <ul style="list-style-type: none"><li>• 2025 State Fair Grounds Entertainment – DJ Services</li></ul>                                              | <b>\$15,000</b> |
| <b>James Lawrence Ashley dba Tiki Shack/Jimmy Ashley</b> <ul style="list-style-type: none"><li>• 2025 State Fair Grounds Entertainment Act</li></ul>                              | <b>\$15,300</b> |
| <b>OutAt, Inc.</b> <ul style="list-style-type: none"><li>• 2025 State Fair - Out at the Fair Event</li><li>• Event Date: July 19</li></ul>                                        | <b>\$18,000</b> |
| <b>Biondi Paving, Inc.</b> <ul style="list-style-type: none"><li>• 2025 Asphalt Paving around Milk Barn area</li><li>• Term: 5/7/2025 to 7/5/2025</li></ul>                       | <b>\$24,739</b> |
| <b>Sacramento Stage Lighting</b> <ul style="list-style-type: none"><li>• 2025/2026 State Fair Carpet, Pipe and Drape services</li><li>• Term: 7/1/2025 to 8/2/2026</li></ul>      | <b>\$29,666</b> |
| <b>J International Management</b> <ul style="list-style-type: none"><li>• 2025 State Fair Grounds Entertainment Act - Funkanometry</li></ul>                                      | <b>\$34,000</b> |
| <b>The Fire Sprinkler Company</b> <ul style="list-style-type: none"><li>• 2025/2026 5-year and annual fire sprinkler inspections</li><li>• Term: 6/6/2025 to 12/31/2026</li></ul> | <b>\$38,340</b> |
| <b>J International Management</b> <ul style="list-style-type: none"><li>• 2025 State Fair Grounds Entertainment Act – Amazing Aydar</li></ul>                                     | <b>\$39,100</b> |
| <b>KAI Partners, Inc.</b> <ul style="list-style-type: none"><li>• 2025 Emergency Project Management Consulting Services</li></ul>                                                 | <b>\$49,900</b> |
| <b>Neumann Enterprises</b> <ul style="list-style-type: none"><li>• 2025 State Fair Bus Rental Services</li></ul>                                                                  | <b>\$50,000</b> |
| <b>Bartell Noll dba All-Alaskan Racing Pigs</b> <ul style="list-style-type: none"><li>• 2025 State Fair Grounds Entertainment Act – Racing Pigs</li></ul>                         | <b>\$54,400</b> |
| <b>July 20 - Big Name Concert Artist – TBA</b> <ul style="list-style-type: none"><li>• 2025 State Fair - Toyota Concert Series</li></ul>                                          | <b>\$80,000</b> |

**SERVICE CONTRACTS**

April 15, 2025 to June 2, 2025  
\$100,000 and Over (rounded) [Requiring Approval](#)

| Contractor                                                                                                                                                                                                                  | Amount           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| <b>Prolific Protection Group, Inc.</b> <ul style="list-style-type: none"><li>• 2025/2026 year-round fixed &amp; roving security services</li><li>• Term: 6/15/2025 to 6/14/2026</li></ul>                                   | <b>\$150,000</b> |
| <b>American Global Security</b> <ul style="list-style-type: none"><li>• 2025/2026 year-round and interim event security services</li><li>• Term: 5/15/2025 to 5/14/2026</li></ul>                                           | <b>\$750,000</b> |
| <b>Sacramento County Sheriff's Department</b> <ul style="list-style-type: none"><li>• 2025-2027 year-round security services</li><li>• Interagency Agreement (IA)</li><li>• Term: 6/1/2025 to 5/31/2027 (3 years)</li></ul> | <b>\$800,000</b> |



# 10. COMMITTEE/STAFF REPORTS

e. FINANCE

State of California

California Exposition & State Fair  
1600 Exposition Boulevard  
Sacramento, CA 95815  
Tel: (916) 263-3000

## MEMORANDUM

**Date:** May 23, 2025  
**To:** Board of Directors  
California Exposition and State Fair  
**Via:** Tom Martinez, Chief Executive Officer  
California Exposition and State Fair  
**From:** Diana Barrios, Finance Manager  
**Subject:** Financial Reports

### INTRODUCTION

Please find for your review the 2025 1<sup>st</sup> Quarter Statement of Financial Activities.

