

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING – FEBRUARY 26, 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 February 26, 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  
Leonard Iniguez, Vice-President  
Steven Wong, Secretary-Treasurer  
Kari Foppiano  
Mike Pacelli  
Jim Tucker

Excused: Rosanne Foust

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 Tucker made a motion to approve the January 29, 2020 Board of Directors' meeting minutes, motion seconded by Director Foppiano and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on December 2019 and January 2020 Financials

Director Wong reported the committee met today and reviewed the year end December 2019 and January 2020 financial reports. The committee discussed and reviewed the year-end adjustments. Director Wong made a motion to accept the December 2019 and January 2020 financial reports as presented, seconded by Director Iniguez, and unanimously carried.

VI. STAFF REPORTS

A. Sales, Marketing & Events

Kletra reported January events are off to a good start. She reported she and Dana are working on the sales and marketing vision for the future. In addition, a website and marketing collateral update is in progress. She reported we are currently recruiting for the open Business Development Manager position. There was some discussion regarding the Coronavirus. Kletra noted this is a topic in the meeting and convention industry. Staff is working internally to raise awareness about preventive measures such as handwashing with additional signage near restrooms and concession locations.

B. Jockey Club

Jim reported January was slightly up mostly due to the admissions price increase. We continue to be the number 2 satellite in California. He reported Santa Anita decreased their racing days in January which does hurt our handle.

C. Maintenance

Darryl reported the good weather has been a positive factor with current projects that staff is working on. He reported he is working with a structural engineer for the Redwood Hall floor project. He is preparing for the upcoming capital improvements and is collecting bids on projects.

D. Fair

Justin reported there are 107 days until Fair. He reported we are planning to have additional handwashing stations during the Fair and we are also exploring wheelchair and shoe washing stations as well. Justin reported on new Fair events including a Coke & Mentos performance, County Fair Fun Run, J. Kenji Lopez-Alt cooking demo and book signing and a collaborative Lego display with the San Francisco Bay Area Lego Users Group. He also announced that Pacific Islands Day will occur on Saturday, June 20<sup>th</sup>.

## VII. FACILITIES COMMITTEE

### A. Committee Report

Director Tucker reported the committee met and discussed handwashing stations with staff researching options. The UFES project is coming to fruition with a ribbon cutting ceremony taking place in July.

### B. Discussion and Action to Utilize Association Reserve Funds on Capital Projects

Director Tucker reported the on the 2020 capital projects in Fiesta Hall, Redwood Hall, the Jockey Club and Cypress Hall. The individual projects were presented to the Board with cost estimates and job numbers. The estimated total project cost is \$5.625 million with \$3 million coming from the County. Director Tucker made a motion to approve the Association utilizing \$2.6 million from reserves for the capital projects. The motion was seconded by Director Pacelli, and unanimously carried.

## VIII. CEO REPORT

### A. Bonding Process Update

CEO Stoehr reported Supervisor Groom is working with a consulting company to prepare questions for the survey. CEO Stoehr and Supervisor Groom are actively meeting with community groups to provide SMCEC updates.

### B. Underground Flow Equalization System (UFES) Update

CEO Stoehr reported the UFES project continues to move forward and the ribbon cutting ceremony will take place in July.

### C. General Update

CEO Stoehr reported on the following:

- Former Director Caro conveyed his thanks to the Board for the plaque he received and he looks forward to seeing everyone at the Fair.
- There were some initial indications from the City of San Mateo that they wanted to waive the .33 funding they currently receive from the Jockey Club, however, they have since changed their mind.
- Four new Board members will be appointed to the Board and we will discuss dates for a Board retreat.

- As part of the appointment of new Board members, the County Agreement will be amended to raise the number of Board members from 9 to 11. The contract will also contain language adding an additional term of five years with an automatic contract extension unless the Board of Supervisors provides 90 day notice of its intent to terminate the agreement. The agreement will be ratified at the March Board meeting.

IX. PRESIDENT'S REPORT

A. Discussion and Action on Bylaws Revisions

President Ames reported the Bylaws Ad Hoc committee prepared proposed amendments to the Bylaws for the Board's consideration. The Board discussed the proposed amendments and minor adjustments were made including changing the quorum of the Board to 6 members. Following the discussion, Director Iniguez made a motion to approve the Bylaws with the recommended adjustments, seconded by Director Pacelli and unanimously carried.

X. FUTURE AGENDA ITEMS

The following items will be placed on future agendas:

- Master Plan Discussion
- Action item to ratify San Mateo County Agreement

XI. ADJOURN

There being no further business the meeting was adjourned at 5:00 pm,



\_\_\_\_\_  
Steven Wong, Secretary-Treasurer

Next Meeting – Wednesday, March 25, 2019- 4:00 PM