

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS' MEETING – JANUARY 24, 2024

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 January 24, 2024, 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 4:05 pm.

II. ROLL CALL

Roll call was taken as follows:

Present: Steven Wong, President
Rosanne Foust, Vice-President
Leonard Iniguez, Secretary-Treasurer
Amy Buckmaster
Teresa Faapuaa
Kari Foppiano
Kitty Lopez
Rowena Poti Meafua
Jim Tucker

Excused: Tom Ames
Raymond Juballa

Also Present: Dana Stoehr, Chief Executive Officer
Justin Aquino, Fair Operations Manager
Diane Baumann, Controller
Monique Catley, Culinary Services Manager
Milla Khano, Marketing Director
Charlene King, CAO
Sharon Lee, Event and Sales Supervisor
Darryl Reavis, Director of Facilities
Brian Kulich, Lead Deputy County Counsel

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 – November 15, 2023

Director Foust made a motion to approve the November 15, 2023, Board of Directors' meeting minutes, motion seconded by Director Tucker, and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on October 2023 Financial Report

Director Iniguez reported the committee met and reviewed the October 2023 Financial Report and the committee recommends acceptance of the report. Director Lopez made a motion to accept the October 2023 financial report as presented, seconded by Director Foppiano, and unanimously carried.

B. Discussion and Action on November 2023 Financial Report

Director Iniguez reported the committee met and reviewed the November 2023 Financial Report and the committee recommends acceptance of the report. Director Iniguez made a motion to accept the November 2023 financial report as presented, seconded by Director Foust, and unanimously carried.

VI. STAFF REPORTS

A. Parking/Jockey Club

Justin reported the following:

- The Jockey Club is seeing a decrease in attendance, and we are monitoring attendance reports.
- We have updated our parking rates effective January 1st to \$15 per vehicle when paying with a credit card and \$20 per vehicle for cash transactions. The public reaction to the new rate system has been positive. The new updates were communicated widely to the public via social media, our website, newsletters and our electronic readerboards. CEO Stoehr reported we will adjust the rates appropriately during the County Fair.

B. Fair

Justin reported on the following:

- The Fair received an IAFE 1st place award for Agricultural Programming at the 2023 Fair. We have received 7 1st place IAFE awards since 2019.
- 2024 Fair exhibit entries go live next week.
- The fair staff has visited 8 out of 9 4H/FFA groups and will make the last visit during the first week of February.
- Town Hall events were held in San Bruno and Half Moon Bay that were well attended with guests sharing their thoughts and opinions about the Fair. A session will be held in the South County soon.

C. Sales and Events

Sharon reported on the following:

- We had 71 rental contracts with 106 rental/event days in 2023.
- We currently have 17 signed contracts for 2024 for 56 event days and we are in conversations for many additional events.
- Upcoming events include multiple volleyball events; NorCal Landscape & Nursery Show; voting center training; a new ACCEL gymnastics event along with private meetings, luncheons, and training events.

D. Culinary

Monique reported on the following:

- Food and drink sales are up substantially at the volleyball events. We have added taco trucks to supplement our concession offerings.
- We have installed new self-serve fountain drink machines and have seen a 20% increase in soda sales.
- 2023 sales fun facts:
 - American Grill sold 7,584 chicken strips.
 - Concession bars sold 22,964 beers.
 - Jockey Club sold 20,035 cups of coffee.

E. Maintenance

Darryl reported on the following:

- The maintenance staff continues to upkeep the property maintenance and landscaping.
- Expo Hall painting project is complete.
- A substance of algae and dust was discovered on the Fiesta Hall roof and a contractor is taking care of this.
- We are installing a chain link fence in the Delaware Street parking lot.
- We are recruiting new skilled maintenance staff members.

CEO Stoehr reported Darry has been busy with multiple other projects on the property. We have plans to install semi-permanent bollards at the east entrance. We are selling our auction block and restroom units to another Fair.

VII. CEO REPORT

A. General Update

CEO Stoehr reported on the following:

- The administration office expansion is nearing completion with furniture arriving soon and the move is occurring in the first week in February.
- She will be meeting with a real estate broker to discuss long-term building lease opportunities.
- She is the president of the new California Emergency Response & Resiliency Venues and Fairgrounds Alliance (CERRV) organization with a current membership of 15 California fairs. This organization's objective is to collaborate with other Fairs as emergency response.
- We are working with the San Mateo County Human Services Agency and are prepared to offer inclement weather services for community members.

B. Discussion and Action on Domini Hoskins Black History Museum Fiscal Agent Services Agreement

CEO Stoehr reported on the proposed agreement for fiscal agent services between the SMCEC and the Domini Hoskins Black History Museum which was prepared by County Counsel. Director Iniguez made a motion to approve the fiscal agent services agreement as presented, seconded by Director Foppiano. There was some discussion regarding the agreement with Director Foust commenting that this agreement addressed all her concerns, and she is comfortable with the agreement. Following the discussion, the Domini Hoskins Black History Museum Fiscal Agent Services Agreement was approved unanimously.

VIII. PRESIDENT'S REPORT

President Wong reported on the upcoming visit and tour of the @the Grounds facility in Roseville.

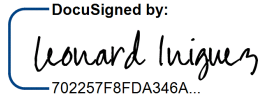
IX. Conference with Legal Counsel – Existing Litigation

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 4:53 pm the meeting entered a closed session. At 5:16 pm the meeting reopened at 5:16 pm.

XI. ADJOURN

There being no further business, the meeting was adjourned at 5:17 pm.

DocuSigned by:

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Leonard Iniguez, Secretary-Treasurer

Next Meeting – Wednesday, February 28, 2024 – 4:00 PM