

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING – MARCH 22, 2023

*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.*

MINUTES

A meeting of the Board of Directors was held March 22, 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 4:02 pm.

II. ROLL CALL

Roll call was taken as follows:

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

Excused: Theresa Faapuaa  
Kitty Lopez  
Rowena Poti Meafua

Also Present: Dana Stoehr, Chief Executive Officer - *virtual*  
Diane Baumann, Controller  
Justin Aquino, Fair Operations Manager  
Charlene King, CAO

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 – February 22, 2023

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

V. FINANCE COMMITTEE

A. Discussion and Action on February 2023 Financial Report

Diane reported the 2022 statement of operations is complete and has been submitted to the State. Letters were received from both the County and State Treasurer's office confirming that there has been no exposure and we are not at risk regarding the Silicon Valley and Signature Bank failures. Diane provided the board with an overview of the February 2023 financial report highlights. She reported a February operating profit of \$246,737.77 and a balance sheet profit of \$230,904.47. Following the review, Director Iniguez made a motion to accept the February 2023 financial report, seconded by Director Ames, and unanimously carried.

VI. STAFF REPORTS

A. Fair/Parking/Jockey Club

Justin reported the following:

- As of March 1st, the Jockey Club no longer requires patrons to provide proof of Covid-19 vaccination. Since this policy change the Jockey Club has experienced a 2% attendance increase on Fridays and a 14% attendance increase on Saturday and Sundays.
- The 2023 Fair entertainment lineup is complete as follows:
  - June 3 – Foghat
  - June 4 – Elton John cover band
  - June 7 – Abel Sanchez
  - June 8 – Fleetwood Mac cover band
  - June 9 – Smashmouth
  - June 10 – Pacific Islands Day
  - Dia de la Feria
- The carnival contract with Butler Amusements will expire following the 2023 Fair. A letter of intent was released to 17 carnival operators which includes our required qualifications. Butler Amusements was the only respondent. CEO Stoehr and Justin will negotiate a new 3 year contract with 2 1 year extension options.
- The competitive exhibits guidebook is available online and the deadline for entries is April 10<sup>th</sup>.
- Fair posters will be distributed throughout the County. New for 2023 is a QR code that can be scanned for additional Fair information.
- The Fair Oversight Committee discussed guidelines for the Fair VIP lounge and more information will be shared at the next meeting.

B. Maintenance

CEO Stoehr reported on the following:

- Following a volleyball incident in Fiesta Hall, we are replacing the windows with safety glass and safety film.
- The Fiesta Hall heating project is nearing completion.
- We lost some trees during the recent storms. We are working with an arborist to assess our other large trees on the property.

VII. FACILITIES COMMITTEE

A. Committee Meeting Report

Director Tucker reported the committee met and discussed capital projects. He noted the grant application has been submitted for the CAL OES FEMA grant to renovate Redwood Hall to be used by Samaritan House for community resiliency services. The Cypress Hall restrooms are in the design phase. He reported we are ready to move forward with the administration office expansion project with CCA at a cost of \$1,242,278.72. The committee recommends board approval of this project. Director Iniguez made a motion to approve the administration office expansion project as presented, seconded by Director Foust, 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 28<sup>th</sup> and she encouraged the Board to attend. She also reviewed future events.

B. General Update

CEO Stoehr reported on the following:

- The Cypress Hall restroom project design documents are 95% complete and the project is expected to commence in October.
- Supervisor Corzo and her aide, Alan Wong, toured the SMCEC and had the opportunity to view current events.
- She will be attending a meeting of all California fairs in Sacramento tomorrow.

IX. PRESIDENT'S REPORT

A. Discussion Board Retreat

President Wong reported the Board Retreat will be held in the Board room this Saturday, March 25 from 8:30 am to 12:00 pm.

X. CLOSED SESSION

Conference with Legal Counsel – Existing Litigation

*Kletra Newton v. San Mateo County Exposition & Fair Association, dba San Mateo County Event Center, et al. San Mateo County Superior Court Case No. 21-CIV-03724*

At 5:00 pm the meeting went into Closed Session and was reopened at 5:40 pm with no action taken.

XII. ADJOURN

There being no further business, the meeting was adjourned at 5:40 pm.

---

Leonard Iniguez, Secretary-Treasurer

Next Meeting – Wednesday, April 26, 2023 – 4:00 PM