

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS' MEETING—MARCH 28, 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 March 28, 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 Vice-President Ames at 4:04 p.m.

II. ROLL CALL

Roll call was taken as follows:

Present: Tom Ames, Vice-President
David Caro, Secretary-Treasurer
Sarah Burdick
Kari Foppiano
Leonard Iniguez
Mike Pacelli

Excused: Sarah Burdick
Beverly Miller

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
Jim Fetter, Jockey Club 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

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 Iniguez made a motion to approve the February 21, 2018, Board meeting minutes, motion seconded by Director Caro, and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on January and February 2018 Financial Reports

David Alves reviewed the highlights of the January and February 2018 Financial Reports. Following the report Director Iniguez made a motion to accept the January and February 2018 Financial reports as presented, seconded by Director Caro and unanimously carried.

B. Discussion and Action to Deposit \$200,000 to the Local Agency Investment Fund Account (LAIF) with the intent to utilize the funds for Cypress Hall HVAC Improvements in November 2018

Director Iniguez reported the committee recommends approval of the deposit of \$200,000 to the LAIF account with the intent to utilize the funds for HVAC improvements to Cypress Hall in November 2018. After the discussion, Director Iniguez made a motion to approve the deposit as presented, seconded by Director Foppiano and unanimously carried.

VI. STAFF REPORTS

A. Sales, Marketing, and Events

Kletra reported staff is preparing for the Gainsight conference in April. The SMCEC is booked solid through the Fair and staff is pursuing sizeable events for the summer months with a Facebook picnic secured in August. Kletra reported on the hiring of a Senior Manager-Sales and Events. Director Pacelli requested a report to compare event revenues from year to year. Kletra will provide this information in the next report. Dana on continued meetings with Maker Faire which are currently focused on security and parking.

B. Jockey Club

Jim gave an update on the Jockey Club operations and stated the handle in February was up while attendance was down. The Kentucky Derby prep races will begin next week. Jim reported on the recent free coffee day provided for the patrons which was appreciated. Dana reported on the town hall meeting which was recently held with Jockey Club patrons. Director Iniguez attended the meeting and reported on patrons complaints related to the smoking section of the Jockey Club. It was agreed the Facilities Committee would discuss this item.

C. Maintenance

Cindy reported staff has been busy preparing for the Gainsight conference in April. She gave an update on current projects taking place. Director Ames complimented staff on the appearance of the facility.

D. Fair

Dana introduced Fair Operations Manager, Justin Aquino. Justin reviewed his background which includes positions at the Utah Valley Center and the OC Fair. He reported we are 72 days from Fair and he is working closely with staff and contractors on Fair planning. Dana reported on the successful March Madness Fair ticket sales campaign. Dana also gave an update on the marketing and advertising campaigns provided by our new marketing contractor, Rorex Marketing.

VII. CEO REPORT

A. General Update

Dana reported the Master Gardeners' ribbon cutting ceremony is scheduled on May 2nd and invitations will be delivered to the Board. Dana also reported she continues to work with County's Office of Sustainability staff on the proposed solar project.

B. Master Plan and Economic Impact Report Update

Dana reported that a Master Plan small group meeting is scheduled for tomorrow and a Master Plan presentation will take place at the April Board meeting.

C. Skylight Project Discussion

Dana gave an update on the Expo Hall skylight project which will provide extensive labor cost savings.

D. Risk Reduction – Safety Programs and Emergency Planning

Dana reported the annual fire inspection is in progress. She also gave an update on staff safety training.

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

Dana reported City of San Mateo is continuing to work with County Counsel on the Underground Wastewater In-System Storage Facility contract.

VIII. FACILITIES COMMITTEE

A. Committee Meeting Report

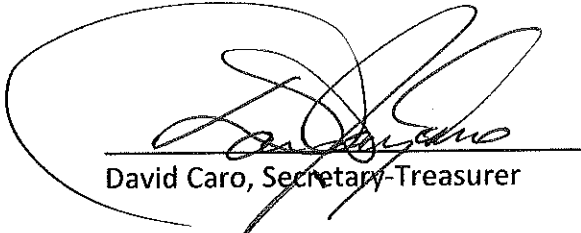
Director Ames reported the committee met and discussed the use of metal detectors and procedures related to off-duty police officers carrying guns on the property. Dana reported staff would be conducting research and will bring recommendations back to the committee. Director Ames reported the committee also discussed the naming of our buildings to address the need for first responders to identify the building locations when arriving on grounds. The sale of the risers was discussed as a \$9,000 offer was received. The Board gave staff direction to accept the offer.

IX. PRESIDENT'S REPORT

A. Discuss Board Harassment Training

Harassment training for the Board was discussed and it was agreed that Aimee would provide a one hour training session following the April Board meeting and a second hour of online training will be offered.

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



David Caro, Secretary-Treasurer

Next meeting is Wednesday, April 25, 2018 – 4:00 P.M.