

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS MEETING – AUGUST 28, 2024

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

MINUTES

A meeting of the Board of Directors was held on August 28, 2024, at the San Mateo County Event Center, 2495 South Delaware Street, San Mateo, CA 94403.

I. CALL TO ORDER

President Wong called the meeting to order at 4:05 pm.

II. ROLL CALL

Roll call was taken as follows:

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

Excused: Amy Buckmaster  
Kitty Lopez

Absent: Tom Ames

Also Present: Dana Stoehr, Chief Executive Officer  
Justin Aquino, Fair Operations Manager  
Diane Baumann, Controller  
Monique Catley, Culinary Services Manager  
Charlene King, CAO  
Darryl Reavis, Director of Facilities  
Sharon Lee, Event and Sales Supervisor  
Allyson Chan, Supervisor Corzo's Office

III. ORAL COMMUNICATIONS

There were no oral communications

IV. APPROVAL OF MINUTES

A. Board of Directors Meeting – June 5, 2024

Director Iniguez made a motion to approve the June 5, 2024, Board of Directors' meeting minutes, motion seconded by Director Juballa, and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on the 2023 Audit Report

Director Iniguez reported the committee reviewed the 2023 audit report. It was a clean report with no findings or adjustments. He noted the report mentioned that certain matters were reported to management in a separate letter dated June 27, 2024. CEO Stoehr noted that no such letter was received. It was agreed that a correction should be made to the audit report and that acting on the 2023 audit report should be postponed until the September board meeting.

B. Discussion and Action on the May Financial Report

Director Iniguez reported that the committee met and reviewed the May 2024 Financial Report in detail, and the committee recommends accepting the report. Diane provided report highlights. Director Iniguez made a motion to accept the May 2024 financial report as presented, seconded by Director Foppiano, and unanimously carried.

C. Discussion and Action on the June Financial Report

Director Iniguez reported that the committee met and reviewed the June 2024 Financial Report in detail, and the committee recommends accepting the report. Diane provided report highlights. Director Iniguez made a motion to accept the June 2024 financial report as presented, seconded by Director Foust, and unanimously carried.

D. Discussion and Action on the July Financial Report

Director Iniguez reported that the committee met and reviewed the July 2024 Financial Report in detail. Diane provided highlights of the report. Director Iniguez noted that the committee recommends its acceptance. Director Juballa made a motion to accept the July 2024 financial report as presented, seconded by Director Foppiano, and unanimously carried.

## VI. STAFF REPORTS

### A. Fair

Justin provided the Board with a 2024 County Fair report which included the results of a post-Fair survey. He reported on Fair attendee demographics, the top memorable Fair guest experiences, the top exhibits, and entertainment ranked by Fair guests, Fair partnerships, attendee Instagram posts, and post-2024 Fair goals. CEO Stoehr provided and reviewed the 2024 Fair Marketing report and 2025 Fair marketing goals.

### B. Parking

Justin reported the parking department is busy preparing for upcoming events, including SaaStr.

### C. Sales and Events

Sharon reported on the following:

- Recent well-attended events include the Workato tech conference, USA/Asia Culture Food Expo, Disaster Preparedness, Reptile Show, and the Samaritan House Backpack Giveaway.
- Upcoming events include the International Gem & Jewelry Show and SaaStr Annual Conference.
- She is in discussions with potential clients for holiday parties in December.

### D. Culinary

Monique reported on the following:

- Staff is busy preparing for the upcoming SaaStr conference.
- We are moving towards offering aluminum water bottles and will phase out the use of plastic water bottles.
- The café, American Grill, and coffee shop will go cashless in October.
- Staff is working on reducing the liquor inventory.
- The American Grill will be open for SaaStr, offering a different item each day, and a Vegan option will be available.

### E. Maintenance

Darryl reported on the following:

- Staff is preparing for the SaaStr conference.
- We are recruiting two maintenance full-time positions.
- He is working with CFSA regarding the mitigation of trip hazards on the property.
- Staff is working on seasonal asphalt repairs.
- The replacement of windows in the administration office.

## VII. CEO REPORT

### A. Capital Projects Update

CEO Stoehr reported on the following:

- The Saratoga entrance project is complete.
- The UFES project is 95% complete and we are working with the City of San Mateo on the encroachment permit for the Saratoga exit gate.
- Infrastructure upgrades are ongoing. The RFQ for the Redwood Hall Resiliency Renovation design/build has been posted. The RFQ for the RV park will follow.
- Proposals for the Cypress Hall restroom project came in higher than anticipated. The project contract will include incentives for completing the job early and penalties for completing the job late.
- We have contracted with a local contractor to perform minor upgrades on the Fiesta Hall restrooms.
- The RFQ for the generator project is out to bid.

### B. Discussion and Action to Authorize CEO to Allocate up to \$1.5 Million for Cypress Restroom Project

CEO Stoehr requested authorization to allocate up to \$1.5 million for the Cypress Hall restroom project. Director Foust made a motion to authorize the CEO to allocate \$1.5 million for the Cypress Hall restroom project, seconded by Director Tucker, and unanimously carried.

### C. Jockey Club Update

CEO Stoehr reported the Jockey Club has experienced a 5% increase in attendance and handle since the closure of Golden Gate Fields. The CARF board will meet in September, and she will keep the board informed of horse racing updates.

### D. Retirement Plan Administrator Update

CEO Stoehr reported on a recent meeting with President Wong, our retirement plan financial advisor, and staff members to review the proposals received in response to our RFP for a retirement plan administrator. The meeting revealed a wealth of information, and it was agreed to table the RFP process and seek advice from a retirement plan consultant to explore options before taking any action.

VIII. PRESIDENT'S REPORT

A. Nominating Committee Update

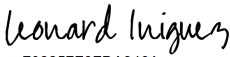
The nominating committee was discussed, and it was agreed that Director Ames, Director Foust, and Director Meafua would serve on the Nominating Committee for the September election of officers.

B. Board Retreat Update

President Wong reported that the Executive Committee had discussed a board retreat and agreed to postpone scheduling a retreat meeting until spring after the Ad Hoc Strategic Planning Committee has a chance to meet.

IX. ADJOURN

There being no further business, the meeting was adjourned at 4:59 pm.

DocuSigned by:  
  
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Leonard Iniguez, Secretary-Treasurer

Next Meeting – Wednesday, September 25, 2024 – 4:00 PM