

FAIR OVERSIGHT COMMITTEE
SAN MATEO COUNTY EVENT CENTER
2495 SOUTH DELAWARE STREET, SAN MATEO
Thursday, September 14, 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	Dana Stoehr
Leonard Iniguez	Justin Aquino
Kitty Lopez	Charlene King
Rowena Meafua	Milla Khano

I. Oral Communications

CEO Stoehr reported on the assistance she and Justin have provided to the Yolo County Fair as they seek a new CEO for their organization. She praised Justin for his assistance and support. CEO Stoehr also reported on the California Fairs Alliance and Western Fairs Association and her mission to help strengthen these organizations with stronger marketing and branding as well as increasing their involvement in diversity, equity, and inclusion programs.

II. 2023 Fair Review

Justin provided an overview of the 2023 Fair results. He noted that the Fair experienced significant revenue increases over the past five years in carnival, food concessions, admissions, and parking. He also reviewed 2023 Fair guest feedback which included many compliments and some constructive criticism which will be reviewed to improve future fairs. He also shared many positive guest Instagram posts. CEO Stoehr reported on the positive feedback received for the Fair's outreach and support to underserved and challenged populations.

III. 2024 Fair Presentation

Justin provided the committee with the following update regarding 2024 Fair planning:

- We will celebrate the 90th San Mateo County Fair June 1-9, 2024.
- The Fair will be closed on Monday, June 3 and Tuesday, June 4.
- The Fair will seek to diversify food concessions to accommodate all dietary preferences and needs.
- There will be a balance of weekend vendors and indoor vendors on all Fair days.
- Staff is conducting research of past fairs and will conduct focus groups to plan for the 90th anniversary celebration.
- We are looking to recreate a smaller version of the floral fiesta.

Next Meeting: Thursday, October 12, 2023 - 4:00 PM