### FINANCIAL REPORTS – 2025 1<sup>st</sup> Quarter Statement of Financial Activities

The 2025 1<sup>st</sup> Quarter Statement of Financial Activities provides a financial snapshot of Cal Expo at its 1<sup>st</sup> Quarter of business activities. Given the cyclical nature of Cal Expo's business, at the end of March 2025, Cal Expo is beginning to experience an upswing in its revenues from activities related to interim events and some minimal California State Fair revenues. As the months leading up to and through the California State Fair progress, Line 1 – State Fair revenue, will continue to grow.

As a reminder, the timeframe required to finalize the settle-up process for events experiences a delay because after our Events Team completes their internal reconciliation, the information is then transferred to our Accounting Team for subsequent invoicing (if the promoter has an outstanding balance) or payment processing (if Cal Expo owes the promoter). Consequently, a time lag exists between the actual occurrence of an event and its reflection in our monthly or quarterly financial reports. Therefore, we will continue to experience revenue growth of the report in Line 2 – Expo Events and Line 11 – Reimbursements, as events are settled.

Key highlights for the 2025 1<sup>st</sup> Quarter report:

Line 1 – State Fair. Revenue shows nominal growth, as expected leading up to the fair.

Line 2 – Expo Events. Revenue is currently at \$1,352,670 which is an increase of \$192,949 from the March 31, 2025 report presented to the Board at its April 2025 meeting. This increase is directly attributed to the events settled after the presentation of the monthly report in April 2025. The revenue line is on target to this same time period as Fiscal Year 2024. As more events undergo the settle up process, this line will continue to increase.

Line 3 – Multi-Use Sports Facility. Revenue is currently at \$319,650 which is an increase of \$89,317 from the March 31, 2025 report presented to the Board at its April 2025 meeting. This increase is directly attributed to the events occurring at the facility which have settled after the presentation of the monthly report in April 2025. The revenue line is on target to this same time period as Fiscal Year 2024. As more events undergo the settle up process, this line will continue to increase.

Line 5 – Watch & Wager. This line includes rent payments and commissions from Watch & Wager Harness activities. Revenue is currently at \$70,091 which is an increase of \$65,000 from the March 31, 2025 report presented to the Board at its April 2025 meeting. The increase is directly attributed to the monthly invoices completed and submitted after the presentation of the monthly report in April 2025.

Line 7 – RV Park. This category includes rents received from both the Harness/Horsemen's RV Park and Cal Expo's public RV Park. There is a time delay in when receipts arrive to accounting. The amount shown reflects the total receipts that accounting has received to date.

Line 11 – Reimbursements. Revenue is currently at \$354,814 which is an increase of \$155,474 from the March 31, 2025 report presented to the Board at its April 2025 meeting. This increase is directly attributed to the events settled after the presentation of the monthly report in April 2025. The revenue line is on target to this same time period as Fiscal Year 2024. As more events undergo the settle up process, this line will continue to increase.

Line 15 – Total Revenue. The total revenue for the 2025 1<sup>st</sup> Quarter is \$4,490,621. This is an increase of \$1,897,971 from the March 31, 2025 report presented to the Board at its April 2025 meeting. This increase is partly attributed to the diligence of the accounting staff to timely process invoices related to event settle ups and other sources of revenue to Cal Expo.

Line 16 – Personal Services, (Personnel). This segment of the Statement of Financial Activities represents the cost of personnel. There is a slight increase from the prior year due to bringing on more temporary staffing earlier in the year to assist with preparation for the California State Fair.

Line 21 – General Expense. The expense line continues to trend below its prior year expense category total. This decreasing trend could be attributable to a focus to decrease expenditures as well as Cal Expo's commitment to purchase versus lease of miscellaneous equipment.

Line 26 – Insurance. Illustrates a cost of \$947,692, an increase due to prorated prior-year insurance amounts.

Line 27 – Travel. Increased from the prior Fiscal Year 2024 due to California State Fair travel related reimbursements.

Line 29 – Facility Operations. After processing all its March invoices, Cal Expo continues to experience a decrease in this expense category. The decreasing trend could be attributable to a focus to decrease expenditures as well as Cal Expo's commitment to purchase versus lease of miscellaneous equipment.

Line 30 – Cons & Prof Svcs External, (Consulting and Professional Services Contracts). There is a slight decrease in this category from the March 31, 2025 report presented to the Board at its April 2025 meeting which is attributed to invoices currently in process. Once these invoices fully process this expense category will represent a slight increase and continue to be back on trend for its budgeted expenditure amount.

