

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING – DECEMBER 11, 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 December 11, 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  
Steven Wong, Secretary-Treasurer  
Kari Foppiano  
Rosanne Foust  
Leonard Iniguez  
Mike Pacelli  
Jim Tucker

Also Present: Dana Stoehr, Chief Executive Officer  
Kletra Newton, Chief Operating Officer  
Charlene King, Chief Administrative Officer  
Justin Aquino, Fair Operations Manager  
Katina Green, Controller  
Darryl Reavis, Director of Facilities  
Jim Fetter, Jockey Club  
Raymond Juballa, Member of the Public

III. ORAL COMMUNICATIONS

Director Foppiano complimented CEO Stoehr and staff on the successful retirement party for Chief of Police, Susan Manheimer. CEO Stoehr introduced Raymond Juballa, an applicant for the Board of Directors. She reported on Raymond's long history of involvement with the Fair and his tenure as a Jr. Fair Board member. Director Iniguez commented on the many years he has known Raymond and his admiration of the mentoring Raymond has provided to youth in the Fair livestock department.

IV. APPROVAL OF MINUTES

Director Iniguez made a motion to approve the October 23, 2019 Board of Directors' meeting minutes, motion seconded by Director Wong and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on October 2019 Financials

Director Wong reported the committee met today and reviewed the October 2019 financial report. He reported the committee requested clarification on two credit balance entries and will receive a response from Katina. Director Wong made a motion to accept the October 2019 financial report as presented, seconded by Director Iniguez, and unanimously carried.

B. Discussion and Action on 2020 Price Increases

Director Wong reported the committee reviewed and discussed the proposed 2020 Price increases for the Jockey Club and facility building rent. CEO Stoehr gave an update on the Jockey Club restaurant operations in the Turf Club. Following a thorough analysis on the operation staff recommends to close the Turf Club restaurant which will result in the layoff of three cooks and a decrease in hours for one admissions employee. The Turf Club admission would increase from \$8.00 to \$10.00 and will include free unlimited coffee and soda fountain selections. The general admission fee will increase from \$5.00 to \$7.00. This is the first price increase since the Jockey Club opened in 2008. The new prices would be effective January 8, 2020. For large races such as the Kentucky Derby, Preakness and Belmont Stakes a pay one price admission would be offered of \$15.00 to \$18.00 per person which will include a buffet lunch.

CEO Stoehr reported staff conducted an analysis on facility building rent and determined we are under market for the area. The committee agreed to make a recommendation that would allow for a price increase up to 15% to be determined by staff.

Director Wong made a motion to approve the 2020 price increases as presented, seconded by Director Tucker. There was some discussion regarding the analysis process. Following the discussion the motion was unanimously approved.

## VI. STAFF REPORTS

### A. Sales, Marketing & Events

Kletra reported on the corporate holiday party run. She reported staff is preparing to host the Linked In party on Saturday evening. She anticipates a strong year end as well as a strong first quarter in 2020.

### B. Jockey Club

Jim reported October and November were quiet months for the Jockey Club. The Breeders Cup took place in November which reflected a good number of patrons.

### C. Fair

Justin reported there are 185 days until Fair. Justin recently attended the International Association of Fairs & Expositions convention where the San Mateo County Fair received a 1<sup>st</sup> place award for outstanding TV commercial. Twenty-one entries have been submitted to the Western Fairs Association. Justin reported Butler Amusements is entering their 50<sup>th</sup> year of carnival operations in North America and they remain under contract with the Fair through 2022. Justin reviewed the carnival's liability insurance certificate. Justin gave an overview of new Fair attractions and exhibits along with the current entertainment lineup. Security was discussed and CEO Stoehr reported on plans to hire a part-time security officer.

### D. Maintenance

Darryl reported his staff is preparing for the Linked In party as well as future projects in the new year. He reported the new trash cans have been purchased. Director Foust suggested we look into selling naming rights for the trash cans. Aimee noted that although the naming of our buildings would fall under the County's purview, she believes we have the ability to sell naming rights to items such as the trash cans.

## VII. FAIR OVERSIGHT COMMITTEE

Director Foppiano reported the committee met and they were pleased to learn about the IAFE 1<sup>st</sup> place award. The committee discussed security measures for Fair as well as safety measures including barn hand washing and wheel washing stations. She reported on the Fair's sub-theme of Berry Fairy Tales along with the challenge for food vendors to offer a berry abased dish to celebrate the berries that are grown in San Mateo County.

VIII. FACILITIES COMMITTEE

Director Tucker reported on a recent meeting he and Dana had with Supervisor Groom and County Manager Callagy to discuss the UFES funds with \$3 million being committed to SMCEC improvements. He reported staff is working on planning for major improvements to Fiesta and Redwood Halls including flooring, heating, lighting, door upgrades and electrical improvements as well as kitchen and restroom upgrades.

IX. CEO REPORT

A. Bonding Process Update

CEO Stoehr reported the County is moving forward with a bond survey with the designation of the SMCEC as an OES site.

B. Underground Flow Equalization System (UFES) Update

CEO Stoehr reported the UFES project is moving forward after being approved by the Board of Supervisors. The project is slated to begin in the Spring.

C. General Update

CEO Stoehr reported the staff holiday party will take place on December 16<sup>th</sup> and the SMCEC will be closed from December 23 to January 1<sup>st</sup> with minimal staff on site during that time.

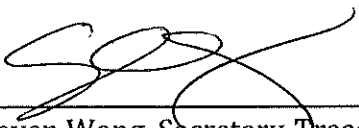
X. CLOSED SESSION

A. Pursuant to Government Code Section 54957  
*Employee Evaluation*  
*Title CEO*

At 5:00 pm the meeting went into closed session. At 5:25 pm the meeting was re-opened. President Ames reported the committee unanimously voted to approve a 10% bonus for CEO Stoehr.

XI. ADJOURN

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

  
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Steven Wong, Secretary-Treasurer

Next Meeting – Wednesday, January 29, 2019- 4:00 PM