

**FAIR OVERSIGHT COMMITTEE**  
**SAN MATEO COUNTY EVENT CENTER**  
**2495 SOUTH DELAWARE STREET, SAN MATEO**  
**Thursday, May 10 2023 - 4:00pm**

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

**Present:**

Kari Foppiano  
Leonard Iniguez  
Kitty Lopez  
Rowena Meafua

Dana Stoehr  
Justin Aquino  
Charlene King  
Mila Khano

**Public:**

Hayley Murray Houston  
Kathleen Murray  
Pat Murray  
Lorene Plummer

**I. Oral Communications**

There were no oral communications from the Board. Members of the public were welcomed to the meeting and provided with guidelines for speaking to the committee. It was noted that each speaker was allotted 3 minutes of speaking time and that the committee members were prohibited from responding pursuant to the Brown Act. Each of the four speakers spoke to the committee in support of Hayley Murray Houston whose entries to the 2023 County Fair were disqualified due to falsified signatures of Hayley's parent and leaders on the Code of Conduct entry form. The committee listened to the statements of each public guest and thanked them for their comments.

**II. VIP Lounge Discussion**

Justin reported invitations to the Fair and the VIP Lounge have been sent and follow up calls to the invited guests are in progress. The invite list will be sent to the Board and their outreach to guests is encouraged.

**III. Fair Operations Manager Update**

Justin provided the committee the update below:

- Fair set up is in progress and going well. The cancellation of this weekend's volleyball tournaments has helped staff to make extra progress on the Fair set up.
- To date we have received 2,750 competitive exhibit entries versus 2,209 in 2022.
- The Cypress Hall Green Room set up is complete.
- Event Pavilion set up is complete and ready for the Black History Museum move-in.
- We have completed our local library program for the season. It proved to be a success with our County's youth.

**IV. 2023 Fair Discussion/General Update**

CEO Stoehr welcomed Marketing Director Milla Khano to the meeting and reported she has been very successful working on the Fair's marketing and advertising campaign. Milla gave the committee an overview of the Fair advertising buys including billboards, print, radio and tv ads, and social media messaging. She is working on the Fair newsletter and she has a seasonal marketing assistant in place. Justin reported on the 2023 Fair commercial which will be sent to the Board.

**V. Future FOC Dates**

Future meeting dates were discussed, and it was agreed the committee's next meeting will be in September.

There being no further business, the meeting was adjourned at 5:00 pm.

Next Meeting: Thursday, September 14, 2023 - 4:00 PM