Line 32 – Cons & Prof Svcs Internal. The amount shown includes late invoices for UC Davis Veterinary services from the 2024 State Fair.

Line 34 – Judging. This expense category is associated with payment of our judges for various competitions leading into the annual State Fair. We have recently completed the Commercial and Home Brew Beer competitions and processed payments to our panel of judges for these competitions.

Line 40 – Total Operating Expenses. The total expenses for 2025 1<sup>st</sup> Quarter are \$5,770,032 which represents slightly higher than its prior Fiscal Year 2024 expense total at this same point in time. Various explanations contribute to this slight increase which are described above.

Line 41 – Operating Profit (Loss). The operating loss for 2025 1<sup>st</sup> Quarter is below expected trend. At (\$1,279,411), there are a combination of factors contributing to this slight decrease. There is a more focused effort in the Accounting Team to timely process and record revenues. Additionally, departmental staff have demonstrated a more focused effort to reduce expenditures whenever possible during the first quarter of the current Fiscal Year 2025.

Overall, the 2025 1<sup>st</sup> Quarter report reflects an expected cyclical pattern of Cal Expo's finances. Accounting projections continue to anticipate increases in California State Fair related expenses leading up to the State Fair.

## **FINANCIAL TEAM UPDATES**

Staffing changes continue within the Accounting Department. Efforts that began in February 2025 to fill a Senior Accounting Officer vacancy that was created in June 2024, did not result in a selection of a highly qualified candidate. Internal discussions of next steps to better augment the Accounting Team are ongoing between the Deputy General Manager, Human Resources, and the Finance Manager.

Recognizing immediate needs, the Finance Manager and Deputy General Manager secured a temporary expert through an agency. The temp agency expert brings extensive experience in financial reporting, cash management, general accounting, tax, and internal controls. With the temp agency expert person on board, they have taken on lower-level tasks previously reviewed by the Finance Manager. This enabled the Finance Manager to focus on and work with staff on more complex accounting and backlogged matters resulting in many of the positive revenue increases in the 2025 1<sup>st</sup> Quarter Statement of Activities.

The Finance Manager and the temp agency expert are actively documenting daily procedures and developing desk manuals for both current and new employees. The Finance Manager is also ongoingly training current staff and working through the remaining accounting backlog.

## **ANNUAL AUDIT 2021**

In 2021, the Board approved to consolidate the 2020 and 2021 audits because of Cal Expo's transition from hosting events to supporting COVID emergency response efforts.

Progress on the 2021 audit is underway. Staff has successfully uploaded all requested audit materials for 2021. The Retired Annuitant (RA) Lead is in continuous communication with External Auditors concerning the submitted 2021 audit documentation and is awaiting follow up actions/questions from them.

While the RA is waiting for responses from the External Auditors, they have begun the process of gathering standard audit items for the Fiscal Year 2022 audit. We have employed this strategy in order to effectively begin the next audit at the conclusion of the 2021 Financial Audit.

## **RECOMMENDATION**

Acknowledgement of the receipt of report.

