

FAIR OVERSIGHT COMMITTEE
SAN MATEO COUNTY EVENT CENTER
2495 SOUTH DELAWARE STREET, SAN MATEO
Thursday, March 10, 2022 - 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
Leonard Iniguez	Justin Aquino
Rowena Meafua	Charlene King

I. Oral Communications

CEO Stoehr reported she was honored to be contacted by Carolyn Hoskins of the Domini Hoskins Back History Museum stating she has been selected as a Female Community Leader.

II. 2022 Fair Discussion

Justin gave an update on 2022 Fair planning as follows:

- We are 86 days away from opening day of the Fair on June 4th.
- We are optimistic about the return of a more familiar Fair with the current safety guidelines.
- The competitive exhibits contest books are currently online for exhibitors to submit their Fair entries. Justin shared the website page noting that each department is visible on the site with specialized department information. All exhibitors from 2018-2021 received exhibitor postcards with entry guidelines.
- We have four new department supervisors in 2022 and Justin is working closely with the new staff.
- We will not have a Literary Arts department this year as we have been unable to retain a qualified department head. We have had the job posting listed for a month with no applications. We will continue to recruit for this position and hope it will return in 2023.
- Livestock mandatory meetings will be held via Zoom on March 16 and March 21, both at 7:00 pm.
- Hog and Sheep tagging will take place on site on April 2nd.
- We have been advertising the exhibit contest book release heavily on social media.
- An exhibits meeting will be held today with the department supervisors.
- Department of Innovation supervisor is hosting an event at the Lemo building in Redwood City and we are sponsoring the event by supplying equipment.
- Fair admission presales are scheduled to begin on April 1st.
- Staff is working on a fundraising volunteer program for the Fair.
- Public Relations is working on 2022 Fair media buys.
- Following the 2022 Fair, we will release an RFP for sponsorship services.
- Farmer Appreciation Day planning is in progress.
- Staff is working with Felipe to include Abel Sanchez on the Dia De La Feria concert line up. Abel's documentary which is premiering next week in San Francisco will be shown at the Fair.

- Staff continues to move forward with Cesar Chavez exhibit planning.
- Information regarding school tours and the Fair ticket and Read 2 Ride programs has been distributed to the schools and is on our website. For 2022 schools can make their requests online in a user-friendly format.
- All entertainment is booked with the Commodores appearing on opening night.

CEO Stoehr reported on the following:

- Staff is working on Fair security and there was discussion regarding the security for Pacific Islands Day. Director Meafua has a security contact that she will place in touch with CEO Stoehr and Justin. Director Meafua reported the Daly City Police may be able to patrol the grounds discreetly in aloha shirts rather than police gear.
- The parking trams have arrived, and we will put a training plan in place for tram drivers.
- She has met with the City of San Mateo regarding the traffic impacts of the UFES project and they are working on clearing Saratoga drive during the Fair to open all four lanes.
- There was discussion regarding the decoration plans for the Fair entry locations and themed eating areas. Staff is working with a designer and will present more details at the next meeting.

There being no further business the meeting was adjourned at 4:57 pm.

Next Meeting: Thursday, April 14, 2021 - 4:00 PM