

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING—FEBRUARY 21, 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 February 21, 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 4:00 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  
Leonard Iniguez

Excused: Mike Pacelli

Also Present: Dana Stoehr, Chief Executive Officer  
Kletra Newton, Chief Operating Officer  
Charlene King, Chief Administrative Officer  
David Alves, Controller  
Jim Fetter, Jockey Club Manager  
Cindy Spencer, Director of Facilities  
Carole Groom, Board of Supervisors

**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. APPROVAL OF MINUTES**

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

V. FINANCE COMMITTEE

A. Discussion and Action on 2017 Year End Financials

David Alves reviewed the 2017 Year End Financial report which reflects a year end profit at \$1,103,799. David reviewed the balance sheet and the consolidated statement of revenues and expenses. David reported on the closure of the Meriwest accounts and the proposed transfer of funds to the LAIF account. David also reported on unclaimed check liability and the upcoming final payment remaining on the F&E loan. Following the report, Director Iniguez made a motion to accept the 2017 Year End Financial report, seconded by Director Caro and unanimously carried. President Miller congratulated the staff on the successful operations in 2017.

B. Discussion and Action on Funds Allocation to the SMCEC's LAIF Account

Leonard reported the committee recommends approval of the following:

- Direct staff to dissolve the Meriwest CD and transfer funds to the SMCEC General Operating Account.
- Resolution to update the signatories on the Local Agency Investment Fund Account (LAIF).
- Direct staff to deposit \$500,000 in the Local Agency Investment Fund Account (LAIF).

After the discussion, Director Iniguez made a motion to approve the recommendations as presented, seconded by Director Caro, and unanimously carried.

C. Discussion and Action on Purchasing Policy and Check Signing Authorization Policy

Director Iniguez reported on the proposed language changes to the Purchasing Policy as well as the proposed Check Signing Authorization policy with a recommendation of Board approval for both policies. Both policies were unanimously carried with the motion made by Director Iniguez and seconded by Director Foppiano.

D. Discuss Venue Price Increases

Dana reported on plans to implement the following venue pricing increases:

- Increase Fair admission price to \$15.00
- Increase Expo Hall event day rental fee to \$12,000
- Increase Fiesta Hall event day rental fee to \$5,700
- Increase Jockey Club admission fee to \$6.00 following the HVAC upgrade

VI. STAFF REPORTS

A. Sales, Marketing, and Events

Kletra reported on upcoming events including the 3-day Gainsight event in April and the Facebook summer picnic in August. The sales team is continuing the trend of 2-3 new events per month.

B. Jockey Club

Jim gave an update on the Jockey Club operations. He reported the severe East Coast weather continued to have an impact on our handle. He reported on the recent Free Coffee Day event held for the Jockey Club Patrons and the closure of Cypress Hall for the PAL event.

C. Maintenance

Cindy reported staff has been busy working on our many events and will begin gearing up for larger projects moving forward. She reported on her recent attendance at the International Association of Venue Manager's Academy for Venue Safety & Security.

VIII. CEO REPORT

A. General Update

Dana asked Supervisor Groom to report on Board appointments. Supervisor Groom reported four applicants had applied and interviews would be scheduled in the near future. Dana reported on a recent meeting she and Aimee attended with the City of San Mateo to discuss a City fees waiver. The Economic Impact Report is coming to a close and the Master Plan is moving along. Dana gave an update on facility projects including a \$20,000 skylight project on the Expo Hall roof and a potential solar project for the Jockey Club and Expo and Cypress halls.

B. Risk Reduction – Safety Programs and Emergency Planning

Dana reported she is actively working on safety programs and emergency planning. Staff is undergoing Trained Crowd Manager training and a revised emergency plan is in progress.

C. City of San Mateo Underground Wastewater In-System Storage Facility Project Update

Dana gave an update on the current status and progress of this project. She noted construction is slated to begin in September of 2019.

D. General Fair Update

Dana gave a Fair update including a report on new marketing efforts for the 2018 fair and participation in a City of San Mateo parade in March. Director Foppiano suggested looking into incorporating a therapy dog demonstration at the Fair and also the possibility of a ticket promotion to include bus rides to the Fair from the Serramonte/Daly City area.

IX. PRESIDENTS REPORT

A. Discuss Board Harassment Training

President Miller reported that Aimee will be conducting harassment training for the Board at the March or April board meeting.

There being no further business the meeting was adjourned at 5:10 P.M.



David Caro, Secretary-Treasurer

Next meeting is Wednesday, March 28, 2018 – 4:00 P.M.