

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS' MEETING – APRIL 26, 2023

Our mission is to provide a resilient space that enhances daily life through social connectedness, economic opportunity, and community wellbeing.

MINUTES

A meeting of the Board of Directors was held April 26, 2023, 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 Wong at 4:03 pm.

II. ROLL CALL

Roll call was taken as follows:

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

Excused: Amy Buckmaster
Kitty Lopez
Rowena Poti Meafua

Also Present: Dana Stoehr, Chief Executive Officer
Justin Aquino, Fair Operations Manager
Charlene King, CAO
Milla Khao, Marketing Director

III. ORAL COMMUNICATIONS

A. Board

There were no board oral communications.

B. Public

There were no public oral communications.

IV. APPROVAL OF MINUTES

A. Board of Directors Meeting – March 22, 2023

Director Iniguez made a motion to approve the March 22, 2023, Board of Directors' meeting minutes, motion seconded by Director Ames, and unanimously carried.

B. Board of Directors Retreat Meeting – March 25, 2023

Director Ames made a motion to approve the March 25, 2023, Board of Directors' Retreat meeting minutes, motion seconded by Director Iniguez, and unanimously carried.

V. INTRODUCTION OF MARKETING DIRECTOR – MILLA KHANO

CEO Stoehr welcomed and introduced Marketing Director Milla Khano. She noted that Milla comes to the SMCEC with over seven years of industry experience including six years at Hillsdale Mall. Milla hit the ground running with her focus on the Fair advertising buy. Milla greeted the Board expressing her excitement to be part of the team and stated she is looking forward to making a positive impact on the organization.

VI. FINANCE COMMITTEE

A. Discussion and Action on March 2023 Financial Report

Director Iniguez reported the committee met and reviewed the March 2023 financial report. CEO Stoehr gave a brief overview of the report. Following the review, Director Iniguez made a motion to accept the March 2023 financial report, seconded by Director Lopez, and unanimously carried.

VII. STAFF REPORTS

A. Fair/Parking/Jockey Club

Justin reported the following:

- The parking department is busy preparing for the two upcoming Foodieland events and the San Mateo County Fair. Staff is preparing a parking plan for Foodieland and is working with two outside venues for overflow patron parking. The final parking plan will be shared at the May meeting. He also reported that the City of San Mateo has committed to have Saratoga Drive and Delaware street clear and accessible for the upcoming events.
- The Jockey Club has completed the transition to the new POS system. He reported that since we ceased the Covid 19 vaccination requirement the Friday attendance has increased by 11% and there has been a slight decrease in weekend attendance. The Jockey Club will open early for the upcoming Kentucky Derby, Preakness and Belmont races.
- The Fair VIP Lounge celebrations were discussed. He reported invitations have been sent to local officials and leaders with staff making follow up calls to encourage attendance.
- Plans are in place to honor veterans on June 8th with a ceremony taking place at 12:00 pm paying tribute to those who have served our country.
- The competitive exhibits entry deadline is midnight on May 2nd and we are seeing an increased number of entries over 2022.
- The indoor commercial exhibit shopping area in Fiesta Hall will be open on weekends only with the outdoor vendors remaining open every day.

B. Maintenance

CEO Stoehr reported on the following:

- The maintenance staff is busy with projects and preparing for the Fair.
- Interior modifications in the cash room are complete.
- The maintenance staff completed the demo of the administration office deck in preparation for construction.
- The Fiesta Hall heating project is almost complete.
- Our wireless service has been replaced with Ruckus.
- Consideration is being given to work with an independent project manager on the Cypress restroom and RV park projects.
- The administration office expansion project will begin tomorrow and will be complete in 4 to 5 months.

VII. FAIR OVERSIGHT COMMITTEE

A. Committee Meeting Report

Director Iniguez reported the committee met and reviewed the VIP Lounge Policy for the 2023 Fair as well as the daily celebration events with our community officials and leaders. The Board was encouraged to reach out to the invited guests to encourage attendance.

B. Discussion and Action on Fair VIP Policy

The VIP Lounge Policy was reviewed. Following the discussion, Director Juballa made a motion to approve the VIP Lounge Policy as presented, seconded by Director Iniguez and unanimously carried.

VIII. CEO REPORT

A. Sales and Events Update

CEO Stoehr reported the annual PAL event will take place at SMCEC on April 28th and she encouraged the Board to attend. She also reviewed future events.

- We are recruiting for a sales coordinator to provide assistance to Sharon Lee with her sales efforts.
- We will hire a seasonal Marketing Assistant to assist with the Fair marketing program.
- We are looking forward to a busy event schedule this summer.
- A corporate event in July and an electric vehicle event in September are in the works.

B. General Update

CEO Stoehr reported on the following:

- Consideration is being given to implementing a \$100 monthly stipend for Board members. A draft policy will be presented at the May meeting.
- She will be attending a CDFA conference in Sacramento on May 3rd.
- The Police Activities League annual event will be held at the Event Center on April 28th where the SMCEC will be honored.

C. Discussion and Action on Employee Handbook Updates

CEO Stoehr reported our employee policy handbook was reviewed by our HR attorney and minor amendments were made to ensure compliance with labor laws. Director Tucker made a motion to approve the employee policy handbook as presented, seconded by Director Ames, and unanimously carried.

IX. PRESIDENT'S REPORT

A. Discussion and Action on Mission Statement

President Wong reported on the new mission statement that was agreed upon at the Board retreat and asked for the Boards approval of the statement. Director Juballa made a motion to approve the mission statement as presented, seconded by Director Lopez, and unanimously carried.

XII. ADJOURN

There being no further business, the meeting was adjourned at 4:51 pm.

Leonard Iniguez, Secretary-Treasurer

Next Meeting – Wednesday, May 24, 2023 – 4:00 PM