

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS MEETING –NOVEMBER 12, 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 November 12, 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 4:05 pm.

II. ROLL CALL

Roll call was taken as follows:

Present: Rosanne Foust, President
Raymond Juballa, Secretary-Treasurer
Tom Ames
Noemi Avram
Amy Buckmaster
Theresa Faapuaa
Leonard Iniguez
Kitty Lopez
Rowena Poti Meafua
Steven Wong
James Tucker

Also Present: Dana Stoehr, Chief Executive Officer
Charlene King, CAO
Diane Baumann, Controller
Brian Kulich, Chief Deputy County Attorney

III. ORAL COMMUNICATIONS

A. Board

There were no oral communications from the Board.

B. Public

There were no oral communications from the public.

IV. APPROVAL OF MINUTES

A. Board of Directors Meeting – October 22, 2025

Director Avram motioned to approve the October 22, 2025, Board of Directors meeting minutes, seconded by Director Tucker, and the motion was unanimously carried with Director Iniguez abstaining.

V. FINANCE COMMITTEE

A. Discussion and Action on October 2025 Financial Report

President Foust deferred to Diane Baumann to provide an overview of the October financial report. Diane highlighted key points from the report, including a summary of the balance sheet, liabilities, and departmental financial statements. She reported the October financial report reflects a relatively quiet month with a short close, meaning some October expenses may be recognized in November. It was noted there is a negative expense in competitive exhibits due to the annual reconciliation of the junior livestock auction reserve; some auction expenses were shifted to the reserve account. Also, the negative amount listed under "rental rebates and sponsorships" refers to rental discounts provided to community organizations, not actual sponsorships, and represents in-kind donations, not cash sponsorships. These reductions are part of the ongoing community support efforts. Director Buckmaster moved to accept the October 2025 financial report; Director Avram seconded the motion, and it was unanimously approved with Director Iniguez abstaining.

VI. CEO REPORT

A. CEO Written Report

President Foust noted that the Board received a written report from CEO Stoehr, which included updates on strategic planning, capital projects, and other operational activities. She noted that the Executive Committee requested Dana to provide a detailed breakdown of the tipping policy for clarity and documentation which was included as part of her written report.

B. Staff Reports

President Foust noted that the Board received a written report from CEO Stoehr highlighting each department's activities. CEO Stoehr reported staff is busy working on year end tasks. She noted new staffing updates includes a full-time Senior Sales Coordinator and a full-time Concessions and Catering Lead as well as a part-time Concessions Cashier for the Jockey Club. The recruitment for the Director of Facilities is ongoing. It was reported that the Fair

Concessions and Commercial Exhibitor handbooks will be presented to the Fair Oversight Committee at their January meeting and will be presented to the Board for action at the January Board meeting.

C. CEO General Update

Oath of Office Board Reappointment

Chief Deputy County Attorney Brian Kulich administered the oath of office to Director Iniguez, who was reappointed to the board for a term beginning October 1, 2025, and ending September 30, 2028.

D. Feasibility Study Update

CEO Stoehr reported that the feasibility study team conducted a series of community meetings with over 100 participants, including business and community stakeholders. A written report of the findings will be shared with the board and those unable to attend the in-person meetings will have the opportunity to participate in a Zoom meeting at a later date. Surveys targeting a broader audience will be distributed after the holidays. The Board is encouraged to share any suggestions for key stakeholders to include in the process.

VII. PRESIDENT'S REPORT

A. Retreat Update

President Foust reminded the Board that the Strategic Planning Retreat is scheduled for January 28, 2026. The day's schedule will include the Finance Committee meeting at 2:00 p.m., the Board meeting at 2:30 p.m., and the retreat session from 3:00 to 6:00 p.m. Becky Bailey Findley will serve as the facilitator for the retreat.

B. Discussion and Action on 2026 Board Meeting Dates

The 2026 Board meeting dates were presented to the Board. Director Iniguez made a motion to approve the 2026 Board meeting dates as presented, seconded by Director Buckmaster, and unanimously approved.

C. Ad Hoc Committee – Board and Management Policies

President Foust noted that the Board received a list of both approved and pending Board and management policies in their packet that will be reviewed by the Ad Hoc Policy Review committee in January. She then asked Brian to remind the Board of their purview. Brian stated the Board has one employee, the CEO, and Dana has oversight over the rest of the staff. He further noted the Board has limited involvement in the day-to-day operations but oversees the financial interests of the Association such as reviewing the monthly financials

and approving the budget. He noted the Board is also required to complete a Statement of Economic Interests on an annual basis which is required by the Political Reform Act. This filing requires the Board to disclose any financial interests that could constitute a conflict of interest.

VIII. CLOSED SESSION

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

At 4:35 PM the meeting entered a closed session. At 5:20 PM the meeting was reopened with no action taken.

IX. ADJOURN

There being no further business, the meeting was adjourned at 5:21 PM.

Raymond Juballa, Secretary-Treasurer

Next Meeting – Wednesday, January 28, 2026 – 2:30 PM