

FAIR OVERSIGHT COMMITTEE
SAN MATEO COUNTY EVENT CENTER
2495 SOUTH DELAWARE STREET, SAN MATEO
Thursday, May 9, 2024 - 4:00 pm

Our mission is to provide a resilient space that enhances daily life through social connectedness, economic opportunity, and community well-being.

Present:

Leonard Iniguez	Dana Stoehr
Kitty Lopez	Justin Aquino
Rowena Meafua	Milla Khano
Steven Wong	Charlene King

I. Oral Communications

There were no oral communications.

II. 2024 Fair Update

Justin reported on the following:

- We received 396 livestock entries, the highest number since 2018.
- We have currently received 2,744 exhibit entries. Entry receiving will take place next week.
- Vendor sales are going well, with only two vacancies for the 7-day run. We are still recruiting weekend-only vendors.
- The Makers Marketplace will be a new shopping experience this year.
- The Silver Starlets will perform in Fiesta Hall. The group plans to interact with Fair guests and participate in the school tours.
- Staff is busy with Fair setup, and it is going well.
- The Black History Museum setup is in progress.
- Wait Cards will be available for our sensory-sensitive guests.
- A new search function has been implemented on the Fair website.
- Milla provided a marketing update and reported on social media posts, ad buys, and marketing plans.
- Milla gave an update on local sponsorships.
- John Allgaier has been retained as the interim marketing director during Milla's maternity leave.
- We will be reviewing and updating our ticketing policy after the Fair.

III. Next meeting: Thursday, August 8, 2024 – 4:00 pm

The San Mateo County Event Center's facilities and Board and Committee meetings are accessible to individuals with disabilities. Contact Charlene King at 650-574-3247, at least three business days prior to the meeting, if (1) you need special assistance or a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting; or (2) you have a disability and wish to receive the agenda, meeting notice, agenda packet or other writings that may be distributed at the meeting in an alternative format. Notification in advance of the meeting will enable the San Mateo County Event Center to make reasonable arrangements to ensure full accessibility to this meeting and the materials related to it. Public records that relate to any item on the open session agenda for a regular board meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time as they are distributed to all members, or a majority of the members of the Board. The Board has chosen the administrative office of the San Mateo County Event Center located at 2495 South Delaware Street, San Mateo, CA 94403, for the purpose of making those records available for inspection.