

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING-DECEMBER 12, 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 December 12, 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 Ames at 4:05 p.m.

**II. ROLL CALL**

Roll call was taken as follows:

Present: Tom Ames, President  
David Caro, Vice-President  
Leonard Iniguez, Secretary-Treasurer  
Sarah Burdick  
Kari Foppiano  
Beverly Miller  
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  
Aimee Armsby, Lead Deputy County Counsel

**III. ORAL COMMUNICATIONS**

There were no oral communications.

**IV. APPROVAL OF MINUTES**

Director Iniguez made a motion to approve the October 24, 2018, Board meeting minutes, motion seconded by Miller and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on October 2018 Financial Report

Director Iniguez reported that the October Financials were presented to the Board. Director Pacelli commented on the retirement account decrease and requested a breakdown of the market gains and losses. Following the discussion, Director Miller made a motion to accept the October 2018 financial report, seconded by Director Foppiano, and unanimously carried.

B. Discussion and Action on Parking Fee Increase

Director Iniguez reported the committee discussed and recommends a public parking increase from \$12.00 to \$15.00 per car effective January 1, 2019. Director Pacelli expressed concern regarding this increase. Following the discussion, Director Miller made a motion to approve the public parking fee to \$15.00 per car effective January 1, 2019, seconded by Director Caro, and carried with a 8 to 1 vote, with Director Pacelli opposing.

VI. STAFF REPORTS

A. Sales, Marketing, and Events

Kletra gave an update on the 2018 corporate parties and 2019 upcoming events.

B. Jockey Club

Jim reported the hat giveaway on the Breeder's Cup weekend was well received. He reported the inclement weather on the East Coast affected the handle. Santa Anita racing opens on December 26<sup>th</sup>.

C. Maintenance

Cindy reported on staff members who volunteered at the Butte County Fair assisting at the fire evacuation site serving 300 people and 700 animals. She reported the tree trimming project is on hold due to weather and staff is focusing on the December corporate parties.

D. Fair

Justin gave a 2019 Fair update including entertainment confirmations. He reported on a potential glass blowing demonstration, a Boom Percussion act, and Jr. Fair Board activities. Justin reported that in lieu of the annual Fair party, the Fair will be hosting multiple VIP gatherings during the Fair.

VII. FACILITIES COMMITTEE

A. Committee Meeting Report

Director Tucker reported the committee met and reviewed the capital project list. Staff is securing trash receptacle samples for consideration. An engineer will review the proposed Fiesta Hall renovations and provide an evaluation. The committee toured the Cypress Hall HVAC project which is nearing completion as well as the in progress restroom project.

VIII. FAIR OVERSIGHT COMMITTEE

A. Discussion and Action on Smoke-Free Policy

A proposed Fair smoking policy was discussed and it was agreed to present the policy to the Executive Committee for discussion at their January meeting.

IX. CEO REPORT

A. Master Plan, Economic Impact Report and Hotel RFQ Update

CEO Stoer reported the Master Plan is nearing completion. She reported on a recent meeting with the developer which included a tour of the grounds.

B. Underground Flow Equalization System (UFES) Update

CEO Stoehr gave an update on the UFES project which is in the design process stage. She reported the County has committed one half of the funds to the SMCEC.

C. General Update

CEO Stoehr reported on the corporate holiday parties and sound issues that occurred resulting in six noise complaints. She is working on sound mitigation solutions moving forward. She reported a press release will be issued highlighting staff's volunteer efforts at the Butte County Fairgrounds.

X. PRESIDENT'S REPORT

A. Discussion and Action on Board Master Plan Statement

President Ames reported on the Board's discussion at the Retreat meeting indicating their desire for the Board's mission statement to be included in the Master Plan document. The Board had a discussion and Director Iniguez commented that it is important not lose sight of the reason for the Board's existence. Director Pacelli stated he does not see the appropriateness of including the mission statement within the master plan. There was discussion and agreement to invite County Manager Callagy to the January Board meeting to provide the Board an opportunity to provide input on the process. Following the discussion, Director Miller made a motion to accept the inclusion of the mission statement within the Master Plan, seconded by Director Caro, and carried with an 8 to 1 vote with Director Pacelli opposing.

X. FUTURE AGENDA ITEMS

A. Extend an invitation to County Manager Mike Callagy to attend the January Board meeting.

There being no further business the meeting was adjourned at 5:25 P.M.

  
Leonard Iniguez, Secretary-Treasurer

Next meeting is Wednesday, January 23, 2019 – 4:00 P.M.