

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS' MEETING – JANUARY 29, 2020

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 January 29, 2020 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
Mike Pacelli
Jim Tucker

Excused: Leonard Iniguez

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

There were no oral communications.

IV. APPROVAL OF MINUTES

Director Foust made a motion to approve the December 11, 2019 Board of Directors' meeting minutes, motion seconded by Director Wong and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on November and December 2019 Financials

Director Wong reported the committee met today and reviewed the November and December 2019 financial reports. He reported the committee discussed the Jockey Club and parking operations. Director Wong made a motion to accept the November and December 2019 financial reports as presented, seconded by Director Foust, and unanimously carried.

VI. STAFF REPORTS

A. Sales, Marketing & Events

Kletra reported on the recent Kaiser Northern California event where 1,000 guests were hosted over two days. Staff is in conversations with several potential clients for corporate events. Q4 is looking positive with google and Visa events booked and other conversations in progress.

B. Jockey Club

Jim reported the Breeder's Cup presented a good day at the Jockey Club despite the large bettors not being present. There were only 15 racing dates in December attributing to a decline in the December handle. He reported the new pricing, food & beverage structure is in place and attendance does not appear to be affected.

C. Fair

Justin reported there are 135 days until Fair. He announced the San Mateo County Fair won 18 awards at the Western Fairs Association Convention resulting in the most wins since 2014. Justin reported on the educational sessions he attended at the convention which had an emphasis on safety, particularly hand washing. CEO Stoehr reported we are in the process of recruiting a Director of Security Operations. Directors Ames and Iniguez and Supervisor Groom will participate on the interview panel.

D. Maintenance

Darryl gave an update on projects completed and in progress including fencing, excavation for drain installation in the Event Pavilion, parking office relocation, Public Safety Center renovation and the purchase of a new sweeper.

VII. FAIR OVERSIGHT COMMITTEE

Director Foppiano reported the committee met and discussed Fair planning. The next meeting will take place in March. Justin reviewed the 2020 Fair entertainment lineup.

VIII. FACILITIES COMMITTEE

Director Tucker on upcoming improvements planned for Fiesta and Redwood Halls as well as installing solar on the Jockey Club and Cypress Hall roofs. He reported we have secured \$5 million for these projects; \$3 million from the County from the UFES project and \$2 million from SMCEC reserves. CEO Stoehr reported we are also planning to improve the IT infrastructure on the property.

IX. CEO REPORT

A. Bonding Process Update

Supervisor Groom reported the County has come to the conclusion that office buildings are probably not a good fit for our site. The County is looking at the bonding process and will put out a poll to measure the public's interest. CEO Stoehr reported she and Supervisor Groom are meeting with local homeowner associations and providing SMCEC updates.

B. Underground Flow Equalization System (UFES) Update

CEO Stoehr reported the UFES ribbon cutting ceremony will take place in July. She is working with CCA (California Construction Authority) on an RFQ to design the RV park.

C. Western Fairs Association Convention Update

CEO Stoehr reported she attended a session on Board Engagement with Directors Foppiano and Wong. She would like to move toward planning a Board strategic planning session in the Fall. She reported the topic of the H2B Visa program was discussed at the convention as it relates to seasonal workers in the Fair industry. The cap on this program will severely impact carnivals and food vendors.

D. General Update

CEO Stoehr reported on the following:

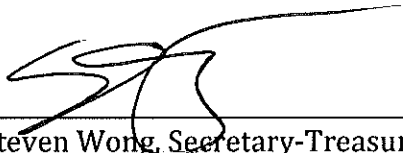
- We are launching an Employee Engagement committee with staff representation from each department.
- We are planning Customer Engagement training for staff.
- We are working towards implementing a Mini Maker Fair within the County Fair.

X. PRESIDENT'S REPORT

President Ames reported an Ad Hoc Committee has been formed to review and recommend changes to the Association's By-Laws. The committee will consist of Directors Ames, Foppiano, Iniguez and Pacelli.

XI. ADJOURN

There being no further business the meeting was adjourned at 4:50 pm,



Steven Wong, Secretary-Treasurer

Next Meeting – Wednesday, February 26, 2019- 4:00 PM