

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING – APRIL 24, 2019**

*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 April 24, 2019 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 pm.

**II. ROLL CALL**

Roll call was taken as follows:

Present: Tom Ames, President  
David Caro, Vice-President  
Leonard Iniguez, Secretary-Treasurer  
Kari Foppiano  
Beverly Miller  
Mike Pacelli  
Jim Tucker  
Steven Wong

Not Present: Sarah Burdick

Also Present: Dana Stoehr, Chief Executive Officer  
Charlene King, Chief Administrative Officer  
Katina Green, Controller  
Justin Aquino, Fair Operations Manager  
Cindy Spencer, Director of Facilities  
Jim Fetter, Jockey Club manager  
Aimee Armsby, Lead Deputy County Counsel  
Jonathan Scharfman, Bay Meadows  
Drew – Member of the Public

**III. ORAL COMMUNICATIONS**

There were no oral communications.

**IV. APPROVAL OF MINUTES**

Director Iniguez made a motion to approve the March 27, 2019 Board of Directors' meeting minutes, motion seconded by Director Foppiano, and unanimously carried with Director Pacelli abstaining.

V. BAY MEADOWS NEIGHBORHOOD PRESENTATION – UFES PROJECT

CEO Stoehr introduced Jonathan Scharfman, representing the Bay Meadows neighborhood, who was present to report on the neighborhood's concerns related to the UFES project. Jonathan stated he had taken part in the SMCEC master plan process and reported he is a builder in the North County. He reported that the neighborhood is supportive of the SMCEC's legacy work and they were active in the discussion deciding on the UFES site location. He expressed the neighborhood concerns related to the construction process including soil stability during the construction and dewatering process and noise mitigation. The neighborhood is recommending that the City of San Mateo consider alternate construction methods to mitigate their concerns. Jonathan asked the Board to be cognizant of the same concerns as they may also impact the SMCEC. He strongly urged the Board to hire a Geo Tech engineer to provide an independent report. Jonathan commended Dana for working with the neighborhood on the concerns in a transparent manner. Dana reported the SMCEC submitted comments to the City on the EIR and that the County is aware of the neighborhood concerns.

VI. FINANCE COMMITTEE

A. Discussion and Action on March 2019 Financials

Director Iniguez reported the committee met this afternoon and recommends acceptance of the March Financial Report. Director Iniguez made a motion to accept the March Financial Report, seconded by Director Miller. Director Pacelli posed a question related to the maintenance expenses which was explained by Katina. The motion was then carried unanimously.

B. SMCEC Profit Sharing, 403(B) and Roth IRA Plan Updates

Director Iniguez reported the committee met with our One America Relationship Manager, Monica Torquato, who reviewed plan compliance and participation. He reported she gave an overview of proposed investment option changes which will be discussed with the SMCEC's investment advisor at the August Finance Committee meeting.

VII. STAFF REPORTS

A. Sales, Marketing & Events

CEO Stoehr gave an update on new and recurring events. She reported staff is working on details for the upcoming Maker Faire. She stated the Maker Faire's event space has decreased and they anticipate a decrease in attendance.

- A grant application has been submitted to the CDFA for Jockey Club and Cypress Hall roofing and a new heating system in Redwood Hall.
- A claim has been submitted to PG&E for the losses incurred due to the electrical power surge which occurred in March. A planned power outage was scheduled with PG&E yesterday to facilitate electrical repairs. However, PG&E failed to show. A claim for additional losses will be submitted and a new planned power outage will be scheduled.

X. PRESIDENT'S REPORT

A. Discussion and Action on Board Travel Policy

President Ames reported the Executive Committee discussed and recommends adding language to the Travel Policy addressing Board travel parameters and cancellations. Director Caro made a motion to approve the Travel Policy revisions as presented, seconded by Director Pacelli, and unanimously carried.

XI. DISCUSSION AND ACTION ON CEO EMPLOYMENT CONTRACT


Aimee reported the Board discussed the CEO evaluation in closed session at the January Board meeting and agreed to increase the CEO salary to \$220,000 effective January 1, 2019. She presented an amendment to the existing agreement which expires 12/31/2020 to the Board reflecting the salary increase. The proposed amendment also eliminates COLA language and provides for the Board to evaluate and recommend a salary increase and/or bonus during each evaluation period. Director Tucker made a motion to approve the CEO agreement amendment, seconded by Director Caro, and unanimously carried.

XII. FUTURE AGENDA ITEMS

Director Miller made a request that cell phones be silenced during future meetings and that individuals cease private conversations during the meeting.

XIII. ADJOURN

There being no further business the meeting was adjourned at 5:30 pm,

  
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Leonard Iniguez, Secretary-Treasurer

Next Meeting – Wednesday, May 22, 2019 – 4:00 PM

B. Jockey Club

Jim reported the March handle was positive due to the additional racing days in March.

C. Maintenance

Cindy gave an update on the search for new trash and recycling receptacles. She circulated photos of sample units being considered. She reported her staff is working on landscaping and preparing for upcoming events. Tree trimming and fence replacement projects are taking place on the grounds.

D. Fair

Justin reported there are 46 days until Fair with momentum and enthusiasm building amongst the staff. He reported on the following highlights:

- Two Gold Circle concerts have sold out and additional sell outs are anticipated.
- CNN released a national article mentioning the San Mateo County Fair's Family Pride Day event.
- Communication regarding the Fair's new No Smoking/Vaping policy will be shared via social media avenues.
- A press release will be circulated in early May announcing new Fair highlights.

VIII. FACILITIES COMMITTEE

Director Pacelli reported on the March committee meeting which was attended by Kelly Moran representing the Bay Meadows neighborhood. Kelly expressed the neighborhood's concerns regarding the UFES project. It was agreed Dana would submit comments to the City mentioning the concerns expressed by the neighborhood representatives and include the desire to obtain a geo technical engineering report. Director Pacelli reported the committee also received a Master Plan update.

IX. CEO REPORT

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

CEO Stoehr reported the EIR is still in draft form and an upcoming meeting is scheduled with Broadreach to clarify expectations relative to the submission of a more formalized proposal.

B. Underground Flow Equalization System (UFES) Update

CEO Stoehr reported she will be submitting the comments previously discussed to the City.

C. General Update

CEO Stoehr reported on the following: