

FAIR OVERSIGHT COMMITTEE
SAN MATEO COUNTY EVENT CENTER
2495 SOUTH DELAWARE STREET, SAN MATEO
Thursday, April 14, 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
	Charlene King

I. Oral Communications

There were no oral communications.

II. Fair Ticketing

CEO Stoehr reported staff is working on a Fair ticketing policy to provide good governance and transparency regarding the distribution of complimentary and discount Fair tickets to the Board and staff. There was discussion about implementing a VIP coupon offering Fair entry for \$5.00. Staff will present a draft policy to the committee at the May meeting.

III. VIP Lounge Discussion

Justin reported on plans for the VIP Lounge which is a space within the Fair to provide the Board a location to host County leaders and Fair stakeholders during the Fair. The committee discussed guest access, food and beverage and operating hours. Following the discussion, it was agreed the lounge would be open from 6pm to 9:30 pm on each public day of the Fair. Light snacks and beverages will be served on Wednesday and Thursday with hors d'oeuvres and beverages being served on Friday, Saturday, and Sunday. A bartender will be scheduled to service the guests. Non-alcoholic beverages, beer, wine and spirits will be available. The Board is requested to request lounge reservations through Charlene prior to the Fair but no later than 48 hours prior to the date of the reservation. Each Board member may invite up to 10 people as guests with this number being flexible depending on the number of requests received for each date.

II. 2022 Fair Discussion

CEO Stoehr and Justin Aquino provided the following updates:

- Cesar Chavez Day planning continues. Justin is working with Joaquin Jimenez to identify local farmworkers who will receive recognition during the Fair. The documentary, A Song for Cesar, will be shown.
- Exhibit contest books are available online and in print and will be distributed to libraries and senior centers.
- Printed Fair posters have been received and will be distributed.
- The Fair t-shirts have arrived.
- The digital advertising/marketing campaign begins April 25th including billboards, radio ads, television ads and print ads.
- The popular Bookmobile will return this year.
- School tour information is available on the Fair website. Schools can sign up for the tours and the school ticket program online.
- There are 51 days until Fair!

Next Meeting: Thursday, May 12, 2022 - 4:00 PM