

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING--MAY 24, 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 May 24, 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 4:08 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  
Yvonne Ryzak

Excused: Mike Pacelli

Also Present: Dana Stoehr, Chief Executive 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

**III. ORAL COMMUNICATIONS**

**A. Oral Communications from the Board**

Director Gervais thanked the staff for the recent event at Golden Gate Fields.

**B. Oral Communications from the Public**

There were no oral communications from the public.

IV. APPROVAL OF MINUTES

Director Gervais made a motion to approve the April 26, 2017, Board meeting minutes, motion seconded by Director Caro, and unanimously carried, with Director Burdick abstaining.

V. Fair Oversight Committee

A. Committee Report

Kaitlyn reported the Fair is 16 days away and planning is going well. The media and marketing campaigns are moving ahead and sponsorships are up over 2016. She reported on the new Tapigami exhibit and the returning Rainforest. She reported on new and returning vendors and concessionaires and the plan for increased directional signage. The parade was discussed with conversation about Board participation. Dana reviewed security plans for the Fair which involves a new security company, the San Mateo Police department and the San Mateo County Sheriff.

VI. PRESIDENT'S REPORT

President Miller discussed meeting protocol. When department managers are making a presentation Board members should hold their questions until the presentation is complete. Finance related questions should be presented after the report is complete. In addition, committee related questions should be directed through the chair of each committee.

VII. CEO REPORT

A. Parking Lot Rehabilitation Project Update

Dana reported the bid opening will take place on May 30<sup>th</sup> and she is working on the MOU with County Counsel. Project scheduling is being worked out and a penalty clause will be included in the contract.

B. City of San Mateo Sewage Overflow Base Station Update

Dana reported the City's site selection decision has been delayed and will occur in June. Dana is communicating with neighbors about the project.

C. Hotel RFQ Update

Supervisor Groom reported the RFQ process was extended and two bids have been received. Bids will be reviewed and an RFP will be released.

D. Master Plan Update

Dana reported she has contracted with BKF for a fully engineered site survey that is expected to be complete in three weeks. She is working with the County on the development of a master plan.

E. Vision Meeting Update

The meeting notes from the April 24<sup>th</sup> Vision Meeting were distributed. Dana reported the next meeting will be scheduled in the late Fall.

F. Economic Impact Report

Dana reported she is expecting an estimate from EPS for an Economic Impact Report.

G. Controller Position

Dana reported David Alves has been hired as a Controller following a thorough interview process that included staff input.

VIII. STAFF REPORTS

A. Sales, Marketing and Events

Dana reported Maker Faire was an overall success. Food and parking revenues were down, with the heat likely contributing to the lower food revenues. The contract is now up for negotiation and Dana will be working on this. Kletra reported three new events have been booked to take place right after the Fair. Online advertising has begun and Kletra has secured our first client.

B. Maintenance

Cindy reported her first Maker Faire went well. Her staff is busy cleaning up after the event and beginning Fair preparations. She reported Darryl is working on the landscape circles and planting will commence soon. Cindy announced the hiring of a new full-time landscaper.

C. Jockey Club

Jim commented on the recent Golden Gate Fields event and noted it was a nice opportunity for the Board to see the difference between live and satellite racing. He reported on the passing of one of the Jockey Club's most beloved patrons. The Jockey Club hosted a special cookie giveaway in her honor. The Preakness race took place on Maker Faire weekend. The day was successful with the Jockey Club handle exceeding Golden Gate Fields. He noted that parking went well despite the Maker Faire event.

IX. FINANCE COMMITTEE

A. April Financial Report

President Miller announced that due to scheduling conflicts, Director Iniguez has taken over the role of Chair of the Finance Committee. Director Iniguez reported he met with Dana and Diane to review the April Financial report and thanked Diane for moving us in a positive direction that the new Controller can follow. Director Ames made a motion to approve the April Financial Report, seconded by Director Iniguez, and unanimously carried.

B. Discussion and Action on Adjusted 2017 Budget

Dana reported the 2017 budget was adjusted with modifications made in revenues and expenses. The budget profit/loss remained the same as approved by the Board of Directors and Board of Supervisors. Director Caro made a motion to approve the adjusted 2017 budget, seconded by Director Ames, and unanimously carried.

C. Discussion and Action on Audit Services

Diane reported on the RFP process to secure new auditing services for the Association. Director Iniguez reported that the committee recommends the selection of Chevan & Associates for the 2016, 2017 and 2018 audit services. Director Gervais made a motion to approve the selection of Chevan & Associates, seconded by Director Iniguez, and unanimously carried.

X. Facilities Committee

A. Committee Meeting Report

Director Ryzak reported that staff has made arrangements for grounds cleaning after the Maker Faire and County Fair.

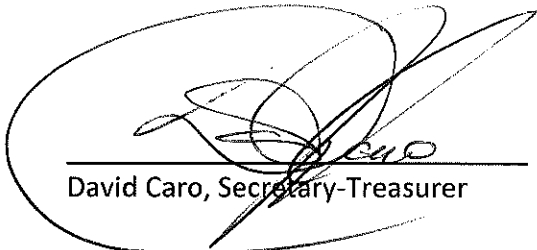
XI. Future Agenda Items

A. Maker Faire Assessment

B. May Financials will be available at the July meeting

C. Recommendation for the Board to submit a letter to local legislators requesting support on AB1499 and SB68 related to Fair funding.

There being no further business the meeting was adjourned at 5:30 P.M.



David Caro, Secretary-Treasurer

Next meeting is Wednesday, June 14, 2017 – 4:00 P.M.