**CALIFORNIA EXPOSITION & STATE FAIR**  
**Quarterly Statement of Financial Activities**  
**March 31, 2025**

| R<br>o<br>w | Column                            | A                     | B                     | C                     | D                     | E                   | F                     | G                      |
|-------------|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------------|-----------------------|------------------------|
|             |                                   | Quarter 1             | Quarter 1             | YTD                   | YTD                   | Annual              | Budget                | Annual Variance        |
|             |                                   | 2025                  | 2024                  | 2025                  | 2024                  | Variance YTD        | 2025                  | From Budget YTD        |
|             | <b>Revenue</b>                    |                       |                       |                       |                       | C - D               |                       | C - F                  |
| 1           | State Fair                        | \$ 9,619              | \$ 135,311            | \$ 9,619              | \$ 135,311            | \$ (125,692)        | 15,953,226            | \$ (15,943,607)        |
| 2           | Expo Events                       | 1,352,670             | 1,341,163             | 1,352,670             | 1,341,163             | \$ 11,507           | 4,950,250             | (3,597,580)            |
| 3           | Multi-Use Sports Facility         | 319,650               | 452,296               | 319,650               | 452,296               | \$ (132,646)        | 1,900,000             | (1,580,350)            |
| 4           | Rock and Brews                    | 45,225                | 37,500                | 45,225                | 37,500                | \$ 7,725            | 250,000               | (204,775)              |
| 5           | Watch & Wager                     | 70,091                | 49,388                | 70,091                | 49,388                | \$ 20,703           | 22,000                | 48,091                 |
| 6           | Simulcast                         | 185,441               | 157,246               | 185,441               | 157,246               | \$ 28,195           | 478,788               | (293,347)              |
| 7           | RV Park                           | 180,335               | 251,886               | 180,335               | 251,886               | \$ (71,551)         | 1,023,366             | (843,031)              |
| 8           | Water Park                        | 1,500                 | 1,500                 | 1,500                 | 1,500                 | \$ -                | 50,000                | (48,500)               |
| 9           | Electronic Sign                   | 89,577                | 89,577                | 89,577                | 89,577                | \$ -                | 395,000               | (305,423)              |
| 10          | Miscellaneous                     | 500,773               | 1,506                 | 500,773               | 1,506                 | \$ 499,267          | 890,000               | (389,227)              |
| 11          | Reimbursements                    | 354,814               | 752,304               | 354,814               | 752,304               | \$ (397,490)        | 3,546,878             | (3,192,064)            |
| 12          | Grants                            | 16,044                | -                     | 16,044                | -                     | \$ 16,044           | 300,000               | (283,956)              |
| 13          | Interest Revenue                  | 81,976                | 68,834                | 81,976                | 68,834                | \$ 13,142           | 260,000               | (178,024)              |
| 14          | Deferred Maintenance / Resiliency | 1,282,906             | -                     | 1,282,906             | -                     | \$ 1,282,906        | -                     | 1,282,906              |
| 15          | <b>TOTAL REVENUE</b>              | <b>\$ 4,490,621</b>   | <b>\$ 3,338,511</b>   | <b>\$ 4,490,621</b>   | <b>\$ 3,338,511</b>   | <b>\$ 1,152,112</b> | <b>\$ 30,019,508</b>  | <b>\$ (25,528,887)</b> |
| 16          | <b>Personal Services</b>          |                       |                       |                       |                       |                     |                       |                        |
| 17          | Salaries & Wages                  | 2,080,503             | 1,926,380             | 2,080,503             | 1,926,380             | \$ 154,123          | 10,686,917            | 8,606,414              |
| 18          | Benefits                          | 1,119,157             | 902,054               | 1,119,157             | 902,054               | \$ 217,103          | 4,176,186             | 3,057,029              |
| 19          | <b>Total Personal Services</b>    | <b>\$ 3,199,660</b>   | <b>\$ 2,828,434</b>   | <b>\$ 3,199,660</b>   | <b>\$ 2,828,433</b>   | <b>\$ 371,227</b>   | <b>\$ 14,863,103</b>  | <b>\$ 11,663,443</b>   |
| 20          | <b>Operating Expenses</b>         |                       |                       |                       |                       |                     |                       |                        |
| 21          | General Expense                   | 298,092               | 325,313               | 298,092               | 325,313               | \$ (27,221)         | 1,437,557             | 1,139,465              |
| 22          | Advertising                       | 42,000                | 42,000                | 42,000                | 42,000                | \$ -                | 788,250               | 746,250                |
