

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING—MARCH 22, 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 March 22, 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  
Sarah Burdick  
Kari Foppiano  
Jonathan Gervais  
Leonard Iniguez  
Mike Pacelli  
Yvonne Ryzak

Also Present: Dana Stoehr, Chief Executive Officer  
Charlene King, Chief Administrative Officer  
Kaitlyn Bailey-Findley, Fair Operations Manager  
Diane Baumann, Finance Director  
Jerry McCarthy, Director of Food and Beverage  
Kletra Newton, Director of Event Sales and Services  
Carole Groom, Board of Supervisors  
David Canepa, Board of Supervisors  
Aimee Armsby, Deputy County Counsel  
Bill Silverfarb, Legislative Aide to Supervisor Canepa

**III. ORAL COMMUNICATIONS**

**A. Oral Communications from the Board**

Director Iniguez reported on the San Mateo County Fair Horse Show taking place on April 29<sup>th</sup>. He is seeking sponsors for this event.

**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 February 22, 2017, Board meeting minutes, motion seconded by Director Caro, and unanimously carried with Directors Miller and Pacelli abstaining.

V. FINANCE COMMITTEE

A. December 2016 Year End Financial Report

Dana expressed gratitude to Diane Baumann for coming out of retirement to act as the interim Finance Director. She has been working diligently to accurately prepare and present the 2016 year end financial report. Diane gave a brief overview of the report which reflects a loss of \$1,110,139, of which \$871,247 is depreciation expense. She then opened it up for questions and comments from the Board. Members of the Board thanked Diane for her hard work on the financials. There was consensus amongst the Board to be more diligent regarding the organizations financials. Diane reported future reports would be presented with departmental financial reports for the Jockey Club, CTC, Fair, and Facilities. Dana suggested scheduling an extended Retreat meeting in September for a full Board review of the 2018 budget. Dana reported a full operational audit would take place and an RFP for audit services will be released shortly.

VIII PRESIDENT'S REPORT

A. Board Retreat Discussion

President Miller reported the Board Retreat was a great success and Becky Bailey-Findley was a great asset as the facilitator. Director Pacelli noted it was the best Retreat he has attended for the SMCEC. There was discussion regarding the protocol for Board interaction with staff, and it was clarified that staff communications from the Board should go through the CEO. The SMCEC Fair Board member agreement was discussed and Aimee Armsby reported she will be working with Dana on amendments to present to the Executive Committee.

B. Financial Management Plan Discussion

President Miller reported on suggestions Director Ryzak presented to the Executive Committee including requesting that the County appoint an additional board member with financial oversight experience, requiring Board treasurers to take a one day class in non-profit financial review and to require annual management audit performed by an outside auditor. Director Gervais suggested offering a financial review session to the entire board. He also made noted for the record that the Board sensed concerns with the prior CEO and the Board acted diligently to rectify the situation. Supervisor Groom reported the County will add the requirement of financial expertise when they post openings for future Board members.

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.