

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING—JANUARY 25, 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 January 25, 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 4:02 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

Excused: Sarah Burdick  
Yvonne Ryzak

Also Present: Dana Stoehr, Executive Officer  
Tim Smith, Chief Operating Officer  
Charlene King, HR Director/Executive Assistant  
Kletra Newton, Director of Event Sales and Services  
Kaitlyn Bailey-Findley, Fair Operations Manager  
Carole Groom, Board of Supervisors  
Aimee Armsby, Deputy County Counsel

**III. ORAL COMMUNICATIONS**

**A. Oral Communications from the Board**

Director Iniguez reported on a recent visit to the Jockey Club. There was discussion regarding the need to make a concentrated effort to reach out to the Jockey Club staff and patrons and provide support for the organization. It was agreed that Dana and Director Iniguez will take on this task and report back to the Board.

Director Gervais thanked the staff for coordinating the volunteer event during the holidays.

Director Foppiano thanked the staff for planning and coordinating the Board's visit to the Western Fairs Association Convention.

Supervisor Groom reported the hotel RFQ is almost complete and will be released in early February.

B. Oral Communications from the Public

There were no oral communications from the public.

IV. APPROVAL OF MINUTES

Director Pacelli made a motion to approve the December 14, 2016, Board meeting minutes, motion seconded by Director Ames, and unanimously carried.

V. CLOSED SESSION

At 4:15 PM the meeting went into closed session:

- A. Public Employee Appointment – Govt. Code Section 54957  
Title: Chief Executive Officer

At 4:30 PM the meeting was reopened. President Miller reported the Board unanimously agreed upon a contract with CEO Dana Stoehr. Dana thanked the Board for their support.

VI. FINANCE COMMITTEE

A. November Financial Report

Tim reported on the November Financials and he stated he was finalizing the year end financial report. Tim reviewed food costs and reported improvements are in progress. He also reviewed special projects, supplies and services as well as Fair and parking.

B. Pension Audit Report

Tim reported on the 2015 pension audit report which included a plan trustee error and four employees with late deposits posted in 2015. He also reported on employees who were enrolled late in the plan in 2016. He reported corrections are being made and he described the systems being implemented to prevent this from occurring again.

C. 2015 Federal Tax Return – Form 990

Tim reported on the filing of the 2015 Form 990 Federal Tax Return.

## VII. PRESIDENT'S REPORT

### A. Welcome New CEO – Dana Stoehr

President Miller welcomed and congratulated new CEO Dana Stoehr. She suggested scheduling a meet and greet event in March. Kletra reported we are planning a mixer with community leaders and suggested we incorporate the meet and greet at this event. The Board agreed.

### B. Board Retreat Discussion

Director Miller reported the Board Retreat will be held on March 11<sup>th</sup> at the Douglas Beach House in Half Moon Bay. Dana reported the meeting facilitator will be CFSA's Executive Director Becky Bailey-Findley.

### C. Horse Racing and Satellite Wagering Update

Director Iniguez reported that the San Mateo County Fair still owns the San Mateo County Fair race dates and the Board may want to consider running a live race meet at Golden Gate Fields. The Board discussed this possibility and the potential of forming an Ad Hoc committee to explore the idea.

## VIII. CEO REPORT

### A. Parking Lot Update

Dana reported on the revised cost estimate for the parking lot rehabilitation project. The new estimate of \$2,649,990 is significantly lower than the original estimate. Dana will be meeting with the County to discuss the next steps.

### B. City of San Mateo Sewage Overflow Base Station Update

Dana reported the City of San Mateo has narrowed the location search for the sewage overflow base station to two location with the Event Center being the likely site. The Ad Hoc committee will be working with the City of San Mateo on this project.

### C. Staffing Update

Dana reported staff is working on the recruitment for a Director of Facilities. She reported employee evaluations are complete and staff is preparing guidelines for bonuses and merit increases. She reported Charlene is working on new hiring procedures and a cell phone policy. Dana reported she is working on a business continuity plan to present to the Executive Committee. She also reported that department managers will begin attending board meetings.

D. Sales and Events Update

Kletra reviewed the new EBMS sales tools which will be unveiled in March and will provide extensive sales data for the Board. Kaitlyn reported on OMG Marketing who will provide year round and Fair time artwork and graphics, the Fair media buy and services as well as a year round marketing plan for the SMCEC. Kletra presented the proposed revised logos for the Jockey Club, Fair and CTS. The Board made some suggested changes for the logos. Kletra reported business cards would be ordered for the Board.

IX. COO REPORT

A. Jockey Club Update

Tim reported the Jockey Club attendance continues to decline, however, the handle has had the lowest decline in handle over the past five years.

B. Creative Touch Catering & Food Service Update

Tim reported catering revenues are up by 11.5% and food costs are down and we are trending in the right direction.

C. Maintenance Update

Tim gave an update on Expo Café heating, Cypress Hall heater units and the landscape circle project.

X. Fair Oversight Committee

A. Committee Report

Director Caro reported on the entertainment lineup with one open date on Sunday. He reported staff is ahead of last year in planning and all is going well. He reported staff is looking at incorporating a Pacific Rim celebration into the Fair. Dana reported on the Disaster Preparedness event which will be renamed Emergency Preparedness. Dana said planning for the parade is in progress and going well.

B. Discussion and Action on Advertising and Fair Marketing Contract

Director Caro reported recommends to the San Mateo County Event Center Board of Directors to issue the cancellation of our Advertising & Marketing Services contract with Unique Image, Inc. This contract provided for Fair time artwork, Fair graphics and the media buys and services for the San Mateo County for the contracted amount of \$65,000 per year. The committee recommends contracting with OMG Marketing to provide all the year round and Fair time artwork and graphics, Fair media buy and services, and to work with our Events Department on a year round marketing plan for an amount not to exceed \$55,000 per year. Staff is currently working with OMG Marketing on revamping our family of brands and creating a new look to our San Mateo County Event Center website. The contract will be for one year January 1-December 31, 2017 with two 1 year renewal options. The contract includes a cancellation clause with 90 days written notice.

Director Ames made a motion to approve the Advertising and Marketing Services Contract with OMG Marketing as presented, seconded by Director Iniguez and unanimously carried.

There being no further business the meeting was adjourned at 6:30 P.M.



David Caro, Secretary-Treasurer

Next meeting is Wednesday, February 22, 2017 – 4:00 P.M.