| 23          | Printing                          | 7,008                 | 20,750                | 7,008                 | 20,750                | \$ (13,742)         | 176,316               | 169,308                |
| 24          | Communications                    | 48,884                | 43,373                | 48,884                | 43,373                | \$ 5,511            | 193,366               | 144,482                |
| 25          | Postage                           | 352                   | 915                   | 352                   | 915                   | \$ (563)            | 28,100                | 27,748                 |
| 26          | Insurance                         | 947,692               | 325,427               | 947,692               | 325,427               | \$ 622,265          | 1,361,035             | 413,343                |
| 27          | Travel                            | 17,698                | 7,079                 | 17,698                | 7,079                 | \$ 10,619           | 100,965               | 83,267                 |
| 28          | Training                          | 1,855                 | 3,209                 | 1,855                 | 3,209                 | \$ (1,354)          | 35,450                | 33,595                 |
| 29          | Facility Operations               | 71,382                | 286,008               | 71,382                | 286,008               | \$ (214,626)        | 605,108               | 533,726                |
| 30          | Utilities                         | 334,828               | 399,892               | 334,828               | 399,892               | \$ (65,064)         | 1,423,150             | 1,088,322              |
| 31          | Cons & Prof Svcs External         | 500,204               | 464,659               | 500,204               | 464,659               | \$ 35,545           | 6,641,821             | 6,141,617              |
| 32          | Cons & Prof Svcs Internal         | 43,664                | 26,651                | 43,664                | 26,651                | \$ 17,013           | 108,545               | 64,881                 |
| 33          | Data Processing                   | 78,359                | 47,752                | 78,359                | 47,752                | \$ 30,607           | 235,910               | 157,551                |
| 34          | Entertainment                     | -                     | -                     | -                     | -                     | \$ -                | 2,392,450             | 2,392,450              |
| 35          | Judging                           | 8,029                 | 6,263                 | 8,029                 | 6,263                 | \$ 1,766            | 92,800                | 84,771                 |
| 36          | Premiums                          | -                     | -                     | -                     | -                     | \$ -                | 223,790               | 223,790                |
| 37          | ProRata                           | 170,281               | 191,344               | 170,281               | 191,344               | \$ (21,063)         | 750,000               | 579,719                |
| 38          | Other                             | 44                    | 50,177                | 44                    | 50,177                | \$ (50,133)         | 20,000                | 19,956                 |
| 39          | <b>Total Operating Expenses</b>   | <b>\$ 2,570,372</b>   | <b>\$ 2,240,812</b>   | <b>\$ 2,570,372</b>   | <b>\$ 2,240,812</b>   | <b>\$ 329,560</b>   | <b>\$ 16,614,613</b>  | <b>\$ 14,044,241</b>   |
| 40          | <b>TOTAL EXPENSES</b>             | <b>\$ 5,770,032</b>   | <b>\$ 5,069,246</b>   | <b>\$ 5,770,032</b>   | <b>\$ 5,069,245</b>   | <b>\$ 700,787</b>   | <b>\$ 31,477,716</b>  | <b>\$ 25,707,684</b>   |
| 41          | <b>OPERATING PROFIT (LOSS)</b>    | <b>\$ (1,279,411)</b> | <b>\$ (1,730,735)</b> | <b>\$ (1,279,411)</b> | <b>\$ (1,730,734)</b> | <b>\$ 451,325</b>   | <b>\$ (1,458,208)</b> | <b>\$ 178,797</b>      |
| 42          | Prior Year Income                 | -                     | 183,110               | -                     | 183,110               | \$ (183,110)        | 250,000               |                        |
| 43          | Prior Year Expense                | 36,954                | 1,439                 | 36,954                | 1,439                 | \$ 35,515           | -                     |                        |
| 43          | Transfers into Operating Fund     | 500,000               | -                     | 500,000               | -                     | \$ 500,000          | 2,000,000             |                        |
| 44          | Depreciation                      | 318,755               | -                     | 318,755               | -                     | \$ 318,755          | -                     |                        |
| 45          | Capital Improvements              | -                     | -                     | -                     | -                     | \$ -                | 1,998,300             |                        |
| 46          | Deferred Maintenance / Resiliency | 51,328                | 30,151                | 51,328                | 30,151                | \$ 21,177           | -                     |                        |
| 47          | Equipment                         | 30,168                | 393,064               | 30,168                | 393,064               | \$ (362,896)        | 675,615               |                        |
| 48          | <b>CHANGES IN RESERVES</b>        | <b>\$ (1,679,862)</b> | <b>\$ (1,972,279)</b> | <b>\$ (1,216,616)</b> | <b>\$ (1,972,278)</b> | <b>\$ 291,180</b>   | <b>\$ (1,882,123)</b> |                        |

