

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING – APRIL 27, 2022

*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 April 27, 2022 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 Iniguez at 3:05 pm.

II. ROLL CALL

Roll call was taken as follows:

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

Also Present: Dana Stoehr, Chief Executive Officer  
Charlene King, Chief Administrative Officer  
Carole Groom, Board of Supervisors  
Brian Kulich, Lead Deputy County Counsel  
Becky Bailey Findley, Facilitator

III. DISCUSSION AND ACTION ON RESOLUTION TO INVOKE PROVISIONS OF AB 361 REGARDING REMOTE MEETING REQUIREMENTS

President Iniguez reviewed the resolution to invoke the provisions of AB 361 to continue hosting remote board and committee meetings for the next 30 days. Director Foust made motion to approve the resolution to host remote board and committee meetings for the next 30 days, seconded by Director Ames, and unanimously carried.

IV. ORAL COMMUNICATIONS

President Iniguez welcomed all to this in person meeting and retreat.

V. APPROVAL OF MINUTES

Director Tucker made a motion to approve the March 23, 2022, Board of Directors' meeting minutes, motion seconded by Director Foust and unanimously carried.

VI. FINANCE COMMITTEE

Director Foust reported the committee met today and reviewed the March 2022 financial report. CEO Stoehr reviewed the financial highlights and answered questions. Following the discussion, Director Foust made a motion to approve the March 2022 financial report, seconded by Director Faapuaa, and unanimously carried.

CEO reported the 2021 audit is complete and the final report is forthcoming. The report noted the need to prepare an inventory that did not take place during the pandemic.

VII. STAFF REPORTS

A. Jockey Club

CEO Stoehr reported Jockey Club business is going well. The Kentucky Derby will take place the first Saturday in May. A patron survey was conducted, and staff received positive feedback and suggestions.

VIII. FAIR OVERSIGHT COMMITTEE

A. Committee Report and Fair Update

Director Foppiano reported the committee had met and Fair planning is going well. She provided an update on Fair tickets and reported the Board will receive VIP marketing coupons for \$5.00 Fair admission to use for marketing purposes. Other Fair updates included planning for Cesar Chavez Day which will include a showing of the movie "A Song for Cesar" and Farm Worker Heroes Appreciation Day; school tours and ticket program, County Staff Appreciation Day; entertainment and Pacific Islands Day.

B. VIP Lounge Guidelines

Director Foppiano reported the Fair will offer the VIP Lounge in the Jockey Club Turf Club for the Board and their guests. She reviewed the lounge hours and guidelines for its use.

IX. FACILITIES COMMITTEE

A. Committee Report

Director Tucker reported the committee met and reviewed the capital projects list. He noted the parking trams have been delivered, signs are up on Fiesta and Expo Hall, the roofing project is complete and we are working with the County regarding funding for the Fiesta Hall improvements.

X. CEO REPORT

A. General Update

CEO Stoehr reported on the following:

- Staff is working on the new booking software conversion.
- A meeting was held with the Teamsters regarding collaborating on large, corporate events.

XI. BOARD RETREAT

President Iniguez welcomed and introduced Becky Bailey Findley as our Retreat Facilitator. Becky gave an overview of the goals, expectations, and ground rules for this Retreat meeting. Topics that were discussed during this portion of the meeting included the following:

- Assessing who we are and our role in the community.
- What is the SMCEC's purpose?
- How do we see the SMCEC's future?
- Setting the direction for the future.

These topics were discussed at length, with the Board's input and suggestions.

Following the discussion, the Board concurred with the next steps:

- Becky will provide detailed minutes of the Retreat session.
- Tasks will be assigned to existing Board committees.
- The Executive Committee will meet and develop a plan and timeline for additional retreat sessions with Becky working toward developing a strategic plan by the Fall. The facilitated sessions will take place in July, August and September.

XI. ADJOURN

There being no further business the meeting was adjourned at 6:08 pm.

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Rosanne Foust, Secretary-Treasurer

Next Meeting – Wednesday, May 25, 2022 - 3:00 PM