

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING-JULY 18, 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 July 18, 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  
Jim Tucker  
Steven Wong

Excused: Mike Pacelli

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

**III. ORAL COMMUNICATIONS**

**A. Oral Communications from the Board**

Director Foppiano complimented Justin and the staff on the successful Fair. She reported on the many positive comments she received about the appearance and attractions offered. She also commented on the positive feedback from her students who participated in a school tour.

**B. Oral Communications from the Public**

There were no oral communications from the public.

IV. APPROVAL OF MINUTES

Director Iniguez made a motion to approve the May 23, 2018, Board meeting minutes, motion seconded by Director Caro and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on May 2018 Financial Reports

Dana reported the May Financials were presented to the Finance Committee at their meeting today. Dana thanked the team for their efforts which is reflected in the year to date profit. Following the discussion, Director Caro made a motion to accept the May 2018 financial report, seconded by Director Ames, and unanimously carried.

VI. STAFF REPORTS

A. Sales, Marketing, and Events

Kletra reported staff is preparing to host a large corporate event in August as well as corporate holiday parties in December.

B. Jockey Club

Dana reported on the successful Kentucky Derby, Preakness and Belmont Stakes races resulting in a Triple Crown winner. The Jockey Club remains the leading satellite wagering facility in Northern California and is most often second in the state.

C. Maintenance

Cindy reported on a site visit by a representative from the San Mateo County Office of Sustainability. She gave an update on projects including the Cypress Hall HVAC upgrade with a tentative completion in November. She reported OC Jones has completed some parking lot repairs in an attempt to mitigate the water pooling issues. Dana is working with the County on this issue as well.

VII. CEO REPORT

A. General Update

Dana gave an update on the following items:

- She continues to work with San Mateo County on the proposed solar project. A County representative attended the Facilities Committee meeting and provided information about the proposed project. Dana will be submitting an energy grant application with Peninsula Green Energy.
- Dana gave an update on the current state of horseracing in California and the ongoing issues surrounding Golden Gate Fields. Recent developments include the SEIU Local 280 (Mutuel Clerks) intent to strike and a lawsuit that has been filed by Golden Gate

- Fields against the CHRB. Dana and staff attended a recent CHRB meeting and an agreement is in place for the Fall race meet. She will be attending the another CHRB meeting next month.
- The hotel RFP was released with one bid received and the County is currently working with the bidder. The Master Plan is nearing completion with a meeting scheduled in August to review the draft plan.
  - Dana thanked Aimee for her assistance working with the City of San Mateo to provide relief from fire and police department fees.
  - Dana will be the recipient of the San Mateo County Central Labor Council's Community Award at the annual COPE Banquet on July 20<sup>th</sup>.

VIII. FACILITIES COMMITTEE

A. Committee Meeting Report

Director Ames reported the committee met and discussed safety and security including metal detectors. He reported the committee reviewed and discussed staff's recommendation for the purchase of 10 CS500 walk through metal detectors. The board discussed the various purchase options. Following the discussion, Director Iniguez made a motion to approve the purchase of metal detectors in an amount not to exceed \$50,000, seconded by Director Foppiano, and unanimously carried.

IX. FAIR OVERSIGHT COMMITTEE

A. Committee Report

Justin thanked the Board and staff for their support during the Fair. He provided a 2018 fair recap reflecting increases in attendance, admissions, food sales, commercial vendors, sponsorships and exhibit entries while noting slight losses in carnival revenue. Justin reported on the success of the school ticket program, school tours, youth exhibits and the concert series. Justin reviewed the goals and visions for the 2019 Fair. Director Caro complimented the marketing and advertising efforts by Pennie Rorex and the overall planning and implementation by Justin. Director Iniguez reported on the great success of the livestock auction. There was discussion regarding future Board meetings in June and it was agreed to not schedule June board meetings unless there is urgent business to discuss. Dana reported staff is considering hosting small gatherings during the Fair in lieu of a large Fair party.

X. PRESIDENT'S REPORT

Board harassment prevention training was discussed and it was agreed the August meeting will begin at 3:30 pm with Board training taking place following the meeting.

There being no further business the meeting was adjourned at 5:35 P.M.



David Caro, Secretary-Treasurer

Next meeting is Wednesday, August 22, 2018 – 3:30 P.M.