

April 12, 2017

F2017-05

TO: All Fair CEOs, Board Members, and Staff

SUBJECT: F&E Staff Visits to DAA's

The California Department of Food and Agriculture – Fairs and Exposition Branch (F&E) and the California fair industry have benefited from an increase in General Fund support starting with the FY 2015/16 budget. In response, F&E has filled vacancies and hired additional staff members to provide an enhanced level of services and training resources to the industry.

F&E is committed to continuing its valued partnership with the California fair industry and is working diligently to become a greater and more accessible resource to all California fairgrounds, managers, staff, and Board of Directors. F&E's goal is to be more visible and provide additional resources by attending board meetings and scheduling fairground site visits.

The purpose of these visits are to develop a more personal relationship with each fairgrounds by putting a face with a name, as well as sharing valuable information (i.e., updated Youth Quality Assurance Program, Livestock Symposium Event, available grants, Economic Impact Reports, Industry Best Practices, as well as training opportunities and resource information). These visits will also serve as an opportunity for F&E staff to see and hear first-hand the important issues that fairgrounds are facing and help F&E staff better serve individual fairs and the California fair industry as a whole.

Prior to attending any fair board meeting, an F&E staff member will contact the CEO to schedule their attendance and plan a short one-on-one meeting to get a general update on your operations. It is our hope that F&E's presence at board meetings serves as a proactive approach by allowing staff to share and obtain valuable information and developing stronger relationships within the fair industry.

Should you have questions please do not hesitate to contact me at (916) 900-5025, or by email at john.quiroz@cdfa.ca.gov

Sincerely,

A handwritten signature in blue ink, appearing to read "John Quiroz".

John Quiroz, Chief
Fairs & Expositions Branch