\*\* UNAUDITED \*\*

# 11. NEW NEW BUSINESS

f. CULTURAL ADVISORY COUNCIL RECOMENDATIONS

State of California

California Exposition & State Fair  
1600 Exposition Boulevard  
Sacramento, CA 95815  
Tel: (916) 263-3276

**MEMORANDUM**

**Date:** May 29, 2025

**To:** Board of Directors  
California Exposition & State Fair

**From:** Tom Martinez, CEO  
California Exposition & State Fair

**Subject:** Cultural Advisory Council Applicant Recommendations

This report provides a background on the establishment of the Cultural Advisory Committee (CAC), their role, and several recommendations of the Cal Expo Cultural Advisory Council Board Liaisons.

**BACKGROUND**

The California State Law, Food and Agriculture Code Sect, 3316 provides that "The Board may appoint advisory committees. Advisory committees may provide information and advice to the Board with respect to the operations and management of the California Exposition & State Fair or such other matters as the Board deems appropriate."

The CAC was established in 2002 by the Board of Directors to enhance the outreach efforts of the Board and staff in the cultural communities throughout the State; to advise the Board on matters pertaining to the multi-cultural programs related to education, entertainment and other activities at the annual California State Fair and to support Board objectives to showcase a broad range of multi-cultural activities during the annual State Fair, as well as throughout the year at Cal Expo.

## **CRITERIA, SELECTION, and TERM**

Members of the Cultural Advisory Council are intended to be leaders from diverse cultural communities throughout California and serve at the pleasure of the Cal Expo Board of Directors.

Upon selection by the Board, a member will serve one term of 2-years. Upon completion of that term, a member will have the opportunity to apply for reappointment by the Board to the Cultural Council for up to three additional, consecutive terms of 2-years each. No member shall serve more than 8 years.

## **NEW ADVISORY MEMBER APPOINTMENT**

All potential new members are required to fill out an application form and follow all procedures established by the Cal Expo Board of Directors. The maximum number of members on the Cultural Advisory Council shall be no more than 20.

## **BOARD RECOMMENDATIONS**

Cal Expo Cultural Advisory Council Board Liaisons, Willie Pelote and Nick Hardeman interviewed candidates and recommend the following individuals for approval as members to the Cultural Advisory Council:

Member Francine Mata  
Sacramento Lowrider Club, Chair  
Dancing on the Edge, Vice Chair  
*Two Year Term*

Member Frances Palu  
Executive Support Specialist & Lecturer,  
California State University  
National Pacific Islander Education Network,  
Board Member  
*Two Year Term*

# 12. OLD BUSINESS

9. STATE FAIR MARKETING UPDATE

State of California

California Exposition & State Fair  
1600 Exposition Boulevard  
Sacramento, CA 95815

**CA State Fair Update**

**Date:** May 28, 2025

**To:** Board of Directors  
California Exposition & State Fair

**Via:** Tom Martinez, Chief Executive Officer

**From:** Alex Alcantar, Business Development Manager

**Subject:** Marketing Update

A summary of the current marketing approach for the annual California State Fair.

**History of California State Fair Marketing**

For over 170 years, marketing has been a cornerstone of the California State Fair's enduring success. From its early days, when print media was the gold standard, to the dynamic evolution of digital and social media, the Fair has continually adapted to the latest trends in advertising. As technology advanced, the Fair embraced television, radio, outdoor advertising, digital platforms, and print, with social media today playing a pivotal role in expanding our audience reach. Over the years, partnerships with top advertising agencies have helped us create innovative campaigns each year. These efforts, supported by creative assets and strategic connections with media outlets, ensure the Fair continues to captivate and engage Californian's year after year.

**Current Marketing**

The California State Fair has a rich history of leveraging traditional media channels such as television, radio, outdoor advertising, and print. However, as the media landscape has evolved, so too has our approach. Today, digital marketing and streaming services are essential for reaching broader audiences, while social media platforms like Facebook, Instagram, X, and YouTube—along with influencers—are crucial in amplifying our events and activities, and creating deeper connections with our audiences in dynamic and engaging ways. Uncommon, our advertising agency since 2013, plays an instrumental role in driving the Fair's brand success. Their expertise has been key in crafting innovative marketing assets and messaging that align with staff recommendations and resonate with our fairgoers. Additionally, Uncommon manages media buys across multiple platforms, ensuring optimal reach and impact for every

campaign.

Staff has recognized the importance of addressing future marketing themes and messaging earlier in the planning process. Several print materials, such as ticket stock and brochures, require submission well in advance to ensure the timely creation of essential creative elements. Establishing the annual brand earlier not only supports these crucial materials but also a consistency in messaging throughout the planning stages of the Fair.

Our 2025 theme, "Times Like These" was introduced during the October Board Retreat. The theme has shaped the messaging, artwork, and overall creative direction of the Fair. "Time" is the central theme—reflecting the new operating hours, the nostalgia of visiting the Fair as a child and returning with family, the thrill of carnival rides, and the reminder that "Times Like These" only come once a year during our 17-day celebration.

