

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING—APRIL 25, 2018**

*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 25, 2018, 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  
Sarah Burdick  
Kari Foppiano  
Leonard Iniguez  
Mike Pacelli  
Steven Wong

Excused: Jim Tucker

Also Present: Dana Stoehr, Chief Executive Officer  
Kletra Newton, Chief Operating Officer (via telephone)  
Charlene King, Chief Administrative Officer  
David Alves, Controller  
Justin Aquino, Fair Operations Manager  
Jim Fetter, Jockey Club Manager  
Cindy Spencer, Director of Facilities  
Aimee Armsby, Deputy County Counsel  
Rick Williams, Van Meter Williams Pollack, LLP  
Darrin Smith, EPS  
Jenny Lin, EPS

**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. Welcome New Board Members and Oath of Office

President Miller welcomed new Board Member Steven Wong to the meeting. It was agreed to postpone administering the oath of office to the May meeting when new Board Member Jim Tucker will be present.

V. APPROVAL OF MINUTES

Director Ames made a motion to approve the March 28, 2018, Board meeting minutes, motion seconded by Director Pacelli, and unanimously carried with President Miller abstaining.

VI. FINANCE COMMITTEE

A. Discussion and Action on March 2018 Financial Reports

David Alves reviewed the highlights of the March 2018 Financial Reports. Following the report Director Iniguez made a motion to accept the March 2018 Financial report as presented, seconded by Director Caro and unanimously carried. Director Iniguez reported the committee discussed the proposed transfer of \$300,000 to the LAIF account and will request Board action at the May meeting. President Miller suggested the Board review and revise the investment policy and establish guidelines regarding fund transfers. Staff was directed to solicit sample policies from similar venues.

B. Committee Meeting Report

Director Iniguez reported the committee met with our retirement plan representatives. The retirement plan investments were reviewed and will be reevaluated in six months. Dana reported the annual audit is complete. The management letter was favorable with no findings reported. The Board will receive the report in May.

VII. STAFF REPORTS

A. Sales, Marketing, and Events

Kletra introduced Monelle Abaya, Senior Manager-Event Sales and Services. Monelle reported she is excited to be on the team and has been busy getting to know the staff. She reported on 2019 booked events including the Minefaire and Microsoft. She is working with LinkedIn for a 2018 holiday party. Kletra reported on the successful Gainsight corporate conference which took place in April and the upcoming Facebook carnival in August.

B. Jockey Club

Jim gave an update on the Jockey Club operations and said the handle and attendance has been consistent. He reported new televisions have been installed. The Kentucky Derby takes place in two weeks which will boost attendance. Jim reported that all Jockey Club staff completed crowd manager training.

C. Maintenance

Cindy reported staff was busy working the Gainsight conference in April. She gave an update on current projects taking place including light fixture upgrades. Staff is gearing up for Maker Faire and the Fair. She reported the safety committee had their first meeting and will be conducting safety inspections throughout the property. Dana reported that we did not secure a buyer for the risers. They will be scraped and we expect to receive \$9,800 for the scrap metal.

VIII. CEO REPORT

A. General Update

Dana gave an update on the following items:

- Although we are still operating with an expired collective bargaining agreement, the Local 2 employees were granted a pay increase.
- She is still working with the County on the proposed solar project.
- We are contracting with CCA for the Cypress Hall HVAC improvements.
- There are some ponding issues in the East Parking lot which will be evaluated by OC Jones.
- Maker Faire planning is progressing well. Staff is working with the Maker Faire on parking challenges.

B. Risk Reduction – Safety Programs and Emergency Planning

There was discussion regarding the use of metal detectors during events. Dana reported the Maker Faire is not pursuing the use of metal detectors at this time. Aimee reported that security is the sole responsibility of the client promoting the event. Dana reported that metal detectors will be used during the Fair. Staff was directed to review current security requirements for clients and to poll similar venue's on their security policies.

IX. FAIR OVERSIGHT COMMITTEE

A. Committee Meeting Report

Director Caro reported the committee had met and Fair planning is going well. Justin reported advance ticket sales are currently at \$72,000. To provide comparison he reported sales reached \$73,000 in June 2017.

B. Fair Ticket Policy

Dana reported the committee is working on a ticket policy to be implemented in 2019. She reported the committee agreed that for 2018, Board members may request up to six Gold Circle concert seats and all requests must be submitted by May 31<sup>st</sup>.

X. PRESIDENT'S REPORT

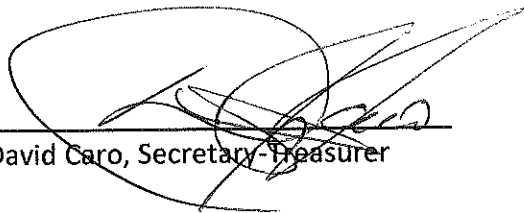
A. Discuss Board Harassment Training

It was agreed to postpone the harassment training to July.

X. MASTER PLAN AND ECONOMIC IMPACT REPORT PRESENTATION

Rick Williams gave a preliminary presentation in advance of the upcoming Master Plan Stakeholders meeting scheduled for May 7<sup>th</sup>. Rick gave an overview of the plan and reviewed the proposed Phases 1 through 5 which include the relocation of the SMCEC administrative offices, Expo and Fiesta Hall renovations, landscaping improvements and a hotel, parking garage and office building in the west parking lot. Darrin Smith and Jenny Lin reported on the Economic Impact Study and financing opportunities for the master plan.

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

A handwritten signature in black ink, appearing to read "David Caro", is written over a horizontal line. The signature is stylized and somewhat messy, with a large loop at the beginning.

David Caro, Secretary-Treasurer

Next meeting is Wednesday, May 23, 2018 – 4:00 P.M.