

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS MEETING – JANUARY 22, 2025

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 January 22, 2025, at the San Mateo County Event Center, 2495 South Delaware Street, San Mateo, CA 94403.

I. CALL TO ORDER

President Foust called the meeting to order at 4:00 pm.

II. ROLL CALL

Roll call was taken as follows:

Present: Rosanne Foust, President
Kitty Lopez, Vice-President
Raymond Juballa, Secretary-Treasurer
Tom Ames
Amy Buckmaster
Leonard Iniguez
Steven Wong
James Tucker

Excused: Rowena Poti Meafua

Absent: Theresa Faapuaa

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
Allyson Chan, Supervisor Corzo's Office

III. ORAL COMMUNICATIONS

A. Board

There were no oral communications from the Board.

B. Public

There were no public oral communications.

IV. APPROVAL OF MINUTES

A. Board of Directors Meeting – December 17, 2024

Director Iniguez motioned to approve the December 17, 2024, Board of Directors meeting minutes, seconded by Director Tucker and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on the November 2024 Financial Report

Director Juballa reported that the committee met and reviewed the November 2024 Financial Report, and the committee recommends accepting the report. Diane answered questions from the Board regarding the report. Following the discussion, Director Juballa motioned to accept the November 2024 financial report as presented, seconded by Director Wong, and unanimously carried.

B. Retirement Plan Annual Review Report

Diane reported that our retirement plan representatives attended the Finance Committee meeting, where they provided the annual plan review and discussed the transition from OneAmerica to Voya, which is expected to occur over the next 6 to 18 months.

VI. FAIR OVERSIGHT COMMITTEE

A. Committee Report

Director Wong reported that the committee had met and discussed the CDFA's ban on poultry exhibits and its impact on the Fair, as well as minor changes to local rules regarding the handling of sick animals.

B. Staff Report

Justin reported the Fair exhibitor guidebooks will be released next month, staff visits with 4H and FFA groups will begin in February, and beef tagging will take place this weekend.

VII. STAFF REPORTS

A. Parking

Justin reported that the restriping of the east parking lot has been completed, leaving it looking refreshed. He also noted that the new lighting in the south parking lot looks fantastic.

B. Sales and Events

Sharon reported that we are busy with volleyball events this first quarter. Upcoming events include the Time Travelers Vintage Expo, the SFO Resource Job Fair, and a private corporate event. She is currently working on contracts for the second half of the year, with a signed agreement from Sutter Health and a pending contract with Mecum Auctions. Additionally, the staff is busy preparing for the SaaStr and Open Sauce events.

C. Culinary

Monique shared a culinary update, noting that the staff is preparing for a busy volleyball weekend with 200 teams expected. The transition to the new Toast POS system is progressing smoothly, and she is also preparing for the upcoming SaaStr event.

D. Marketing

Milla reported that she is currently working on Fair-related projects, including ad buys, banner placements, commercial production, digital and radio advertising, email newsletters, and the Fair poster. Meanwhile, the staff is actively planning for the Bayside 101 Music Festival, with the headliner bands already booked.

VIII. CEO REPORT

A. California Horse Racing Update

CEO Stoehr reported on the ongoing challenges facing Northern California horse racing. She shared that CDFA Deputy Director Michael Flores had invited her to serve as Chair of the California Authority of Racing Fairs (CARF) Board of Directors. This role will require a limited monthly time commitment to support the restructuring of CARF. To effectively manage her workload, she announced that she will temporarily step down from her position as Chair of CERRVF.

B. Capital Projects Update

CEO Stoehr provided an update on capital projects as follows:

- The Cypress Hall restroom project is expected to be completed ahead of schedule.
- The Redwood Hall resiliency project is on track, and she will provide an update to Samaritan House tomorrow evening.
- Fiesta Hall painting is complete, and the Fiesta Hall restroom and lobby renovation are underway.
- The south parking lot lighting project is completed.

C. General Update

CEO Stoehr reported that the County plans to conduct a feasibility study, and a meeting will be scheduled soon with the Ad Hoc Strategic Planning Committee.

IX. PRESIDENT'S REPORT

President Foust reported on the following:

- The Executive Committee has agreed to temporarily pause our collaboration with Colliers in actively marketing the leasing of the Jockey Club space.
- The 360° CEO evaluation process is moving forward, with staff and board interviews already scheduled. A closed-session discussion on this matter will be included in the February board meeting agenda.
- Meetings for the strategic planning and policy review ad hoc committees will be scheduled.
- The SMCEC recently hosted the San Mateo County and Stakeholder Federal and State Priorities meeting in Fiesta Hall. President Foust commended the staff for their outstanding efforts in ensuring the success of the meeting, despite the unexpected power outage that occurred during the event.

XII. ADJOURN

There being no further business, the meeting was adjourned at 4:41 pm.

DocuSigned by:

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Raymond Juballa, Secretary-Treasurer

Next Meeting – Wednesday, February 26, 2025 – 4:00 PM