### **2025 California State Fair Marketing**

In the coming days, the California State Fair will launch its media campaign across a variety of platforms. These include outdoor billboards (primarily digital and static displays), television, radio, digital and social media, and print. All media placements have been strategically coordinated in partnership with our advertising agency, Uncommon.

This year's approach focuses on maximizing early impression reach and ensuring every dollar spent delivers the highest possible return. A key priority is leveraging added value opportunities to extend the impact of our media investment. In addition, staff continue to strengthen relationships with media partners and engage local social media influencers to further elevate the visibility, history, and brand of the California State Fair.

Notably, staff have made tremendous strides by transitioning graphic design and video content production entirely in-house. All graphic design and video content were developed by our highly skilled staff, whose expertise and creativity have delivered professional-quality assets. This transition has resulted in substantial cost savings, estimated at over \$100,000.

In-house staff developed the commemorative poster, over 20 digital outdoor billboards, numerous digital and social media assets, all print materials, radio spots, and television commercials—including one :30-second and two :15-second ads. All creative elements align seamlessly with the 2025 campaign theme, "Times Like These."

### **RECOMMENDATION**

This is for informational purposes only.

# 13. CORRESPONDENCE

h. EMAIL - TROTTHINGJC

**Sue O'Brien**

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**From:** trottingjc@netscape.net  
**Sent:** Saturday, April 26, 2025 11:42 AM  
**To:** info  
**Subject:** Racing

You don't often get email from trottingjc@netscape.net. [Learn why this is important](#)

To every board member.

Wow not even a year notice and right as the meet ends. So everyone who lives and races in Northern California and shipping to Minnesota for the next meet has to also contained with selling their homes and figure out where to move to. Where to move the horses in training, the foals, the mares in foal, All this at the same time.

So I would just like to say to all of you

THANK YOU VERY LITTLE!

i. EMAIL - AZARIK SIVATJIAN

## Sue O'Brien

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**From:** Darla Givens  
**Sent:** Sunday, April 27, 2025 10:35 PM  
**To:** Sue O'Brien  
**Subject:** Fw: 40+ years of history

Hi there,  
This letter is directed to the Board.

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**From:** AZARIK SIVATJIAN <azarikj@comcast.net>  
**Sent:** Saturday, April 26, 2025 11:48 AM  
**To:** info <info@calexpo.com>; Darla Givens <dgivens@calexpo.com>; media <media@calexpo.com>  
**Subject:** 40+ years of history

You don't often get email from azarikj@comcast.net. [Learn why this is important](#)  
Hello,

This message is intended for the Cal Expo Board of Directors - please forward as needed:

Your press release submitted yesterday regarding the decision to terminate the lease agreement between Cal Expo and Watch and Wager is very disappointing.

In your statement, you mention you will work on identifying future opportunities that align with serving the people of California.

You mention NOTHING about being a terrible "partner". You did not help market the track for decades. You sat on your hands as the grandstand aged. You didn't lift a finger as a partner to help it succeed. Now you want to say that you want to identify future opportunities?

You should be ashamed of yourself. You have had the opportunity in front of you for decades and let it die, and whatever you do with that land will never capture the hearts and imaginations of what live racing brought.

You can build houses, you can build shopping districts, you can renovate it for whatever you want....but for hundreds of Sacramento residents, thousands of fans across the nation, and hundreds of thousands of people from yesteryear, you are selfishly exterminating the homes and lives of horsemen, destroying the excitement for fans, completely missing an unbelievable opportunity to market an activity that literally offered \$0 admission and parking for Sacramentans, and burying a historical site that gave pleasure to the millions of Californians who have attended the races over the past 40 years.

Your lack of participating and support for the last few decades caused the current state of affairs and instead of investing a little effort to revitalize, you use the tired statement of searching for opportunities for the state's future as an excuse.

Shame on all of you. You are acting as if you are entitled to use the same frying pan to cook your scrambled eggs for 40 years just because you have someone there to wash your dishes and cook your eggs. After 40 years, your pan will be pitted, your dishwasher will be all worn down, and your cook will be tired from trying to deliver eggs off a pan you have done nothing to keep usable. Now

you decide to fire your cook when you could have had so much more with just a little effort.

Please feel free to contact me to discuss.

Azarik Sivatjian  
(916)899-1904