

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING – AUGUST 21, 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 August 21, 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 4:00 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  
Kletra Newton, Chief Operating Officer  
Charlene King, Chief Administrative Officer  
Katina Green, Controller  
Darryl Reavis, Director of Facilities  
Jim Fetter, Jockey Club manager  
Justin Aquino, Fair Operations Manager  
Aimee Armsby, Lead Deputy County Counsel

III. ORAL COMMUNICATIONS

There were no oral communications.

IV. APPROVAL OF MINUTES

Director Miller made a motion to approve the June 19, 2019 Board of Directors' meeting minutes, motion seconded by Director Pacelli, and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on June and July Financial Reports

Director Iniguez reported the committee met today and recommends acceptance of the June 2019 financial report as presented. Director Iniguez made a motion to accept the June 2019 financial report as presented, seconded by Director Ames, and unanimously carried.

Director Iniguez made a motion to accept the July 2019 financial report as presented, seconded by Director Miller. There was discussion regarding the report. Director Pacelli inquired about the revenue budget and if we anticipate meeting the budget. CEO Stoehr reported it is anticipated we will meet the projected budget numbers at year end. Dana noted the decline in Jockey Club revenue is concerning but event bookings are steady. There was discussion regarding exhibitor parking and IT sales with Kletra providing details on the IT services we provide to clients. Following the discussion the acceptance of the July 2019 financials was unanimous.

VI. STAFF REPORTS

A. Sales, Marketing & Events

Kletra gave a sales and events report and noted we continue to build core relationships with corporate companies while we establish ourselves as a preferred venue for corporate events.

B. Jockey Club

Jim gave an update on the Jockey Club and noted there were no large bettors at this year's Belmont Stakes race as compared to 2018. He noted the decline in attendance could be attributed to aging demographics as well as customers moving out of the area. He also noted there is an overall decline in the horse racing industry overall. Several race days were lost this year due to inclement weather.

C. Maintenance

Darryl gave an update on some 2019 completed and pending projects. He reported on Fiesta Hall roof repairs that are being repaired under warranty. Dana reported staff is working with the Facilities committee on proposed projects and a request for approval for unbudgeted items will be presented to the Board at the September meeting. Darryl announced the hiring of a new Facilities and Operations Manager, Michael Martinez.

D. Fair

Justin reviewed the 2019 Fair recap noting that attendance was 5% down. He attributed this to the first 6 days of the Fair due to extremely warm temperatures but he noted the final three days of the Fair showed great success. He reviewed other Fair highlights particularly the success of the school tour program which was enhanced by the sponsorship of bus transportation for the students. He also highlighted the increased Fair participation of North County residents which will be expanded on in 2020. The 2020 Fair dates are June 13-21. There was some discussion regarding the continued impact of overlapping dates with the Alameda County Fair. The FOC will discuss this at their next meeting.

VII. FAIR OVERSIGHT COMMITTEE

A. Committee Meeting Report

Director Foppiano reported the committee was pleased with the outreach and planning that took place to prepare for the Fair and she noted the entertainment lineup was fantastic. She also noted that Pride Day was a great addition to the Fair.

B. Discussion and Action on 2020 & 2021 Contract Extension for LB Lights West, Inc.

Director Foppiano reported the committee reviewed the agreement with LB Lights West that contains the option to exercise a 4<sup>th</sup> and 5<sup>th</sup> year and the recommends extending the contract for the years 2020 and 2021 at \$54,000 each year. Director Miller made a motion to approve the contract extension with LB Lights West, seconded by Director Iniguez, and unanimously carried.

VIII. FACILITIES COMMITTEE

A. Committee Meeting Report

Director Tucker reported the committee is pleased to have Darryl back as the Director of Facilities. He reported the committee will present proposed projects to the Board in September. He also mentioned the committee will be presenting significant improvement projects for Fiesta Hall to the Board for consideration.

IX. CEO REPORT

A. Master Plan and Hotel RFQ Update

CEO Stoehr reported the County is taking additional time with regard to this project with their focus being on securing the best outcome.

B. Underground Flow Equalization System (UFES) Update

CEO Stoehr reported on the upcoming City of San Mateo Planning Commission meeting for the final design review on the project. Our request for the concrete wall will be addressed at this meeting.

C. General Update

CEO Stoehr reported on former Jr. Fair Board member, Raymond Juballa, who was in a serious car accident. The Fair Oversight Committee discussed making a donation to Raymond's Go Fund Me campaign as an acknowledgement of Raymond's many years of contributions and volunteer work to the Fair. Following the discussion, it was agreed the Fair Oversight Committee would implement a scholarship grant and present it to the Board for approval.

X. PRESIDENT'S REPORT

A. Nominating Committee Update

President Ames reported Directors Foppiano and Miller would make up the Nominating Committee for the 2019-2020 Election of Officers.

B. Appoint Ad Hoc Bylaws Review Committee

President Ames reported on the creation of an Ad Hoc committee to review the Association's Bylaws. Directors Foppiano, Iniguez and Caro were assigned to this committee.

XI. ADJOURN

There being no further business the meeting was adjourned at 5:20 pm,



Leonard Iniguez, Secretary-Treasurer

Next Meeting - Wednesday, September 25, 2019- 4:00 PM