

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS' MEETING—SEPTEMBER 27, 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 September 27, 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 4:00 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
David Alves, Controller
Kaitlyn Bailey-Findley, Fair Operations Manager
Jim Fetter, Jockey Club Manager
Charlene King, Chief Administrative Officer
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 Iniguez reported the San Mateo County Fair's Jr. Horse Show would be held during the Grand National Rodeo at the Cow Palace on October 14.

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 August 30, 2017, Board meeting minutes, motion seconded by Director Caro, and unanimously carried with Director Burdick abstaining.

V. CLOSED SESSION

- A. Pursuant to Government Code Section 54957:
Employee Evaluation
Title: CEO

At 4:06 PM the meeting went into closed session. The meeting reopened at 4:44 PM and no action was taken.

VI. FINANCE COMMITTEE

A. Discussion and Action on August 2017 Financials

Director Iniguez reported he had met with Dana and David to review the August 2017 financials. After a brief discussion Director Iniguez made a motion to accept the August 2017 financials, seconded by Director Gervais, and unanimously carried.

B. 2018 Budget Update

Dana gave a presentation reflecting on the challenges of 2016 and the path to success in 2017. She reviewed highlights of the Fair, events, facilities/maintenance, capital improvements and community involvement. Dana gave an overview of the projected 2017 profit and the 2018 forecast. The 2018 budget timeline was reviewed.

VII. PRESIDENT'S REPORT

There was no President's report.

VIII. FACILITIES COMMITTEE

A. Committee Meeting Report

Director Ryzak reported that the committee had met and discussed the master plan kick off meeting which was positive and well attended. She reported on the parking lot project and stated Dana is working closely with the County on the project. She also reported on the preventative maintenance plan that staff presented to the committee.

B. Discussion and Action on 2017 Capital Improvement Projects

Director Ryzak reported on the projected year-end profit and staff's recommendation to allocate 20% of the profit to reserves and utilize the remainder for identified capital improvements. Director Ryzak said the committee supports the expenditures upon confirmation of fund availability. Director Ryzak made a motion to direct staff to include the proposed capital improvements, as presented, in the revised year-end budget protection for consideration based on confirmation of funds availability, motion seconded by Director Burdick, and unanimously carried.

IX. FAIR OVERSIGHT COMMITTEE

A. Committee Meeting Report

Director Caro gave an entertainment update and reported Tower of Power will not perform at the 2018 Fair due to their 50th anniversary celebration at another venue. Kaitlyn reported on proposed entertainment options and stated that Sheila E. is confirmed and an offer is out to Air Supply.

B. Discussion and Action on Stage/Lighting and Sound Equipment Contractors

Director Caro reported on the RFPs released for the stage and lights contractor and sound equipment contractor for the Fair. The RFP responses were reviewed. Following the discussion, Director Caro made a motion to contract with L.B. Lights West for a 3 year agreement with two 1 year options for renewal and Speeda Sound for a 3 year agreement with two 1 year options for renewal. Motion seconded by Director Iniguez, and unanimously carried.

X. CEO REPORT

A. Discussion of Future of Catering Operations

Dana reported she has been reviewing the food and beverage costs for the past several months and has determined that CTC does not have a large enough sustainable base to be profitable. It is staff's recommendation to consider outsourcing concessions and catering possibly utilizing the facility as a vocational kitchen. The contractor would handle concessions and small caterings with large caterings outsourced to catering firms. The SMCEC would maintain the alcohol license and the Jockey Club food and beverage operation would remain as is.

B. Lot Rehabilitation Project Update

Dana reported the parking lot rehabilitation project is almost complete with the micro surfacing and slurry seal taking place next week and the striping work commencing on October 9th.

C. City of San Mateo Sewage Overflow Base Station Update

Dana reported she is working with the City of San Mateo on this project and a City representative will be invited to the next Facilities Committee meeting to provide a project update.

D. Master plan Update

Dana reported on the recent Master Plan stakeholder kick off meeting. The first core group meeting takes place on October 2nd and the next stakeholder meeting is on October 17th.

E. Economic Impact Report Update

Dana reported EPS is reviewing the information and resources provided and they have created surveys for attendees, clients and vendors.

XI. STAFF REPORTS

A. Sales, Marketing and Events

Dana reported the sales department is working hard to solicit new business including corporate holiday parties and events.

B. Jockey Club

Jim reported all is well at the Jockey Club and the year to date handle update.

C. Maintenance

Cindy reported on the upcoming landscaping volunteer event.

XII. ELECTION OF OFFICERS

A. Proposed Slate of Officers

Director Gervais reported the Nominating Committee recommends the following slate of officers from October 1, 2017 through September 30, 2018:

President: Bev Miller

Vice-President: Tom Ames

Secretary-Treasurer: David Caro

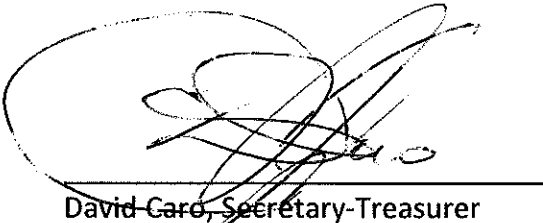
B. Nominations from the Floor

There were no nominations from the floor.

C. Vote

Director Iniguez made a motion to accept the nominations as presented, seconded by Director Burdick, and unanimously carried.

There being no further business the meeting was adjourned at 6:00 P.M.



David Caro, Secretary-Treasurer

Next meeting is Wednesday, October 25, 2017 – 3:00 P.M.