

FAIR OVERSIGHT COMMITTEE
SAN MATEO COUNTY EVENT CENTER
2495 SOUTH DELAWARE STREET, SAN MATEO
Thursday, September 12, 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:

Kari Foppiano	Dana Stoehr
Leonard Iniguez	Justin Aquino
Kitty Lopez	Charlene King
Rowena Meafua	

I. Oral Communications

There were no oral communications.

II. 2025 Fair Ideas

CEO Stoehr reported the 2024 Fair Review was shared with the Board at their August meeting. She noted a 7% revenue increase for the 2024 Fair. Staff is working on strategies and ideas for the 2025 Fair, including an outreach effort to our Asian communities. We are exploring ideas for cross-promotions with our Asian and Pacific Island communities.

Justin reported on the following:

- Fair dates are set for the next five years as follows:
 - May 31-June 8, 2025
 - May 30 – June 7, 2026
 - June 5 – June 13, 2027
 - June 3 – June 11, 2028
 - June 2 – June 10, 2029
- Monday/Tuesday closures will likely stay in effect.
- Our entertainment contract with The Source Management Group will be renewed and they will also oversee the management of the Fine Arts and Culinary stage. We have a tentative hold on Queen Nation.
- Contracts will be renewed with Balloonacy; BC Characters, and the racing pigs. We are seeking a new stiltwalker.
- A meeting is scheduled to discuss a 4H cake booth for 2025.
- A meeting will be held with 4H leaders to collaborate and build camaraderie for 2025.
- We are in discussion with 4H clubs about scheduling visits.
- The commercial and concessions vendor handbook is being updated. In 2025, on-site evaluations with vendors will ensure compliance with the handbook.

CEO Stoehr reported Butler Amusements has asked us to add a Friday to the dates, and we will explore and analyze the request. She also noted that we host community focus groups, release surveys, visit other Fairs, and attend the IAFE convention to collaborate and find new ideas to improve our Fair. We are exploring the possibility of creating a Bay 101 music festival and are examining the Oregon Museum of Science traveling exhibits.

Director Foppiano suggested connecting with Hangar One Vodka to inquire about producing a special San Mateo County Fair vodka. They currently make honey vodka from bees in Redwood City.

There was discussion regarding CalExpo's successful cannabis event during the State Fair, and we are exploring this.

Director Meafua stated she is against the Fair combining Pacific Islands Day with the Asian community as they are two different communities. She noted that the Pacific Island community is just beginning to get recognition after being in the shadow of the Asian community.

CEO Stoehr reported the 2025 budget is complete and the Finance Committee will review it in October before it goes before Board at the October board meeting.

Next Meeting: Thursday, October 10 – 4:00 pm

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