

FAIR OVERSIGHT COMMITTEE
SAN MATEO COUNTY EVENT CENTER 2495 SOUTH
DELAWARE STREET, SAN MATEO
Tuesday, April 14, 2026 – 5:00 pm

Our mission is to provide a resilient space that enhances daily life through social connectedness, economic opportunity, and community well-being.

Present:

Steven Wong, Chair	Dana Stoehr
Noemi Avram	Justin Aquino
Leonard Iniguez	Charlene King
	Alex Alcantar

I. Oral Communications

There were no oral communications.

II. 2026 Fair Marketing Presentation

Justin welcomed Alex Alcantar from Cal Expo via Zoom to present the marketing plan for the 2026 Fair. Alex introduced his team and delivered a PowerPoint presentation outlining a comprehensive marketing program, with highlights summarized below:

- The Fair theme is “In Bloom” honoring the San Mateo County Fair’s origins at the 1926 Little Flower Show.
- The Fair’s color palette features bright pastels with floral elements.
- Graphics will maintain consistent branding across print, billboards, digital displays, transit wraps, and social media platforms.
- Special themed days have been rebranded to expand community outreach. These include Family Pride Day, Day of the Lion, Winds of the Pacific, and Día de la Feria.
- Advertising buys have been secured at a cost savings compared to 2025, despite competition from the World Cup and political elections.

Following the presentation, CEO Stoehr and committee members expressed positive feedback and thanked Alex and his team for their efforts.

III. 2026 Fair Update

Justin provided a 2026 Fair update, including the following:

- The Fair will open at 4:00 pm on Friday, June 5th, with the drone show occurring each evening on June 5, 6, and 7. The best location to watch this show is the central mall area.
- The Bayside Music Festival returns for the opening weekend of the Fair with music designed to attract the younger demographic.
- Family Pride Day takes place on June 6 with the inclusion of a parade throughout the grounds beginning at approximately 1:00 pm.
- The Day of the Lion celebration is on June 7, celebrating the Asian community.
- The Fair is closed to the public on June 8-9; however, a private corporate event will occur on June 9, which is expected to generate significant revenue.
- School tours will take place on June 10-12.

- Discount days include special pricing on June 10; Senior Day on June 11, and Kids' Day on June 12.
- The Fair party will occur on June 10 from 5:30 to 7:30 pm and will celebrate the grand opening of the Redwood Resiliency Hall and Community Kitchen.
- The livestock auction is scheduled for Saturday, June 13.
- Winds of the Pacific will occur on Saturday, June 13.
- Dia de la Feria is celebrated on the final day of the Fair, June 14.
- New attractions include Harvesting Dreams (farmworker stories), a maze exhibit, and the Cave Sim attraction. Ameca, the interactive robot, will appear from 11 am to 6 pm on June 6th.

Next Meeting: Tuesday, August 11, 2026 – 5:00 PM

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