

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING-AUGUST 22, 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 August 22, 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 3:30 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  
Jim Tucker  
Steven Wong

Also Present: Dana Stoehr, Chief Executive Officer  
Kletra Newton, Chief Operating Officer  
Charlene King, Chief Administrative Officer  
David Alves, Controller  
Justin Aquino, Fair Operations Manager  
Cindy Spencer, Director of Facilities  
Jim Fetter, Jockey Club Manager  
Carole Groom, Board of Supervisors  
Aimee Armsby, Deputy County Counsel

**III. ORAL COMMUNICATIONS**

There were no oral communications.

**IV. APPROVAL OF MINUTES**

Director Caro made a motion to approve the July 18, 2018, Board meeting minutes, motion seconded by Director Iniguez and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on June and July 2018 Financial Reports

It was reported that the June and July Financials were presented to the Finance Committee at their meeting yesterday. There being no questions, Director Iniguez made a motion to accept the June and July 2018 financial reports, seconded by Director Caro, and unanimously carried.

VI. STAFF REPORTS

A. Sales, Marketing, and Events

Kletra reported on the 2018 sales objective, Initiative 7, which was designed to capture seven corporate client events each year. She also reported on upcoming events for September along with contracted holiday parties in December. Kletra and her team are in conversations with potential clients for 2019. Kletra reported on the success of the Facebook picnic which took place in August and encompassed the entire facility.

B. Jockey Club

Jim gave a Jockey Club update and reported on the Jockey Club's success during the Del Mar race meet. He reported on the Golden Gate Fields meet which opens tomorrow despite the possible mutual clerk strike.

C. Maintenance

Cindy reported on a site visit by a representative from the San Mateo County's ADA consultants and their tour of the grounds for their ADA facility evaluation. Cindy gave an update on current preventative maintenance projects including landscaping and painting.

D. Fair

Justin reported we are 289 days from the 2019 County Fair and planning is in full swing. The 2019 Fair dates are June 8-16. New promotions include a Pride Family Day with Queen Nation as the headline act. Kids' day will include free admission for kids all day rather than capping it at 3:00 pm. There are conversations taking place to incorporate a Pacific Islanders Day as well as a celebration of San Mateo County cities on each day of the fair. During the off-season a traveling fair will be implemented to help spread awareness of the Fair throughout the County. The Junior Fair board will participate in their first meeting tomorrow with 8 new members. Fair survey results will be shared at a later date.

VII. CEO REPORT

A. General Update

Dana gave an update on the following items:

- An energy grant application has been submitted to Peninsula Green Energy in an effort to secure funding for a solar consultant.
- An MOU has been executed with the City of San Mateo to eliminate police and fire fees based on the .33 funds generated by the Jockey Club.

- Staff is beginning to work on the 2019 budget process.
- RFP's have been released for banking and credit card services as well as 403b audit services.

VIII. FACILITIES COMMITTEE

A. Committee Meeting Report

Director Pacelli reported the committee met and capital projects were reviewed. He reported on recent vandalism and the plans to install a laser beam system to help deter future incidents. The emergency management plan is in progress and staff is researching an all grounds public address system. The Master Plan is moving along being led by Supervisor Groom. Director Pacelli expressed the importance of reaching out to the City of San Mateo and local community groups. Supervisor Groom reported we are working closely with the City of San Mateo. She and Dana will continue to meet with homeowner groups and conduct community forums. Director Pacelli gave an update on the east parking lot ponding issue which will be monitored as we approach the rainy season.

IX. PRESIDENT'S REPORT

President Miller announced Director Foppiano would lead the officer nomination process. Board members were encouraged to contact Director Foppiano with any comments or input on the process. President Miller reported Directors Foppiano and Ames would participate with her on a personnel committee to perform the CEO evaluation.

There being no further business the meeting was adjourned at 4:05 P.M.



Tom Ames, Vice-President

Next meeting is Wednesday, September 26, 2018 – 4:00 P.M.

