

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS' MEETING – FEBRUARY 28, 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 February 28, 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
Leonard Iniguez, Secretary-Treasurer
Tom Ames
Teresa Faapuaa
Kari Foppiano
Raymond Juballa
Rowena Poti Meafua
Jim Tucker

Excused: Amy Buckmaster
Rosanne Foust
Kitty Lopez

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
Brian Kulich, Lead Deputy County Counsel
Alan Wong, Senior Legislative Aide

III. ORAL COMMUNICATIONS

A. Board

Director Iniguez shared compliments he received from a Peninsula Hospital employee who praised the San Mateo County Fair.

B. Public

There were no public oral communications.

IV. APPROVAL OF MINUTES

A. Board of Directors Meeting – January 24, 2024

Director Meafua made a motion to approve the January 24, 2024, Board of Directors' meeting minutes, motion seconded by Director Tucker, and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on December 2023 Financial Report

Diane Baumann gave a brief overview of the highlights of the December 2023 Financial Report. Director Juballa reported the committee met and reviewed the December 2023 Financial Report and the committee recommends acceptance of the report. Director Iniguez made a motion to accept the December 2023 financial report as presented, seconded by Director Ames, and unanimously carried.

B. Discussion and Action on January 2024 Financial Report

Diane Baumann gave a brief overview of the highlights of the January 2024 Financial Report. CEO Stoehr reported the SMCEC received additional AB 1499 funds which were allocated to metal detectors and parking lot improvements. Director Juballa reported the committee met and reviewed the January 2024 Financial Report and the committee recommends acceptance of the report. Director Iniguez made a motion to accept the January 2024 financial report as presented, seconded by Director Faapuaa, and unanimously carried.

VI. FAIR OVERSIGHT COMMITTEE

A. Committee Report

Director Foppiano reported the committee met and discussed the following:

- Parking guidelines for 2024.
- Honoring women farmworkers. Staff has reached out to Dolores Huerta and is awaiting a response.
- New attractions include tattooing; rock painting; skateboard demonstrations and duck racing.

- There will be a new VIP tent at the VIP location.
- Posters were reprinted with Pacific Islands Day artists.

B. Staff Report

Justin reported on the following:

- There will be a new Tattooing Fine Arts contest division. Tattoo artists can enter photos of their tattoos.
- The Department of Innovations will include a rock painting contest.
- The Fair is the recipient of four IAFE awards for our Farmworker Heroes Exhibit; Bookmark Contest; Half Moon Bay Farmworker Mural; and San Mateo County Library Demonstrations.
- Fair admission online ticket sales begin on March 1st.
- The competitive exhibit contest entries are live online.
- The Fair is hosting a Town Hall meeting this evening in North Fair Oaks in Redwood City.

Milla provided a marketing update as follows:

- Our sponsorship coordinator is working on community sponsorship sales.
- Advertising buys are in progress including radio, print, and television ads.
- The 2024 Fair commercial will feature a virtual reality experience with a 90-year-old grandmother and a child.
- Safeway will sponsor the main stage concert series.

C. STAFF REPORTS

A. Parking/Jockey Club

Justin reported that we are currently recruiting a new parking assistant manager.

B. Sales and Events

Sharon reported on the following:

- An IAVM meeting and property walk through with 17 attendees from local venues.
- A busy upcoming week including a chamber luncheon, gymnastics event and vote center training.
- The Inclement Weather Shelter is activated for the upcoming weekend.
- March events include volleyball, Fortitude graduation, driver training, gem and jewelry show and the PAL dinner.

C. Culinary

Monique reported on the following:

- We have moved from bakery purchased items to packaged cookies in an effort to reduce waste.
- The new self-serve fountain drink machines are doing well.

- A new program is in place for sorting trash, landfill and compost waste.
- We have installed an employee hotline phone number to increase department efficiency.
- This past Sunday we sold 1,000 orders of chicken strips.

D. Maintenance

CEO Stoehr reported on the following:

- An electric contractor is working on lighting across the property.
- Staff is preparing for upcoming events and general maintenance of the property.
- The administration office expansion is just about complete. Items still in progress include heating, wheelchair lift and windows.

VII. CEO REPORT

A. General Update

CEO Stoehr reported on the following:

- The Saratoga Drive construction is nearing completion.
- Excess AB 1499 funds will be used for new fencing at the Delaware Street parking lots, security enhancements, and additional parking lot improvements.
- Beginning this weekend, we will implement a patron drop off location at 2701 Delaware Street.
- The Harvest Festival show owner has retired, and the show has been taken over by the owner's granddaughter. They currently owe the SMCEC \$15,000 and they have been given 10 days to respond before going to collections.
- The Hillsborough Antique Show has canceled their April show due to a family illness. The contract has a cancellation fee due to the SMCEC. Dana is working with the show producer and reduced the cancellation fee to 50% of the rent which amounts to \$14,250. The Board concurred that this is a more than generous offer.
- An RFP for construction management services has been released with a not to exceed amount of \$1.4 million for the management of three capital projects with an estimated cost of \$19 million. The Facilities Committee will review and score the responses.

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

CEO Stoehr reported on some minor language changes to the Domini Hoskins Black History Museum Fiscal Agent Services agreement. Following the discussion, Director Iniguez made a motion to approve the revised agreement as presented, seconded by Director Juballa and unanimously carried.

VIII. PRESIDENT'S REPORT

There was no president's report.

IX. Conference with Real Property Negotiators

(Gov. Code, § 54956.8)

Property: 2495 South Delaware Street, San Mateo, CA

Agency negotiator: Chief Executive Officer

Under negotiation: Price and Terms of Payment

At 5:08 pm the meeting entered a closed session. At 5:42 pm the meeting reopened with no action taken.

X. ADJOURN

There being no further business, the meeting was adjourned at 5:42 pm.

Leonard Iniguez, Secretary-Treasurer

Next Meeting – Wednesday, March 27, 2024 – 4:00 PM