

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING—APRIL 26, 2017**

*Our mission is to build a vibrant campus providing a diverse experience to educate and inspire our community while showcasing our rich agricultural heritage through the San Mateo County Fair. The Board will use creative, innovative and fiscally responsible stewardship to expand and enhance the physical assets of the Event Center, providing a solid foundation for implementing new concepts and experiences for the community.*

**MINUTES**

A meeting of the Board of Directors was held April 26, 2017, at the San Mateo County Event Center, 2495 South Delaware Street, San Mateo, CA 94403

**I. CALL TO ORDER**

The meeting was called to order by President Miller at 4:04 p.m.

**II. ROLL CALL**

Roll call was taken as follows:

Present: Beverly Miller, President  
Tom Ames, Vice-President  
David Caro, Secretary-Treasurer  
Kari Foppiano  
Jonathan Gervais  
Leonard Iniguez  
Mike Pacelli  
Yvonne Ryzak

Excused: Sarah Burdick

Also Present: Dana Stoehr, Chief Operating Officer  
Charlene King, Chief Administrative Officer  
Kaitlyn Bailey-Findley, Fair Operations Manager  
Diane Baumann, Finance Director  
Kletra Newton, Director of Event Sales and Services  
Jim Fetter, Jockey Club Manager  
Cindy Spencer, Director of Facilities  
Carole Groom, Board of Supervisors  
David Canepa, Board of Supervisors  
Aimee Armsby, Deputy County Counsel  
Bill Silverfarb, Legislative Aide to Supervisor Canepa  
Cynthia Gomez, Research Analyst

**III. ORAL COMMUNICATIONS**

**A. Oral Communications from the Board**

There were no oral communications from the board.

**B. Oral Communications from the Public**

There were no oral communications from the public.

IV. APPROVAL OF MINUTES

Director Ames made a motion to approve the March 22, 2017, Board meeting minutes, motion seconded by Director Caro, and unanimously carried. Director Pacelli made a motion to approve the March 11, 2017 Board Retreat minutes with an amendment striking the statement related to Blue Grass concerts, seconded by Director Iniguez, and unanimously carried.

V. FINANCE COMMITTEE

A. January, February and March Financial Reports

Diane reviewed the January, February and March financial reports and answered questions from the Board. Following the discussion, Director Ryzak made a motion to approve the January, February and March financial reports, seconded by Director Iniguez, and unanimously carried.

VIII PRESIDENT'S REPORT

A. President Miller welcomed new Director of Facilities Cindy Spencer.

B. Discussion and Action on CEO Vacation Payout

President Miller reported on Dana's request to cash out the 97 vacation hours carried over when she was appointed as CEO. The cash out would be at Dana's former COO rate. This would be a one-time payout to keep Dana's vacation balance under the 240-hour accrual cap outlined in her contract. Director Pacelli made a motion to approve the payout as presented, seconded by Director Ames, and unanimously carried.

C. Discussion and Action on Employee Handbook

Charlene reported the employee handbook was last revised in May 2015. She reported the proposed handbook has been updated and streamlined for easier understanding by employees and to comply with required labor law changes. The substantive changes include a revised attendance policy, a reduction in sick leave payout for newly hired employees, a reduction of the maximum vacation accrual and a provision for holiday closures. The revised handbook was reviewed by County Counsel. Director Caro made a motion to approve the employee handbook as presented, seconded by Director Gervais, and unanimously carried.

D. Golden Gate Fields Event Update

The upcoming Day at the Races event was discussed.

IX. CEO REPORT

A. Parking Lot Rehabilitation Project Update

Dana reported the parking lot project is moving forward and CFSA has the final documents in place. Invoices for reimbursement will be submitted to the County as they are received for reimbursement. She reported staff is working on the parking mitigation plan.

B. City of San Mateo Sewage Overflow Base Station Update

Dana reported the City would announce their site selection in mid-May. The County is working on easement language. Dana has met with the neighborhood representatives who are supportive of the project.

C. Hotel RFQ Update

Supervisor Groom reported the RFQ closes next week. Bids will be reviewed to determine if an RFP will be released.

D. Master Plan Update

Dana reported she is working with the County on the process of developing a master plan. Supervisor Groom reported the County would be paying for the plan. There was discussion about Board involvement and President Miller reported this project would fall under the Facilities Committee.

E. Vision Meeting Update

Dana reported on the April 24<sup>th</sup> Vision Meeting which was a success. The group discussed community and financial strategies for the SMCEC's future. Supervisor Canepa felt it was a great meeting and he complimented the facilitator.

F. Economic Impact Report

Dana reported she is working on obtaining estimates for an Economic Impact Report and will present the estimates to the Board in May. Director Pacelli suggested contacting the City of San Mateo for referrals.

G. Marketing, Sales and Events Update

Kletra gave a sales and events update and reported we are working on capturing 2 to 4 new events per month. She reported on new events during the holiday season. She also reported we are receiving new recognition from many community agencies including the upcoming Human Stand Down event. The recent California Dental Association event was a great success. She reported on marketing efforts and the unveiling of our new website.

H. Jockey Club Update

Jim Fetter gave a Jockey Club update and reported on the upcoming Kentucky Derby. There was discussion about creating a Bay Meadows exhibit at the Fair and this was referred to the Fair Oversight Committee.

I. Creative Touch Catering & Food Service Update

Dana reported the CTC Director of Food & Beverage had resigned. Kletra is now overseeing the department and contract personnel will be brought in to assist with upcoming events.

J. Maintenance Update

Cindy gave a report on her first few weeks in the Director of Facilities position. Her report included her recruitment efforts for new staff, facility inspections, and safety compliance.

K. Director Pacelli complimented Dana and the staff on their recent efforts, and he appreciates the staff reports at Board meetings.

X. Facilities Committee

A. Committee Meeting Report

Director Ryzak reported on the project list reflecting completed projects and some projects that will be revisited in September. She reported the landscape circle project is complete.

XI. Fair Oversight Committee

A. Committee Report

Kaitlyn reported the Fair is 44 days away and planning is going well. She reported that OMG Marketing gave a presentation to the committee and reviewed the 2017 Fair media buy that reflects a reduction in television advertising and an increase in digital presence. The parade planning is progressing, and the City of San Mateo is pushing the advertising. Dana asked the Board to share any referrals for the parade including high school bands, dance groups, etc. Kaitlyn reported she is still working with the Warriors on a potential official playoff viewing party. She also gave updates on signage, school ticket program, Jr. Fair Board activities and the horse show taking place this weekend. She reported the committee discussed 2018 fair dates and elected to keep the dates the same for 2018.

There being no further business the meeting was adjourned at 5:55 P.M.



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David Caro, Secretary-Treasurer

Next meeting is Wednesday, May 24, 2017 – 4:00 P.M.