

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS MEETING – FEBRUARY 26, 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 February 26, 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
Theresa Faapuaa
Leonard Iniguez
Rowena Poti Meafua
Steven Wong
James Tucker

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
David Rupp, Director of Facilities
Brian Kulich, Chief Deputy County Attorney
Allyson Chan, Supervisor Corzo's Office
Sonja Scott, RPMG
Donna Vaillancourt, RPMG

III. ORAL COMMUNICATIONS

A. Board

President Foust welcomed Donna Vaillancourt and Sonja Scott, representatives from RPMG, to the meeting. Director Meafua addressed the board, explaining that her absence from previous meetings was due to a medical condition. She expressed her appreciation for the board's understanding and support during this time.

B. Public

There were no public oral communications.

IV. APPROVAL OF MINUTES

A. Board of Directors Meeting – January 22, 2025

Director Meafua motioned to approve the January 22, 2025, Board of Directors meeting minutes, seconded by Director Juballa, and unanimously carried.

V. FINANCE COMMITTEE

A. Discussion and Action on the December 2024 Financial Report

Director Juballa reported that the committee met and reviewed the December 2024 Financial Report. Diane provided a summary of the year-end report and noted we finished 2024 strong with an operating profit of \$2,073,265 and balance sheet profit of \$3,416,480. Following the discussion, Director Meafua motioned to accept the December 2024 financial report as presented, seconded by Director Buckmaster, and unanimously carried.

B. Discussion and Action on the January 2025 Financial Report

Diane provided the board with an overview of the January 2025 financial report. She reported that the month ended with an operating profit of \$317,831 and a balance sheet profit of \$428,280. She also noted that reserves will be spent down in 2025 for facility improvements. Following the review, Director Meafua motioned to accept the January 2025 financial report as presented, seconded by Director Iniguez, and unanimously carried.

VI. STAFF REPORTS

A. Fair

Justin reported that 4H visits have taken place, and preparations are underway for mandatory meetings. He also stated that the first group of artists has been confirmed for the Bayside 101 Music Festival. Additionally, he noted that the contest book is now available online, featuring the return of the poetry, short stories, and memoirs divisions in the Fine Arts Department. CEO Stoehr reported on the lineup of special days, including Asian Pacific, Pacific Islands, and Día de la Feria.

B. Parking

Justin provided an update on the Roblox parking lot lease, and we anticipate that parking on-site will commence soon.

C. Sales and Events

Sharon reported our event calendar is currently filled with volleyball and gymnastics events. She is working on upcoming events including SaaStr, which takes place in May. She noted that the Mecum auction will not be held here in 2025.

D. Culinary

Monique reported staff is busy with current and upcoming events. She is preparing for SaaStr and the Fair. Additionally, she mentioned that the new food offerings in the Jockey Club have been well received.

E. Marketing

Milla reported that she is working with potential hotel partners and influencers and marketing for the Bayside 101 music festival. To date, \$70,000 has been secured in sponsorships, and the sponsorship packet will be shared with the Board. Additionally, the San Mateo Daily Journal is preparing a news article on the music festival.

F. Maintenance

David reported that the staff is busy preparing the grounds for events, preparing the stage for painting, and organizing the warehouse.

VII. CEO REPORT

A. California Horse Racing Update

President Foust directed the board's attention to the written overview of the horse racing report included in the meeting packet. She then asked if anyone had any questions or comments. A discussion followed regarding the negative impact of the closure of the Alameda County Fair's racing operations on horse owners, trainers, and staff. CEO Stoehr reported that CARF had issued press releases in both English and Spanish, explaining their difficult decision to cease supporting live horse racing in Northern California. These press releases were shared with the affected parties at the Alameda County Fair. CEO Stoehr also provided an update on CARF's efforts to downsize, transitioning to a smaller organization that would represent the existing satellite wagering sites at fairs across California under CFSA.

B. Capital Projects Update

CEO Stoehr provided an update on capital projects as follows:

- The Cypress Hall restroom project is nearing completion and will be ready for use during SaaStr and the Fair.
- The Redwood Hall resiliency project remains on track, with regular meetings held with Devcon and Samaritan House.
- The RV park is currently in the design phase. Collaboration with the City of San Mateo on an easement is ongoing, while marketing efforts and an operations plan are also in development. The project is expected to be completed by year-end.
- Generators have been ordered and are scheduled to arrive after the Fair.
- The Fiesta Hall restroom and lobby renovation is underway.

C. General Update

CEO Stoehr reported that staff is busy with current events and preparing for the Fair. She remains occupied with her CARF, CERRVF, and PAL obligations.

VIII. PRESIDENT'S REPORT

President Foust reported on the following:

- The Ad Hoc Strategic Planning committee recently met to review and discuss the proposed RFP for an SMCEC Expansion and Improvement Project feasibility study. She and CEO Stoehr also attended a productive meeting with San Mateo County representatives to discuss the RFP. The Ad Hoc committee will reconvene once the RFP is released.
- The SMCEC was set to hold the SFO Resource Fair, featuring 100 vendors and 800 registered guests. However, a PG&E power outage on the morning of the event forced its cancellation. A claim for losses will be filed with PG&E. She thanked the staff for their efforts in handling the situation. The event has been rescheduled for April and will be hosted by the SMCEC.

- The Ad Hoc Policy Review committee will continue to review proposed Board policies.


X. CLOSED SESSION

- A. Pursuant to Government Code Section 54957(b):
Employee Evaluation
Title: CEO

At 4:39 PM the meeting entered closed session. At 6:35 PM the meeting was reopened with no action taken.

XI. ADJOURN

There being no further business, the meeting was adjourned at 6:35 PM.

DocuSigned by:

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Raymond Juballa, Secretary-Treasurer

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