

FAIR OVERSIGHT COMMITTEE
SAN MATEO COUNTY EVENT CENTER
2495 SOUTH DELAWARE STREET, SAN MATEO
Thursday, May 12, 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

Director Meafua reported on her experience at the 2022 Fair. She expressed her concerns related to our contracted entertainment managers and described their unprofessional behavior during the Fair. CEO Stoehr acknowledged Director Meafua's concerns and committed to having a serious discussion with the contractor regarding this behavior. Some items that will be addressed include group dressing rooms and designated spaces; designated point person; riders; and guidelines for community groups versus professional groups. Director Meafua also reported on her unpleasant experience while utilizing the VIP room with her family.

Director Meafua inquired about ways we can tie in cultural food vendors with our theme days such as Pride Day, Pacific Islands Day, and Dia De La Feria. CEO Stoehr and Director Meafua will discuss this and report back at the next meeting.

Director Foppiano Kari reported on Farmworker Appreciation Day noting that she felt it was a very powerful day with a meaningful presentation honoring the farmworkers.

II. 2022 Fair Review

Justin Aquino gave a review of the 2022 Fair. He noted that each year the Fair presents its own set of challenges that must be addressed. The San Mateo County Fair's value is that no one is left behind and everyone should feel welcome at our Fair. Justin reviewed the highlights of the 2022 Fair survey results from 1,244 survey participants. He reviewed demographics, reasons for visiting, fair experience, advertising, and transportation. He reported on the many positive individual comments received as well as constructive criticism to help improve the future Fair experience.

President Iniguez reported the police department presence and community policing was fantastic. He also commended Butler Amusements for their professional management and clean carnival. Director Meafua agreed with President Iniguez with regard to the police presence and she also commended the Fair staff. Director Foppiano suggested that the Fair announcements be relayed in Spanish. She also suggested sending out email blast reminders as we approach the Fair dates.

There being no further business, the meeting was adjourned.

Next Meeting: Thursday, October 13, 2022 - 4:00 PM