



To: Board of Directors

From: Dana Stoehr, Chief Executive Officer

Date: January 21, 2026

Subject: CEO Update

Dear Members of the Board,

Please find below my report summarizing current initiatives, operational activities, and strategic planning efforts led by the CEO's Office.

Strategic Planning - Feasibility Study RFQ Oversight

- The Feasibility RFQ process has been started with planned in-person stakeholder meetings confirmed for in-person stakeholder meetings on November 6th. A detailed invitation list was curated, and invitations were sent. Additionally, extensive data about the facility has been collected by Johnson Consulting. Surveys will be sent to various stakeholder groups to expand input to the consulting team.
- Board & Staff Development – Continue to work with the Board President to plan the January 28th Board Retreat; we have secured a facilitator.

The staff held a holiday party on December 16th, and a fun time was had by all who attended.

- We continue to work with Ovarions, an analytical software company, that will help review the Fair, ESS, Culinary, Marketing, and Maintenance Departments to track costs more efficiently, provide detailed analysis reporting, and P/L reporting. In addition, JCM Events has been retained to help guide the Association in best practices. JCM Events brings experience in all aspects of venue management including: Casinos, Fairs, and stadiums.

Capital Projects

- Cypress Restroom Project – Completed
- Fiesta Hall Lobbies and Bathrooms – Completed
- RV Project – Construction is on schedule; weekly construction meetings are being held to support the project. Completion remains anticipated by March of 2026. I am collaborating with staff on an operational and marketing plan that will be presented at the November Board meeting.
- Redwood Resiliency Project –

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- Construction has begun, and weekly construction updates are being conducted. The project is currently on schedule
- Grant Administration: Weekly tracking for quarterly reporting continues.
- Oversight: Active participation in weekly construction meetings.
- Construction has started, and completion is anticipated in June or July 2026. Redwood Hall is expected to be complete by May 2026.
- Operating Agreement: Meetings with Samaritan House continue as a potential tenant of the Kitchen, as well as meetings with the County Human Services Agency, which is also interested in leasing the kitchen for programming.
- Cal OES Generator Project – Generators are in place, and we are working on project closeout.
 - BAAQMD permits have been issued to SMCEC.
 - Grant Administration: Ongoing weekly tracking for quarterly report compliance.
- Fiesta Hall Life Safety and Fire System Upgrade
 - Fiesta hall is being scheduled with the selected contractor for a full life and fire system upgrade. Contractor is awaiting approval of the plan from San Mateo Fire Department. Work is expected to be completed by March 2026.

Operational and Other Activities

- Management policies have been updated and added to the ongoing list for the Policy Ad-Hoc Committee. Please note the attached policy memo.
- Oversaw daily operations, including financial statement input and authorization of all monthly accounts payable.
- Have worked with all departments on the annual 2026 budget over the last month
- Executed all ESS, Marketing, Fair, and Maintenance contracts issued during the month.
- Continue bi-weekly Management meetings and various one-on-one meetings with each department manager.
- I attended the IAFE (International Fairs and Expositions) Convention and presented a session on Business Relations with food concessionaires.
- Continued to work with Diane, Charlene, and HansenBridgett Attorneys on the VSP (Voluntary Service Plan) correction for the Association Retirement Plan and the 2008 correction amendment identified in 2023. Due to the potential for unfunded pension liability. I am recommending that the Association retain a \$3.0 million reserve. This would require a delay in some of the planned capital projects and conservative expense budgeting for 2026. None of the major capital projects underway would be affected. A more detailed plan will be presented at the September Finance committee meeting.