

FAIR OVERSIGHT COMMITTEE
SAN MATEO COUNTY EVENT CENTER
2495 SOUTH DELAWARE STREET, SAN MATEO
Hybrid Meeting
Thursday, October 13, 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 - <i>Virtual</i>	Charlene King

I. Oral Communications

Justin reported he will be attending the International Association of Fairs & Exhibitions annual conference in November and will participate on a panel. The San Mateo County Fair has entered 29 contests competing with other fairs worldwide. Our fair won a best of show and two 1st place prizes last year. The Western Fairs Association annual convention will take place in Reno January 15-18, 2023. The Fair will submit a Merrill Award entry for our Farmworkers Appreciation Day.

II. Department Head Updates

Justin reported the department heads will have their first meeting this evening to begin planning for the 2023 Fair. All department heads are returning with the exception of Nancy McDougal who will continue to participate in an advisory role. We are currently recruiting to fill her position of Floral Arts, Agriculture & Garden Landscape Supervisor. We will be increasing our outreach to exhibitors and the department heads will work on making the contest book more user-friendly. There was extensive discussion regarding outreach to local high school clubs to encourage participation in the Fair with many ideas and suggestions shared. CEO Stoehr reported we are planning to move marketing and sponsorships in-house and will recruit for two new part-time positions. It was agreed that committee members would attend a future department head meeting to provide support to the staff.

II. 2023 Fair Discussion

Justin reported on updates to Proposition 12 regarding new guidelines for providing space when raising animals. Currently, Fairs are exempt from these space requirements. Justin reported on San Mateo County's Food Ware ordinance, and he noted communication will be shared with Fair concessionaires. The Fair will be recruiting for two new part-time positions for 2023; Fair Coordinator and Exhibits Assistant. We are reviewing potential grounds entertainment acts and offers have been submitted to Tower of Power, Queen Nation and Hotel California. The dinosaur exhibit will not be returning, and staff is considering a new dragon exhibit in its place.

There being no further business, the meeting was adjourned at 5:02 pm.

Next Meeting: Thursday, January 13, 2023 - 4:00 PM