

FAIR OVERSIGHT COMMITTEE
SAN MATEO COUNTY EVENT CENTER
2495 SOUTH DELAWARE STREET, SAN MATEO
Thursday, December 8, 2021 - 4:00pm

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.

Present:

Kari Foppiano, Chair	Dana Stoehr	Bradley Lum
Leonard Iniguez	Justin Aquino	Stephen Seymour
Rowena Meafua	Charlene King	
	David Calkins	

I. Oral Communications

There were no oral communications.

II. New Department Head Introductions

Justin introduced our new department heads. Stephen will oversee Fine Arts department and Laura Bradley Lum will oversee the Culinary Arts department. Stephen and Bradley spoke to the committee about their backgrounds and plans for their Fair departments. The committee welcomed them to the team.

IV. 2022 Fair Discussion

Justin reported on the following.

- The San Mateo County Fair received the IAFE awards below:
 - 2nd Place Traditional Fair: Agricultural Exhibitor Events
 - 2nd Place for social media
 - 1st Place for Souvenir and Commemorative Items (SM County Fair face masks)
 - 1st Place for Out-of-the Box Marketing/Promotion for our vaccine operation during Fair
 - San Mateo County Fair was named Best of Show under the Hall of Honor Communications
- Fair dates are June 4 to June 12 with Monday and Tuesday closed.
- Reviewed the exhibits department head staff list.
- Reviewed proposed layout. All exhibit departments will be in Expo Hall along with the Butterfly and Super Science exhibits.
- Fiesta Hall will house the commercial and sponsor vendors along with other exhibits.
- Main stage entertainment will be outdoors. Entertainment offers were reviewed.
- The outdoor layout was reviewed.
- Director Iniguez reported on the progress on the Cesar Chavez exhibit.
- Director Foppiano reported on California author, Pam Munoz Ryan, and inquired about inviting her to participate in the Fair. Justin will look into this.
- David provided an update on the Drone Show which will occur on the first weekend of Fair.

III. Future Meetings

The committee will meet in February, March, April, May and August 2022. Future meetings will be determined at a later date.

There being no further business the meeting was adjourned.

Next Meeting: Thursday, February 3, 2022 - 4:00 PM