



To: Board of Directors

From: SMCEC and Fair Staff

Date: Nov 7, 2025

Subject: Staff Update

Dear Members of the Board,

Please find below my report highlighting SMCEC and Fair staff activities.

Fair Department

- Attended the 4-H Club meetings in Pacifica and Burlingame-San Mateo. He is scheduled to attend the Redwood City-Canada 4-H Club meeting in December and the Half Moon Bay High School Future Farmers of America meeting in late November.
- Finalizing the Livestock Contest Book. He is also working with each exhibits department supervisor on their 2026 Contest books.
- The California Department of Food and Agriculture has not reversed its ban on poultry exhibition shows, despite one case of Bird Flu Being Reported since July in the state. CDFA gives fairs the option to file for an exemption to host poultry. Justin is working on this exemption.
- Working with the Alameda County Fair and the California State Fair on routing attractions at each other's fairs.
- Beginning to renew contracts with commercial and concession vendors.

Parking Department

- Ordered and received 100 new barricades. The department will begin to stencil each one.
- Beginning to renew contracts with our current monthly parking partners for 2026.

Marketing

- SMCEC Website Updates
- RV Park Website creation, and RV Park Advertising,
- SMCF Website Updates
- 2026 SMCF Marketing Planning – Integrating AMECA the Robot
- Feasibility Study Invites and Reminders
- Employee Newsletter for Q1
- SMCEC LinkedIn is active with new posts
- Learning as much about AI in Marketing as possible
- 2026 SMCF Sponsorships
- Press Releases – Inclement Weather, Fortitude, Second Harvest, Property Updates
- Property Signage Updates and Upgrades – Throughout the Entire Property
- Hotel Partnerships for 2026

Event Sales and Services

- Hired new Senior Sales Coordinator, Jon Bailey. He's getting acclimated and training is going well.
- Preparing for Inclement Weather Program 2025 to 2026. Start of season is November 15th. Hiring for As Needed IWS Coordinators.
- Working on 2026 agreements for events.
- Upcoming events:
 - o Varsity GSSA Cheer Competition – November 22nd in Expo Hall
 - o Gem & Jewelry Show – November 28-30th in Expo Hall
 - o Samaritan House Holiday Distribution begins setting up December 1st and distributes on December 19-20
 - o Private Holiday Party – December 5th

Culinary:

- Preparing for upcoming concessions events for November – Varsity and Gem Show.
- Hired new Part-Time Jockey Club Cashier
- Hired new full-time Catering and Concessions Lead
- Preparing for a large holiday party in December and providing concession services for events through the end of the year
- Refining Menus
- Adding Vending Options
- Hired a new full-time concession lead staff member

Maintenance

Completed Projects:

- Cypress Laundry Room
- Fiesta Hall Roof Cleaning
- Repair of Fiesta Hall Water Valve Leak
- South Parking Lot Automatic Gate Installed

Projects nearing completion:

- Cypress Acoustical Panels
- Three new Generators are due to come online in November.
- New Carpeting and Paint in Fiesta Cafe

Maintenance staff have been facilitating multiple events, making repairs throughout the facilities and painting projects in Fiesta and Expo Halls.

Jockey Club

- The Jockey Club continues to do well and recently hosted the Breeders' Cup with over 400 attendees for the day.