

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS' MEETING – FEBRUARY 24, 2021

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 24, 2021 via Zoom conference.

II. CALL TO ORDER

The meeting was called to order by President Iniguez at 4:03 pm.

III. ROLL CALL

Roll call was taken as follows:

Present: Leonard Iniguez, President
Steven Wong, Vice-President
Rosanne Foust, Secretary-Treasurer
Tom Ames
Kari Foppiano
Raymond Juballa
Theresa Faapuaa
Rowena Poti Meafua
Jim Tucker

Also Present: Dana Stoehr, Chief Executive Officer
Charlene King, Chief Administrative Officer
Justin Aquino, Fair Operations Manager
Diane Baumann, Controller
Darryl Reavis, Director of Facilities
Carole Groom, Board of Supervisors
Brian Kulich, Lead Deputy County Counsel

IV. ORAL COMMUNICATIONS

CEO Stoehr reported Director Mike Pacelli has tendered his resignation as a Director after more than 10 years of service. She noted that she truly appreciated Mike's service to the Event Center and he will be missed. President Iniguez expressed his appreciation for Mike's contributions and his thought provoking questions. Supervisor Groom noted Mike's positive nature and commented on his many good questions. Director Tucker commented that it was great to work with Mike and he will be missed. Director Ames stated Mike was a great mentor to him when he first joined the Board. Director Foppiano promised to continue Mike's quest to secure Blue Grass entertainment for the Fair. The entire Board and staff wish Mike all the best in the future.

V. APPROVAL OF MINUTES

Director Ames made a motion to approve the January 27, 2021 Board of Directors' meeting minutes, motion seconded by Director Tucker, and carried with a unanimous roll call vote.

VI. FINANCE COMMITTEE

Director Foust reported the committee met today and reviewed both the December 2020 and January 2021 financial reports and the committee entertains any questions about the report or a motion to move them forward. There being no questions regarding the December financials, Director Foust moved to approve the December 2020 financial report, seconded by Director Wong, and unanimously carried with a roll vote and no public comment.

Diane Baumann answered the Board's questions regarding the January 2021 financials. Following the discussion, Director Foust moved to approve the January 2021 financial report, seconded by Director Meafua, and unanimously carried with a roll vote and no public comment.

VII. STAFF REPORTS

A. Sales, Marketing and Events

CEO Stoehr reported we are working hard on post July events when we expect to see the transition from supporting the County vaccinations. We expect to be offering vaccinations to all County residents by May. Our contract with Sutter goes through July. We are booking events from July forward. We have two holiday parties booked in December. Incoming and outgoing sales calls are going extremely well.

B. Jockey Club

CEO Stoehr reported plans are in place for reopening the Jockey Club on March 12th with outdoor operations. We are hiring back the majority of the Jockey Club staff. We are hiring two supervisors, Pedro Guerrero and Ben Lozano, both former Jockey Club employees. We are contracting out food service for the first three months before moving the operations in house. The Jockey Club will be open three days per week, Friday through Sunday.

C. Facilities

Darryl Reavis reported all is going well and the good weather is welcomed. Staff is working on the widening of Gate D2 to be used as new entrance. We expect it will be in use by Monday. The new address for this gate is 2701 Delaware Street. CEO Stoehr reported 28th Avenue will open on March 1st which coincides with the temporary closure of 25th Avenue. Darryl reported on door replacements in Expo Hall. The Public Safety Center building is complete and photos were shared with the Board.

D. Fair

Justin Aquino reported on the following:

- He is closely following other fairs throughout the country to see what decisions they are making due to the pandemic. Many fairs are either canceling or postponing. Some are offering a drive-thru model.
- We have been working on various scenarios for a modified drive-thru fair and a presentation of the various options was presented to the Fair Oversight Committee.
- The plan is to host the Fair divided into 3 segments during the dates of June 5-13. The drive-thru Fair would be held on June 5-6 and June 11-13. The livestock and exhibit show will take place on the weekends and also be part of the drive-thru program on the weekends. The livestock auction and youth awards will occur on Saturday, June 12. Concessions will be available daily.
- Animal tagging for goats, hogs and sheep will be held at the 4H farms this year.
- Special Fair days are being planned including Pride Day, Senior Day, Kids Day, Pacific Islands Day and Dia de la Feria.

E. Parking

Justin reported close to 50 new employees have been hired and are providing support to the Sutter vaccination clinic.

VIII. FAIR OVERSIGHT COMMITTEE

Director Foppiano reported the committee met twice in February. On behalf of the committee she stated they are proud and impressed with Justin's presentation for the 2021 modified fair model. He gave the committee a fabulous presentation which will be sent to the full Board. Dana praised Justin's efforts and requested the Board direct Fair related questions to Director Foppiano to be addressed at the next committee meeting.

IX. FACILITIES COMMITTEE

Director Tucker reported the committee did not meet in February. The committee is looking forward to moving toward the future as we return to normal operations.

X. CEO REPORT

A. Discuss Cal OES Electrical Grant

CEO Stoehr expressed appreciation to County Manager Callagy for referring us to the CAL OES electrical grant program and providing us with a consultant. The grant provides \$1.3 million in electrical infrastructure upgrades with a 75%/25% match with the SMCEC contributing \$300,000. The upgrade would include a substation, generators in central mall, Expo Hall and Cypress Hall. We are receiving letters of support for this grant.

B. California Fairs Alliance Fair Funding Report

CEO Stoehr is a CFA board member and she reported the governor has earmarked funds for California fairs in the budget. We are advocating for funding to be distributed fairly to all fairs in California. Potential funding for the SMCEC could be \$1.5 million.

C. General Update

CEO Stoehr reported we have retained the public relations firm Mercury to provide marketing services for the SMCEC. The firm will provide a presentation to the Board at the upcoming retreat meeting. Stoehr reported she continues to work on sales calls and invoicing with Sales Coordinator Sharon Lee.

XI. PRESIDENT'S REPORT

President complimented CEO Stoehr and the staff on their handling of all the unusual operations since the onset of the pandemic.

The Executive Committee discussed the Board retreat and decided to have it immediately following the March board meeting. The retreat portion will be approximately 90 minutes. Topics for discussion include SMCEC branding, marketing presentation by Mercury and a Brown Act presentation by Brian Kulich. As we are allowed to gather in the future, we will plan an in-person retreat meeting.

XII. CLOSED SESSION


A. Pursuant to Government Code Section 54956.9(d)(2):

Conference with Legal Counsel – Anticipated Litigation: Potential exposure One Case

At 4:55 pm the meeting went into closed session. At 5:16 pm the meeting was reopened with no action taken.

XIII. ADJOURN

There being no further business the meeting was adjourned at 5:16 pm.

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Rosanne Foust, Secretary-Treasurer

Next Meeting – Wednesday, March 24, 2021 - 4:00 PM