

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS' MEETING & RETREAT
WEDNESDAY, FEBRUARY 26, 2014 – 4:00 P.M.**

*This will be a virtual meeting
Contact the SMCEC at 650-931-3306 or info@smcec.co for meeting access.*

Our mission is to build a vibrant campus providing a diverse experience to educate and inspire our community while showcasing our rich agricultural heritage through the San Mateo County Fair. The Board will use creative, innovative and fiscally responsible stewardship to expand and enhance the physical assets of the Event Center, providing a solid foundation for implementing new concepts and experiences for the community.

BOARD MEETING AGENDA

- I. Call to Order
- II. Roll Call
- III. Oral Communications
 - A. Oral Communications from the Board
 - B. Oral Communications from the Public
- VII. Approval of Minutes of the February 24, 2021 Board Meeting
- VI. Public Relations Presentation – Mercury
- V. Finance Committee
 - A. Discussion and Action on February 2021 Financials
 - B. Discussion and Action on Budget Reserves
- VI. Staff Reports
 - A. Sales, Marketing and Events
 - B. Jockey Club
 - C. Facilities
 - D. Fair and Parking

VII. Fair Oversight Committee

A. Committee Report

VIII. Facilities Committee

A. Committee Report

IX. CEO Report

A. General Update

X. President's Report

BOARD RETREAT

I. 2021 Board Goals and Priorities

A. Board Goals for 2021

Identify Goals for In-Person Board Retreat later in year
Update Association Mission Statement
Diversity and Inclusion Statement

Branding discussion Phase I– Who are we? Expo Center, Event Center, Fairgrounds or all three?

Bond Measure Discussion – next steps

II. Brown Act Presentation

Next Meeting – Wednesday, April 28, 2021 – 4:00 P.M.

The San Mateo County Event Center's facilities and Board and Committee meetings are accessible to individuals with disabilities. Contact Charlene King at 650-574-3247, at least three business days prior to the meeting, if (1) you need special assistance or a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting; or (2) you have a disability and wish to receive the agenda, meeting notice, agenda packet or other writings that may be distributed at the meeting in an alternative format. Notification in advance of the meeting will enable the San Mateo County Event Center to make reasonable arrangements to ensure full accessibility to this meeting and the materials related to it.