



To: Board of Directors

From: SMCEC Staff

Date: February 15, 2026

Subject: Staff Update

Dear Members of the Board,

The following information is provided for SMCEC general staff updates.

Fair Department

Commercial, Concession, and Entertainment Contracts are being sent and are ongoing.

David Tochinni, Special Events Assistant, has been promoted to Sales and Exhibits Coordinator. He is fulfilling Lisa's role across all exhibit departments, except Livestock.

Currently hiring for a Sponsorship Assistant and Exhibit Department Assistants.

Exhibit Books are available online for all exhibit departments. Online entry will be available on March 2nd.

Fair ticket sales go out on Monday, March 2.

Main Stage Entertainment confirmed lineup to include Hinder, Gym Class Heroes, K POP Club Night, Queen Nation, Con Funk Shun, and Jay Sean.

Parking Department:

Currently hiring for two Office Coordinators in the RV Park and Parking flaggers.

Successfully executed parking operations for two events through the West Parking Lot off 2495 S. Delaware and the Parking Lot off 2701 S. Delaware Street, while Super Bowl buses only had access through 1346 Saratoga Drive and the East Parking Lot.

Preparing to launch our reservation management software, Firefly Reservations for the RV Park.

Marketing – Staff and Cal EXPO Marketing Team

- SMCEC Website Updates are being regularly updated
- RV Park Website creation, and RV Park Advertising is being created
- SMCF Website regular Updates
- 2026 SMCF Marketing Planning – Integrating AMECA the Robot
- Staff assisting with Feasibility Study Invites and Reminders
- Employee Newsletter for Q1 - complete

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- SMCEC LinkedIn is active with new posts -
- 2026 SMCF Sponsorship support
- Press Releases – Inclement Weather, Fortitude, Second Harvest, Property Updates
- Property Signage Updates and Upgrades – Throughout the Entire Property
- Hotel Partnerships for 2026 - completed

Event Sales and Services

Sales and Marketing ongoing activities:

- Making website updates for events calendar
- Working on February newsletter and social media posts
- Working on marketing collateral and social media for Fair
- Working on marketing collateral for RV Park
- Working on sales contracts for 2026 events
- Please note the updated Events Calendar

Culinary:

- Organizing supplies in the storage room and kitchen, the storage room had been painted and new industrial shelving installed for better inventory control
- Concessions for NCVA are going well
- New banners for concessions in Expo Hall have been installed for better visibility
- New part-time cashier for Jockey Club concessions is going well
- New floor in the storage container is working great (has 8 pallets of water inside now)
- Preparing upcoming concessions events for February and March.
- Working with the CEO and JCM Events on Volunteer staffing opportunities

Maintenance -See attached Supplemental Completed Projects:

- Cypress Laundry Room
- Fiesta Hall Roof Cleaning
- Repair of Fiesta Hall Water Valve Leak
- South Parking Lot Automatic Gate Installed
- Two new 360-degree Verkada Camera Trailers have been delivered and are in use in the East Parking lot. The system comes with license plate reading capabilities. Verkada is a local San Mateo Security company also used by SMPD.

Projects nearing completion:

- Cypress Acoustical Panels
- Three new Generators are online
- 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. Please note the financials in the BOD Packet.