

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' MEETING – APRIL 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 April 24, 2024, at the San Mateo County Event Center, 2495 South Delaware Street, San Mateo, CA 94403 and via Zoom.

I. CALL TO ORDER

The meeting was called to order by President Wong at 4:02 pm.

II. ROLL CALL

Roll call was taken as follows:

Present: Steven Wong, President  
Rosanne Foust, Vice-President via Zoom  
Leonard Iniguez, Secretary-Treasurer  
Tom Ames  
Amy Buckmaster  
Teresa Faapuaa  
Kari Foppiano  
Raymond Juballa  
Rowena Poti Meafua  
Jim Tucker

Excused: 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  
Darryl Reavis, Director of Facilities

III. ORAL COMMUNICATIONS

A. Board

President Wong reported Director Foust will be participating in the meeting via Zoom pursuant to the just cause provision in AB 2449.

B. Public

There were no oral communications from the public.

C. Remote Public

There were no oral communications from the remote public.

IV. APPROVAL OF MINUTES

A. Board of Directors Meeting – March 27, 2024

Director Tucker made a motion to approve the March 27, 2024, Board of Directors' meeting minutes, motion seconded by Director Foppiano, and unanimously carried.

V. FAIR OVERSIGHT COMMITTEE

A. Committee Report

Director Meafua conveyed her gratitude to Dana and the staff for their hard work and efforts throughout the year and for the San Mateo County Fair. Director Foppiano reported the committee met and discussed Fair planning. She deferred to Justin to provide an update during his staff report.

B. Staff Report

Justin provided a Fair update and reported on the following:

- A new collaboration with ALAS Half Moon Bay to incorporate a farmworkers' photo booth as a new addition to the Fair.
- Pre-Fair admissions sales are currently up 300% over 2023.
- Livestock entries have closed, and we received the most entries since 2018.
- The remainder of the Fair exhibit entries are due on May 2<sup>nd</sup>.
- VIP Celebration invites will be sent out next week.

VI. STAFF REPORTS

A. Parking/Jockey Club

Justin reported on the following:

- We have hired two new admissions staff members in the Jockey Club.
- The Kentucky Derby takes place on May 4 and the Preakness on May 18.
- We have hired a new Parking Assistant Manager who will begin work on May 1.

B. Sales and Events

Sharon reported on the following:

- Her attendance at a San Francisco Peninsula sales meeting/mixer.
- She is working on 2024 and 2025 contracts.
- We are in talks with a potential craft show, and SaaStr is planning to return in 2025.
- Upcoming events include a dance competition, baby sale, volleyball, and the Fair.

C. Culinary

Monique reported on the following:

- Staff is preparing for the upcoming Fair.
- The Fair beer order has been placed with new selections including a non-alcoholic cider.

D. Maintenance

Darryl reported on the following:

- Fencing at the north and south Delaware Street lots begins tomorrow.
- The Saratoga/Delaware marquee has been installed.
- Electrical improvements will occur in Expo Hall to enhance the IT experience.
- Landscape improvements are ongoing.
- The generator recertifications are complete.
- Staff is working on safety improvements and Fair setup.
- The Cypress Hall fire alarm has been installed.

VII. CEO REPORT

A. General Update

CEO Stoehr reported on the following:

- Bollards will be installed on the back side of Cypress Hall to protect the gas lines.
- The Saratoga entrance improvements will include bollards, fencing and a pedestrian sidewalk.
- She is currently working with the City of San Mateo to maintain the driveway.

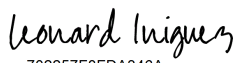
- Warranty roof repairs are taking place on the Jockey Club.
- We are moving towards collections with the Hillsborough Antique Show and the Harvest Festival for funds owed.
- Jim Mercurio is working on capital projects. Bid docs for the Cypress Hall project will be ready soon.
- She has been in conversations with Recology for potential lease options.
- The agreement with Collier is signed and we are exploring lease opportunities.
- A strategic planning meeting was held with the County Executive, who supports our vision. The committee will move forward with feasibility and economic impact studies.
- She is working through generator project issues with CCA.
- Staff is busy preparing for the County Fair.
- She is working with Supervisor Canepa and Governor Newsom on a campaign to connect people together during the Fair.

VIII. PRESIDENT'S REPORT

There was no president's report.

X. ADJOURN

There being no further business, the meeting was adjourned at 4:45 pm.

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Leonard Iniguez, Secretary-Treasurer

Next Meeting – Wednesday, May 22, 2024 – 4:00 PM