

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS' MEETING--JANUARY 24, 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 January 24, 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

Also Present: Dana Stoehr, Chief Executive Officer
Kletra Newton, Chief Operating Officer
Charlene King, Chief Administrative Officer
David Alves, Controller
Kaitlyn Bailey-Findley, Fair Operations Manager
Jim Fetter, Jockey Club Manager
Cindy Spencer, Director of Facilities
Carole Groom, Board of Supervisors
Aimee Armsby, Deputy County Counsel
Rick Williams, Van Meter Williams Pollack LLP
Darin Smith, Economic Planning Systems
Ken Wong, Public

III. ORAL COMMUNICATIONS

A. Oral Communications from the Board

Director Iniguez reported on the Western Fairs Association Convention. He commented on the meeting he had with the Executive Director of the California Authority of Racing Fairs.

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 November 27, 2017, Board meeting minutes, motion seconded by Director Iniguez, and unanimously carried.

V. MASTER PLAN UPDATE – RICK WILLIAMS

Rick Williams gave a Master Plan update and presentation. He reported on the core group and stakeholder meetings held in 2017 and reviewed the proposed project scenarios and phases. The potential hotel and office space was discussed as well as parking and facility improvements. Darin Smith gave an update on the economic impact report including possible financing options. This project includes an economic impact analysis, fiscal impact analysis and forecasting future impacts based on the master plan. He estimates the report will be complete within the next two months. Rick expects a Master Plan draft to be complete in March with the final report complete in April. Supervisor Groom reported the Master Plan has been well received by the City of San Mateo.

VI. STAFF REPORTS

A. Sales, Marketing, and Events

Kletra reported the SMCEC hosted over 25,000 guests at corporate parties in December with clients booking repeat business in 2018. She reported the sales team is booking 2 to 4 new events each month and a large corporate conference is booked in April. Dana reported Maker Faire is on track with contract negotiations taking place.

B. Jockey Club

Jim gave an update on the Jockey Club operations. He reported the severe East Coast weather had an impact on our handle. Jim announced the new Jockey Club website will be launched soon.

C. Maintenance

Cindy gave a maintenance update and reported on facility and landscaping projects. She reported the Master Gardeners project is under way. She also reported on recent lighting improvements and carpet installation in the administration office.

VII. FINANCE COMMITTEE

A. Discussion and Action on November and December 2017 Financials

Director Iniguez reported on the November financials. Director Iniguez made a motion to approve the November 2017 financial report, seconded by Director Caro, and unanimously carried. Director Iniguez reported on the December financial report noting the positive results in December. Director Burdick made a motion to approve the December financial statement, seconded by Director Foppiano, and unanimously carried.

VIII. CEO REPORT

A. Staffing Update

Dana reported that Kaitlyn Bailey-Findley has accepted the position of Chief Operating Officer at the Sonoma County Fair and the recruitment for her position is underway. Dana also reported that Kletra Newton has been promoted to Chief Operating Officer.

B. SMCEC Employee Safety Programs

Dana reported on our Lead IT Technician's recent work related injury. She also reported on the safety programs that are in place for all staff.

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 the County is working on language for a fully executed contract.

D. Discussion and Action on CFSA Elector

Dana reported she is currently the designated Elector for California Fairs Services Authority (CFSA) and the proposed resolution is presented to update Dana's title to CEO. Director Iniguez made a motion to approve the CFSA Elector Resolution as presented, seconded by Director Caro, and unanimously carried.

E. Master Gardener Update

Dana reported on the Master Gardner project which is currently under construction.

IX. PRESIDENTS REPORT

A. Discuss Committee Rosters and Meeting Dates

President Miller reported on the committee rosters and meeting dates and noted that Dana will work directly with each committee chair to set standard meeting dates and times.

X. FACILITIES COMMITTEE


Director Ames reported the committee had not met and there is no update at this time.

XI. FAIR OVERSIGHT COMMITTEE

A. Committee Meeting Report

Kaitlyn reported there are 135 days until fair. She announced the hiring of Fair Coordinator Erin Kelly. She also reported on the new STEAM department, the 2018 fair entertainment lineup, sponsorships, commercial and concession contracts, presale tickets and education programming. Kaitlyn is preparing for a seamless transition for the new Fair Operations Manager.

There being no further business the meeting was adjourned at 5:30 P.M.



David Caro, Secretary-Treasurer

Next meeting is Wednesday, February 21, 2018 – 4:00 P.M.