

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS' MEETING – MAY 22, 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 May 22, 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
Sarah Burdick
Kari Foppiano
Beverly Miller
Mike Pacelli
Jim Tucker
Steven Wong

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
Carole Groom, Board of Supervisors
Azalea Mitch, Deputy Public Works Director, City of SM
Deryk Daquigan, City of San Mateo
Court Harris, City of San Mateo
Drew - Member of the Public

III. ORAL COMMUNICATIONS

There were no oral communications.

IV. APPROVAL OF MINUTES

Director Miller made a motion to approve the April 24, 2019 Board of Directors' meeting minutes, motion seconded by Director Pacelli, and unanimously carried.

V. City of San Mateo – Underground Flow Equalization System Project

CEO Stoehr welcomed Deryk Daquigan and his team from the City of San Mateo. She reported the City of San Mateo held a community meeting last night at SMCEC to receive input on the UFES project. Deryk presented a Power Point about the project which explained the impact and safety concerns related to storm waste water and how the project will alleviate those concerns. His presentation outlined the project location and features of the new structure which is a 5.3 million gallon underground temporary holding structure. Court Harris gave an overview of what can be expected during the construction process including site preparation, shoring installation, excavating, foundation pile installation, concrete and site finishing. He described the measures being taken to mitigate noise concerns. Construction monitoring for noise and vibration will be in affect before, during and after construction. The next steps include completion of the Draft EIR, Planning Commission Study Session and recommendation and City Council approval with an anticipated Spring 2020 start date.

VI. FINANCE COMMITTEE

A. Discussion and Action on April 2019 Financials

Director Iniguez reported the committee met this afternoon and recommends acceptance of the April Financial Report. Director Iniguez made a motion to accept the April Financial Report, seconded by Director Miller and carried unanimously.

VII. STAFF REPORTS

A. Sales, Marketing & Events

Kletra reported staff is working on sales initiatives for future events. Staff is preparing for Faire and the MPK summer picnic scheduled in August.

B. Jockey Club

Jim reported the Jockey Club had good attendance for the Kentucky Derby. The Preakness race felt the effects of inclement weather. He anticipates a lower than normal attendance for the Belmont Stakes due to the lack of a Triple Crown race following the result of the Kentucky Derby.

C. Maintenance

Cindy reported staff is busy cleaning the grounds following the Maker Faire and preparing for the County Fair. She reported Darryl is working with contractors on the roofing project and asphalt repairs. The Redwood Hall electrical project is complete.

D. Fair

Justin reported there are 18 days until Fair and preparations are in full force. He reported on the following highlights:

- The Social Media campaign is receiving positive feedback with positive “Likes” on the No Smoking/Vaping posts as well as entertainment posts.
- Fair revenues are up over 2108.
- A new Camel ride attraction will be on site during Fair.
- School Tour participation has increased due to sponsored bus rides.

VIII. FACILITIES COMMITTEE

CEO Stoehr reported on a recent SMCEC grounds tour with Broadreach. The initial concepts include building a new Expo Hall on the Redwood Hall site with a large adjacent green space. The hotel would be placed on the Delaware frontage with a grand entrance and the office buildings would be placed at the current Expo Hall location. Dana thanked Supervisor Groom for guiding this process. Director Tucker praised Dana for her role in expressing the SMCEC’s needs in this process. He reported the developers also indicated potential assistance with the remodel of Fiesta Hall. He reported the committee will continue to discuss Fiesta Hall improvements as this process moves forward. Dana reported the County Manager has assured us that funds from the UFES project will be kept on reserve for SMCEC improvements.

IX. FAIR OVERSIGHT COMMITTEE

Director Foppiano reported the committee had a productive meeting and she stated the committee is pleased and proud of Justin’s efforts in planning for the Fair. She reported the committee will be looking ahead and planning for the future beyond the Fair.

X. CEO REPORT

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

CEO Stoehr reported the Master Plan meeting is scheduled for May 28 to wrap up the planning process. The EIR is still in draft form and will remain confidential until the County finalizes an agreement with Broadreach.

B. General Update

CEO Stoehr reported staff is working hard to prepare for the Fair. She reported the Maker Faire went as well as could be expected considering the inclement weather. Parking revenues increased over 2018, however, food revenue will reflect a decrease. Staff will be meeting with the client after Fair to discuss the future of the event.

XI. PRESIDENT'S REPORT

President Ames reported the Executive Committee will be reviewing Board policies and regulations and will report back at a future meeting.

XII. ADJOURN

There being no further business the meeting was adjourned at 5:40 pm,



Leonard Iniguez, Secretary-Treasurer

Next Meeting – Wednesday, June 19, 2019 – 4:00 PM