

**California Construction Authority
BOARD OF DIRECTORS
SPECIAL TELECONFERENCE MEETING MINUTES
February 5, 2021**

ROLL CALL:

The meeting was called to order by Chair Vasquez at 8:22a.m. on February 5, 2021, pursuant to the California Government Code Section 54950 et. seq., and Section IX of the Joint Exercise of Powers Agreement. Roll call was taken and a quorum was present for all agenda items.

Board Members present Via Teleconference:

John Vasquez, Director
Solano County

Mick McGuire, Director
El Dorado County

Mike Francesconi,
CDFA Fairs and Exposition

Marisa Yeager, Director
Southern California Fair, 46th DAA

Carlene Moore, Director
San Diego County Fair, 22nd DAA

Michele Richards
OC Fair & Event Center, 32nd DAA

INTRODUCTIONS:

Others present in Sacramento included:

Randy Crabtree Jr., Executive Officer
California Construction Authority

Becky Bailey-Findley, Special Consultant
California Construction Authority

Marcus Lee, Administrative Technician
California Construction Authority

Vanessa Torres, Administrative Assistant
California Construction Authority

AGENDA ITEMS

- 1. Strategic Planning: Review and discussion of California Construction Authority (CCA) Current Conditions and Strategic Direction for 2021 and Beyond.**

Executive Office Randy Crabtree and Becky Bailey-Findley led a planning session, the thoughts and ideas collected during this session are attached as Exhibit "A."

PUBLIC COMMENT: There was no public comment.

ADJOURNMENT: Meeting was adjourned by Director Vasquez at 12:05p.m.

Exhibit "A"

Strategic Planning Discussion:

Session 1:

1. Expectations for the planning process:

- Understanding Clients and their needs due to the impact of COVID, with lessons learned.
- Formation of business plan. Current condition, and future opportunities.
- Training opportunities for CEO/Staff
- Planning for action. Action plan with metrics.
- Clearly communicate what CCA offers to fairs.
- How does CCA provide guidance?
- How to partner for workforce development.
- Roadmap for partnering for other funding sources.
- Dynamic Organizational structure to be flexible.
- Potential outreach to non-fair entities to provide services.
- Legislative opportunity for financing options.

2. Define a successful version of CCA:

- Measurement to Vision Statement:
 - Meeting client satisfaction.
 - Meeting financial expectations.
 - Staying in compliance with regulations.
- Every day you open the door someone comes in.
- Over deliver and under promise.
- Focus on the industry we are in.
- Provide a service that the customer wants.
- Provide a service and guidance that the customer needs.
- Provide quarterly updates on best practices.
- Annual report of version statement measurements.
- CCA is appropriately staffed, including contracted resources.
- Education outreach on appropriate construction practices on fairgrounds.
- Define measurable success.

3. An evaluation of the 7 Strategic Actions (2019 Strategic Plan)

Strategic Action #1: No additional comments from the board

Strategic Action #2: No additional comments from the board

Strategic Action #3:

Continued Opportunity

- Understanding how state resources can be provisioned to CCA.
- Exploration of Master contract with CDFA.
- How to expand financing opportunities, mechanisms for financing.

- Assess short term business options.

Strategic Action #4: No additional comments from the board

Strategic Action #5:

Continued Opportunity

- CDFA Newsletter.
- Thoughtful planning for social media platforms and engagements.

Strategic Action #6: No additional comments from the board

Strategic Action #7: No additional comments from the board

4. Where are we now: Updating the 2019 SWOT for 2021

Strengths: No additional comments from the board

Weaknesses: No additional comments from the board

Opportunities:

- Broaden relationships with CFSA
- Governance reform
- CDFA transition

Threats:

- Lack of capacity to address emergency needs at fairgrounds