

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING-MARCH 27, 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 March 27, 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 p.m.

**II. ROLL CALL**

Roll call was taken as follows:

Present: Tom Ames, President  
David Caro, Vice-President  
Leonard Iniguez, Secretary-Treasurer  
Sarah Burdick  
Kari Foppiano  
Jim Tucker  
Steven Wong

Excused: Beverly Miller  
Mike Pacelli

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

**III. ORAL COMMUNICATIONS**

There were no oral communications.

**IV. APPROVAL OF MINUTES**

Director Burdick made a motion to approve the February 27, 2019, Board meeting minutes, motion seconded by Director Iniguez and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on February 2019 Financial Report

Director Caro reported that the February Financials were presented to the committee at their meeting today. Katina reported on the positive first quarter of 2019. Director Caro made a motion to accept the February 2019 financial report, seconded by Director Wong, and unanimously carried.

VII. FACILITIES COMMITTEE

A. Committee Meeting Report

Director Tucker reported on the engineering services quote received for Fiesta Hall. He reported capital projects are moving forward. CEO Stoehr reported on upcoming IT infrastructure improvements.

VIII. FAIR OVERSIGHT COMMITTEE

A. Discussion and Action on Suspension of the 2019 Poultry Show during the San Mateo County Fair

CEO Stoehr reported on the cancellation of the 2019 Poultry Show due to notification received from the California Department of Food & Agriculture formally notifying us of a case of Virulent Newcastle disease affecting a chicken in San Mateo County. Director Foppiano made a motion to approve the 2019 Poultry Show cancellation, seconded by Director Caro, and unanimously carried.

B. Committee Meeting Report

Director Foppiano reported mainstage entertainment is now complete with the addition of 98 Degrees. She reported the committee had met and agreed to host a Fair party on Monday, June 10<sup>th</sup> with a limited guest list. The party will take place in Fiesta Hall prior to the Queen Nation concert and will be themed as a back stage party. Staff continues to plan a small celebration for Pacific Islands Day on Sunday, June 9<sup>th</sup>.

VI. STAFF REPORTS

A. Fair

Justin reported we are 74 days out from Fair. He gave further details on the cancellation of the poultry show and reported the exhibitors were informed of the decision at the mandatory livestock meetings. He has received positive feedback from the exhibitors regarding the decisions and plans are in place for the youth to showcase their poultry via static and visual displays during the fair. Justin also reported on plans to work with the Agriculture Commissioner on an educational display about Newcastle disease. Justin reported advance ticket sales are strong with a March Madness promotion in place.

B. Sales, Marketing, and Events

Kletra gave a report on strong Quarter 2 sales. Her team is working hard to secure future business with potential tech events in September.

C. Jockey Club

Jim reported the rain continues to affect racing across the nation. He reported on the steps taken to mitigate the effects of the recent power outage.

VIII. FAIR OVERSIGHT COMMITTEE

A. Committee Meeting Report

Director Foppiano reported the committee met and discussed a plan to host County District Days in lieu of the annual Fair party. Justin reported the goal is to build relationships with the County and the community in a smaller setting. The committee will continue to explore this at their next meeting.

B. Discussion and Action on Smoke-Free Policy

Director Foppiano reported the committee discussed and recommends approval of a smoking and vaping policy for the Fair that would ban smoking and vaping inside the Fair admission area and designated smoking areas would be located outside the Fair fence line. Director Miller voiced her concern that we may be isolating specific groups of people while implementing this policy. Following the discussion, Director Burdick made a motion to approve the policy as presented, seconded by Director Caro. Approved with an 8-1 vote, with Director Miller opposing.

IX. CEO REPORT

A. Master Plan and Economic Impact Report Update

CEO Stoehr reported the Master Plan is almost complete. The EIR draft is with County Counsel pending final completion. The report is considered confidential, and information will be shared with the Board upon completion.

B. Underground Flow Equalization System (UFES) Update

CEO Stoehr thanked Supervisor Groom and Aimee for their efforts to secure approval to construct a perimeter wall and landscaping on the premises. She also reported on the verbal commitment from the County that one-half of the UFES funds will be set aside for SMCEC improvements.


C. General Update

CEO Stoehr reported on the recent staff CPR training along with the new AEDs and Stop the Bleed kits located on the property.

X. PRESIDENT'S REPORT

President Ames reported on changes to the billing process for County legal services. Currently, we are billed a flat monthly rate, and the County is moving to an hourly billing rate effective January 1. Aimee reported that the County does not foresee any significant increase in the fees under the new structure and she acknowledged we would not be charged travel fees.

There being no further business the meeting was adjourned at 5:00 P.M.

  
Leonard Iniguez, Secretary/Treasurer

Next meeting is Wednesday, March 27, 2019