

1776 Tribute Road, Suite 205 Sacramento, CA 95815 Office: 916.927.7223 Fax: 916.263.3341 www.calfairs.com

NOTICE CALIFORNIA AUTHORITY OF RACING FAIRS LIVE RACING COMMITTEE MEETING JOHN ALKIRE, CHAIR 5:30 P.M., WEDNESDAY, NOVEMBER 4, 2009 VIA TELECONFERENCE

Notice is hereby given that a teleconference meeting of the Live Racing Committee will commence at 5:30 P.M., Wednesday, November 4, 2009. The meeting will be held at the CARF Conference Room located at 1776 Tribute Road, Sacramento, California 95815.

CARF Live Racing Committee Meeting Toll Free Dial In Number: (800) 791-2345 Participant Code: 62745 #

The Public and members of the Live Racing Committee may participate from the following locations:

Alameda County Fair 4501 Pleasanton Ave. Pleasanton, CA 94566

The Big Fresno Fair 1121 S. Chance Avenue Fresno, CA 93702

California State Fair 1600 Exposition Blvd. Sacramento, CA 95815 Humboldt County Fair 1250 5th Street Ferndale, CA 95536

San Joaquin Fair 1658 S. Airport Way Stockton, CA 95206

San Mateo County Fair 2495 South Delaware Street San Mateo, CA 94403 Solano County Fair 900 Fairgrounds Drive Vallejo, CA 94589

Sonoma County Fair 1350 Bennett Valley Road Santa Rosa, CA 95404

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NOTICE AND AGENDA CALIFORNIA AUTHORITY OF RACING FAIRS LIVE RACING COMMITTEE MEETING 5:30 P.M., WEDNESDAY, NOVEMBER 4, 2009 VIA TELECONFERENCE

Notice is hereby given that a teleconference meeting of the Live Racing Committee will commence at 5:30 PM Wednesday November 4, 2009. The meeting will be held at the CARF Conference Room located at 1776 Tribute Road, Sacramento, California 95815.

Agenda

- I. Date, time and location of next meeting
- II. Approval of minutes
- III. Discussion and action on recommendation for a single combined Fair horse racing meeting for Northern California Racing Fairs in 2010 and beyond.
- IV. Discussion and action on recommendation for a single consolidated purse program for entire Northern California Fair racing circuit.
 - a. 2009
 - b. 2010 and beyond
- V. Discussion and action on recommendation of a plan for providing for replacement revenues to those Fairs which agree to reduce racing dates or end their live racing program all together.
 - a. Method to determine replacement revenues.
 - b. Funding sources.
 - c. Plan and agreement amongst all CARF Racing Fairs for underwriting the cost of providing such replacement revenues.
- VI. Discussion and action on recommendation on racing dates for 2010 and beyond.
 - a. Cal Expo move into July; Solano requirements
 - b. August-September racing dates
 - c. Other
- VII. Executive Director's Report

CALIFORNIA AUTHORITY OF RACING FAIRS

Live Racing Committee Tuesday, October 6, 2009

Minutes

A meeting of the California Authority of Racing Fairs Live Racing Committee was held at 11:00 A.M., Tuesday, October 6, 2009. The meeting was conducted at the Big Fresno Fair Administration Office, 1121 Chance Ave., Fresno, CA, 93702.

Live Racing Committee members attending: John Alkire. Joining by conference call: Norb Bartosik, Chris Carpenter, Debbie Cook, Mike Paluszak, Rick Pickering, Tawny Tesconi and Stuart Titus.

Staff and Guests attending: Chris Korby, Larry Swartzlander, Heather Haviland and Tom Doutrich. Joining by conference call: Margot Wilson, Dave Elliott and Kate Pharriss.

Agenda Item 1 – Date and Time of Next Meeting. The next CARF Board & Live Racing Committee meeting will be scheduled in conjunction with the CFA Fall Management Conference (Nov. 4-6, 2009) in Sacramento, date and time to be determined.

Agenda Item 2 – Approval of Minutes. Mr. Bartosik requested Staff review the June 2, 2009 meeting recordings to determine if he and Mr. Elliott were in attendance. Ms. Cook requested that the August 2, 2009 meeting minutes be amended on the first page, last paragraph, eighth sentence to read, "The San Joaquin Fair Board should probably have a decision about the length of their Fair during their strategic planning meeting taking place in mid-September." Ms. Cook moved to approve the meeting minutes as amended. Mr. Paluszak seconded, unanimously approved.

Agenda Item 3 – Discussion and Action, if any, on Racing Dates for 2010 and Beyond. Mr. Korby introduced three draft 2010 racing dates calendars/scenarios that have been developed through recent Live Racing Committee meetings. Mr. Korby requested that Fair Managers share any developments that might have occurred since the group last met.

Mr. Bartosik reported that Cal Expo has had no further discussions and nothing new to add. Mr. Bartosik will be recommending the California State Fair move into July dates at a Board retreat later in the week.

Mr. Paluszak reported that the Solano County Fair would reserve their option to request racing dates in 2010 until such time that the CARF Board/Live Racing Committee has reached an agreement on assuring continued revenues to Fairs which have agreed to reduce or end their live racing program.

Mr. Cook reported that the San Joaquin County Fair would request two weeks of racing in 2010 with the possibility of reducing race dates in 2011.

Ms. Tesconi reported that the Sonoma County Fair wishes to retain the tradition placement of their racing dates and is interested in adding a third week of racing.

Mr. Pickering reported that he will be meeting with representatives from the Alameda County Board of Supervisors on Oct. 12, 2009 and the Alameda County Fair Board of Directors will meet on Oct. 13, 2009. The current Fair Board position is that Pleasanton is open to all conversations, but to accept dates outside of the traditional Fair will require input from the County Board of Supervisors.

Mr. Titus reported that the Humboldt County Fair plans to occupy its traditional slot in the two weeks following the Sonoma County Fair.

Agenda Item 4 – Discussion and Action, if any, on a New Model for the Structure, Schedule and Conduct of Horse Racing at Fairs. Mr. Alkire asked the group to turn their attention to the proposal included in the meeting packet regarding a model for the future of California racing Fairs, which was developed by Staff at the request of Mr. Bartosik. Mr. Alkire complemented the thoroughness of the document and requested Mr. Korby walk the group through the basic premise of the proposed model.

Mr. Korby reported that the framework of the document titled "Proposal – California Racing Fairs, A New Model for the Future" could be condensed into three basic elements. 1) Strengthen Northern California Fair racing by operating a combined Fair race meet to run June through October, 2) Optimize the quality of the racing program by consolidating the purse program to better manage purses and reduce risk to individual Fairs, and 3) Assure continued revenues to Fairs which agree to reduce or end their live racing program.

Mr. Doutrich added that consolidating the purse program will benefit each individual Fair by enabling the Racing Secretary to write better condition books and develop a cohesive racing program for horsemen while creating better management of purses and being able to closely tracking purses paid to purses generated. The racing product is stronger, risk is diminished and planning is enhanced when the race meet is developed as a twelve week program versus several two to three week programs.

Mr. Paluszak approved of the initial idea of consolidating purses, but asked that the concept be applied retroactively to help fairs that are already in an over-payment situation.

Ms. Tesconi inquired on whether a sub-committee would be beneficial to working through some of these concepts and making recommendations to the Live Racing Committee. Mr. Alkire asked that Ms. Tesconi and Mr. Bartosik serve on that sub-committee. Ms. Cook asked that Mr. Paluzsak also participate on the sub-committee on behalf of Fairs that might phase out of live racing. Mr. Paluzsak accepted.

Mr. Pickering moved to approve in concept the document titled "Proposal – California Racing Fairs, A New Model for the Future" with the formation of a sub-committee to work through the details and make recommendations to the Live Racing Committee for future vote. The newly formed sub-committee will consist of Ms. Tesconi, Mr. Bartosik (and/or Dave Elliott) and Mr. Paluszak. Mr. Bartosik seconded, unanimously approved.

Agenda Item 5 – Executive Director's Report. No new items to report.

Respectfully submitted,

Heather Haviland



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RACING FAIRS SUB-COMMITTEE MEETING OCTOBER 13, 2009 SOLANO COUNTY FAIR VALLEJO, CA

A NEW MODEL FOR RACING FAIRS

Agenda

It has been proposed that CARF Racing Fairs agree to re-structure their racing operations and revenue distributions according to a plan that has been presented to the CARF Racing Committee. This Sub-committee has been asked to review the proposed plan and make recommendations to the full Racing Committee as to its implementation.

- 1. Discussion and action on recommendation for a single combined Fair horse racing meeting for Northern California Racing Fairs
- 2. Discussion and action on recommendation for a single consolidated purse program for entire Northern California Fair racing circuit.
 - a. 2009
 - b. 2010 and beyond
- 3. Discussion and action on recommendation of a plan for providing for replacement revenues to those Fairs which agree to reduce racing dates or end their live racing program all together.
 - a. Formula to determine replacement revenues.
 - b. Plan and agreement amongst all CARF Racing Fairs for underwriting the cost of providing such replacement revenues.
- 4. Discussion and action on recommendation on racing dates for 2010 and beyond.
 - a. Cal Expo move into July; Solano requirements
 - b. August-September racing dates
- 5. Written recommendation from Sub-committee to CARF Racing Committee.

CALIFORNIA AUTHORITY OF RACING FAIRS

SUB-COMMITTEE MEETING AGENDA 10/13/09

- Norb Bartosik
- Mike Paluszak
- Tawny Tesconi

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Estimated Totals*	\$465,634.78	(\$72,310.70)
Total Overpaid Meets only		(\$472,843.80)
Total Underpaid Meets Only		\$400,533.10

^{*}Totals include estimates for final balancing from 6% expense fund and other misc revenue.

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California State Fair Moves the BIG FUN to July

Cal Expo Board Votes to Change State Fair Dates to July, Starting in 2010

SACRAMENTO, CA (October 9, 2009) -- The California Exposition & State Fair board of directors today voted to change the California State Fair dates to July, starting in 2010.

After a lengthy discussion and considerable research by staff and others, the Cai Expo board cited numerous reasons for moving the State Fair to earlier in the summer. Of primary importance is the decreased conflict with the back-to-school schedule.

An audit of the 2009-2010 Greater Sacramento Area K-12 school population revealed that there are approximately 400,000 school-age children in the State Fair's target geographic area. Within that area, the vast majority of schools plan to start their 2010 academic year in August, rather than after Labor Day.

Since 2003, California schools have gradually shifted their calendars to allow for an earlier start date in the Summer and an earlier end date in the Spring. The State Fair's traditional schedule of ending on Labor Day is in direct conflict with that shift.

"This institution has a long history of being a destination for families," said California State Fair CEO and General Manager Norbert J, Bartosik. "Over the last six to seven years we have seen a continual decrease in our weekday attendance and the amount of repeat family visitors because of the school schedule. Fair fans that used to come two and three times during a single Fair season are now able to come only once."

Fair organizers believe that a move to July would give families more scheduling flexibility and greater opportunities to enjoy the event in a timeframe that is not so impacted by back-to-school activities and expenses.

"This is a major shift for us, but we feel this move is necessary for the State Fair to maintain its legacy of representing and showcasing California culture to Californians. We need to be able to grow and adapt to society's changes," Bartosik said.

The State Fair management has explored the challenges and opportunities that come with a move this significant. Analysis indicates that over the long term, the future benefits of the move could outweigh the drawbacks and challenges of the initial shift.

Recently conducted research suggests that the date change to July will remove one of the major barriers to attendance. In the coming months, State Fair organizers plan to explore ways of combating the other factors that impact the attendance from year to year.

"We'll be exploring everything from new entertainment, to more season passes and discounts."

It is expected that the Fair industry will adjust to this date change with minimal impact. The only significant additional repercussions to existing participants could be a change in a nominal number of the food and commercial vendors. But Fair organizers see

potential turnover as an opportunity to showcase new and different products and services to an ever-changing population of fairgoers.

"It's important to understand that this date change is just one part of a multi-faceted, long-term strategy to revitalize the State Fair and the Cal Expo grounds. "

Redevelopment of the Cal Expo fairgrounds has already been identified as an important part of that long-term strategy. Discussions with the NBA, developers and other third-parties still continue.

"We see more potential for growth in the future with this new schedule, although it may take more than one year to see the full results."

In addition, the Cal Expo events team sees considerable opportunity for a new special event, show or concert to be held at Cal Expo on Labor Day weekend.

According to Bartosik. "We plan to host something big at Cal Expo on Labor Day. We've already begun discussing the possibilities with promoters and other event planners."

The 2010 California State Fair is now tentatively scheduled to run for 19 days from Wednesday, July 14 to Sunday, August 1.

For more information, please contact:

Erica L. Manuel, Assistant General Manager Public Relations, Sponsorships & Marketing California Exposition & State Fair emanuel@calexpo.com
916-263-3619 direct phone
916-825-0646 mobile phone
www.calexpo.com or www.bigfun.org

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2010 NORTHERN CALIFORNIA RACE MEETS - TOC v.B 10/21/09