

FAIR OVERSIGHT COMMITTEE

SAN MATEO COUNTY EVENT CENTER
2495 SOUTH DELAWARE STREET, SAN MATEO

Hybrid Meeting

Thursday, February 9, 2023 - 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
Kitty Lopez – <i>Virtual</i>	Charlene King
Rowena Meafua - <i>Virtual</i>	

I. Oral Communications

Justin reported he and the Fair staff attended the Western Fairs Association Super School event where they interacted and shared ideas with other fair organizations about competitive exhibits.

II. VIP Lounge Discussion

Justin reviewed the VIP lounge guidelines that were followed during the 2022 Fair. There was discussion regarding extending invitations to community leaders and officials to enjoy the lounge and the Fair in 2023. It was agreed staff would prepare a draft guest list and the committee would review the guidelines for discussion at the next committee meeting.

II. Carnival Operator Discussion

Justin reported our carnival contract with Butler Amusements will expire following the 2023 Fair. A letter of intent will be released to determine interest from qualified carnival operators.

III. 2023 Fair Presentation and Discussion

Justin provided the committee with a Power Point presentation and highlighted the following:

- The SMCEC was honored to be the recipient of IAFE awards (1 first place, 1 second place and 1 third place) and WFA awards (19 first place, 10 second & third place and 2 honorable mentions). Most importantly, the Fair was the 2022 recipient of the prestigious Merrill Award for our Farmworker Heroes at the Fair.
- Family Pride Day, Pacific Islands Day and Dia De La Feria, Farmworker Appreciation and Black History Museum will once again be special events at the 2023 Fair.
- Expo Hall will feature expanded displays and activities for the competitive exhibit departments.
- The Commercial Exhibits department will be reinvented and only open on weekends in Fiesta Hall. The building will include commercial vendors, SF Bazaar, Renaissance Entrepreneurship Center, Robotics and a model railroad exhibit. Outdoor commercial vendors will be open on all days of the Fair.
- Our partnership with San Mateo County Libraries will be expanded in 2023 with exhibit demonstrations to be held in County Libraries.
- New entertainment will include The Lost World of Dragons interactive exhibit, The Silver Starlets Circus, Hillia Hula Hoop Extraordinaire, and meet & greets with JP Masks and Dino Ranch. In addition, the petting zoo will return to the Fair.
- Mainstage entertainment offers have been extended to Foghat and Smashmouth. Abel Sanchez is confirmed to perform on June 7th and on our Farmworker Appreciation Event.

There being no further business, the meeting was adjourned at 4:45 pm.

Next Meeting: Thursday, March 9, 2023 - 4:00 PM