

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS' MEETING – AUGUST 23, 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 August 23, 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
Kari Foppiano
Raymond Juballa
Rowena Moti Meafua

Excused: Amy Buckmaster
Kitty Lopez
Jim Tucker

Also Present: Dana Stoehr, Chief Executive Officer
Justin Aquino, Fair Operations Manager
Diane Baumann, Controller
Charlene King, CAO
Monique Catley, Culinary Services Manager
Sharon Lee, Event and Sales Supervisor
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 – May 24, 2023

Director Ames made a motion to approve the May 24, 2023, Board of Directors' meeting minutes, motion seconded by Director Meafua, and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on May, June and July 2023 Financial Reports

Director Iniguez reported the committee met and reviewed the May, June and July 2023 financial reports in detail. Diane provided the Board with a review of the financial highlights for each month. Following the review, the board accepted the financial reports as follows:

Director Iniguez made a motion to accept the May 2023 financial report, seconded by Director Foppiano, and unanimously carried.

Director Iniguez made a motion to accept the June 2023 financial report, seconded by Director Ames, and unanimously carried.

Director Juballa made a motion to accept the July 2023 financial report, seconded by Director Foust, and unanimously carried.

VI. STAFF REPORTS

A. Fair/Parking/Jockey Club

Justin reported the following:

- The Jockey Club closed early on Sunday; August 20th due to the hurricane in Southern California which affected the Los Alamitos racetrack.
- The parking staff have been busy with recent large events and are preparing for the upcoming SaaStr event.
- The Fair conducted a post fair survey, and the survey comments were reviewed. There were many complimentary comments as well as some deficiencies to improve upon for 2024. Focus groups will be held in the near future. Planning has begun for the 2024 Fair 90th anniversary celebration.
- Milla provided a Fair marketing presentation and reviewed the 2023 advertising and media campaign and budget. She also reviewed her recommendations for 2024 including increased social media contests and presence, additional billboard locations and boosting ads and promotions.

B. Maintenance

CEO Stoehr reported the maintenance staff has been very busy with recent events and preparing for upcoming events. The eucalyptus tree near the administration office will be removed in September and staff will be working on a tree planting plan for the future.

VII. CEO REPORT

A. Sales and Events Update

Sharon provided a detailed update on past and current events for 2023. She also reported on the upcoming SaaStr event taking place in early September.

B. Capital Projects Update

CEO Stoehr reported on the capital projects below:

- The Fiesta hall heating project is now complete.
- The administration office expansion project is in progress with an estimated completion at the end of October.
- The Cypress restroom project is currently in the design phase.
- The RV park project will be released as a design and build project.

C. Northern California Horse Racing Update

CEO Stoehr reported on the upcoming closure of Golden Gate Fields racetrack. There was discussion regarding how this closure will affect the Jockey Club and Northern California horseracing. CEO Stoehr reported we are exploring all options as we navigate the impact on the Jockey Club operations.

D. General Update

CEO Stoehr reported that a request was received from Senator Becker for the SMCEC to act as the fiduciary for the Domini Hoskins Black History Museum \$2 million grant from the State of California. She is working with County Counsel on a memorandum of understanding and will present this to the board at a later date.

VIII. PRESIDENT'S REPORT

A. Nominating Committee Update

President Wong reported the annual election of officers will take place at the September board meeting and asked for volunteers to serve on the Nominating Committee. Directors Faapuaa and Juballa volunteered to serve on the Nominating Committee for the 2023-2024 election of officers.

IX. CLOSED SESSION

A. Real Property Negotiations (§ 54956.8) – 2495 S. Delaware, San Mateo, CA - Negotiation between CEO and County of San Mateo

At 5:35 pm the meeting went into closed session. At 6:25 pm the meeting reopened and no action was taken.

XII. ADJOURN

There being no further business, the meeting was adjourned at 6:26 pm.

Leonard Iniguez, Secretary-Treasurer

Next Meeting – Wednesday, September 27, 2023 – 4:00 PM