

SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION
BOARD OF DIRECTORS' RETREAT MEETING – MARCH 25, 2023

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

MINUTES

A retreat meeting of the Board of Directors was held March 25, 2023, at the San Mateo County Event Center, 2495 South Delaware Street, San Mateo, CA 94403.

I. CALL TO ORDER

The meeting was called to order by President Wong at 8:47 am.

II. ROLL CALL

Roll call was taken as follows:

Present: Steven Wong, President
Leonard Iniguez, Secretary-Treasurer
Tom Ames
Amy Buckmaster
Theresa Faapuaa
Kari Foppiano
Raymond Juballa
Kitty Lopez
Rowena Poti Meafua
Jim Tucker

Excused: Rosanne Foust

Also Present: Dana Stoehr, Chief Executive Officer
Justin Aquino, Fair Operations Manager
Charlene King, CAO
Monique Catley
Erminia Martinez

III. ORAL COMMUNICATIONS

A. Board

There were no board oral communications.

B. Public

There were no public oral communications.

IV. OPENING

The Board of Directors along with key leadership staff have engaged in a strategic planning process for the San Mateo County Event Center over the past year. The focus for this planning workshop was to discuss and find consensus on foundational elements of their strategic plan - the organization's values, purpose, and mission statements.

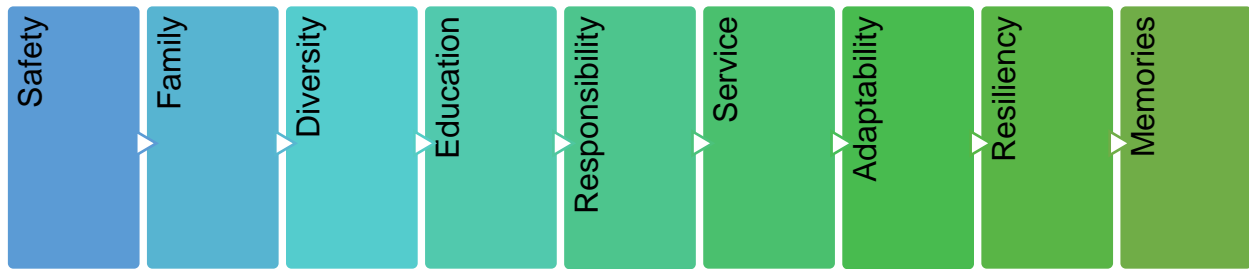
To begin the creative and strategic planning process, the group discussed how the organization continues to evolve and grow in its capacity to connect with the vitality and well-being of the community it serves. The board and staff present represented a broad section of leaders who have been a part of the organization for many years as well as those who are new to the board. Their points of connection to the SMCEC, represent many diverse communities and other organizations, traditions and new relationships, business, civic and nonprofit environments, and all ages.

When asked what they are most proud of regarding the SMCEC's progress over the last year they responded as follows:

- When the community, families, other organizations are in critical need, the SMCEC finds a way to say "YES! We can help!" At times the help comes in the form of warehousing needed supplies, or procuring and delivering supplies to organizations in need, or making public interaction at the SMCEC safe, calm, positive and inclusive.
- The SMCEC is known for its open doors, embracing new ideas, activities, ways to connect, and for celebrating and honoring the many different cultures and communities in San Mateo County.
- The SMCEC team (board and staff) are the right people at the right time. Known for their flexible, inclusive, expansive response to community need as well as celebration, the SMCEC team is a trusted leader in the county. Because of their competence and trusted teamwork, they are willing to take risks and serve as resiliency leaders in the region.
- THE SMCEC board and staff invest their resources, talent, energy, heart and soul into the facilities and programs offered. The team takes pride in their contribution to community well-being and role as stewards of the event center and its resources. They actively work towards ensuring that the event center is safe, aesthetically pleasing, accessible, adaptable, and resourceful. Programs and activities they provide are also innovative, flexible, honoring of heritage and continue to reflect the interests and passions of the community. They invest in community well-being and pride.

V. VALUES OF SMCEC

The group reviewed a listing of values captured in the August 2022 strategic planning workshop. From that list, the following values were reviewed, assessed, and then agreed upon by the group as being most reflective of the values most important to SMCEC.



VI. RESILIENCY

Resiliency is a term often used in current public planning, reflecting a collective desire for public service agencies to contribute to the overall resiliency of a community. What does this mean for SMCEC?

Resiliency is:

- The community's ability to withstand, prevent and/or quickly recover from adversity.
- Community resilience focused on enhancing the community's day-to-day health and well-being to reduce the negative impacts of major disruptions.
- It is disaster and emergency support *PLUS* the well-being of the community as a place to gather and build physical, behavioral and social health.

The group refined the definition to fit SMCEC

- A resiliency approach that enhances daily life through social connectedness, economic opportunity, improving health, wellness, and communities.

VII. WHAT IS YOUR NORTH STAR

Another current trend in defining an organization's purpose is the discussion of identifying the organization's North Star.

"The north pole of the sky and whatever stars were close to that point told the ancients that there was foundation and structure in their lives. It was an anchor that held the world in place, the stable, motionless hub of the night's orderly parade of stars."

Dr. EC Krupp, Director of the Griffith Observatory in Los Angeles

- * A North Star is what inspires and influences us.
- * It is the fundamental anchor that your organization operates on.
- * It is the reason you are in business.
- * It is your shared purpose reflected and embraced by everyone in the organization.
- * It is your true sense of direction.
- * Your North Star is always there, provides direction, inspires, is clear and visible and may possibly be attained.
- * Defining it is like envisioning what your world looks like when you have "arrived."

The group then reviewed the “Purpose” concepts articulated in the August 2022 strategic planning workshop. These concepts included:

- Social connectedness.
- Family & Intergenerational interaction.
- Uplifting the best in each other.
- A place to embody the greater good.
- Giving agency to our collective causes.
- A resource center.
- A place that fosters resiliency.
- A safe and inclusive place for life-long learning.
- Showcasing, opportunity, excellence, and extraordinary experiences.
- Infusing a sense of community
- Inspiring creativity, innovation, imagination.

VIII. PURPOSE STATEMENT FOR SMCEC

The group then articulated their North Star or the Purpose for SMCEC

SMCEC Purpose Statement

We exist as an anchor and safe place for social connectedness, wellness, resiliency, imaginative experiences, and economic well-being for our communities.

IX. OUR MISSION

The group discussed the difference between a Purpose Statement and Mission Statement. The Mission Statement depicts “what we do” as an organization and “who we serve” in fulfilling our Purpose.

The group brainstormed concepts.

What We Do

Gather.
Educate.
Respond to crisis.
Have fun.
Entertain.
Recreate.
Promote.
Connect.
Uplift agriculture.

Celebrate.

Create economic opportunity.
Model good business practices.
Innovate.
Inspire.
Create generational memories.
Nurture a place of “home.”
Create a sense of community.
Uplift our heritage.

Who We Serve

Everyone!
Children/Youth/Students

Businesses
Multiple generations

Nonprofit organizations The County, Cities, Public Entities
 Communities aligned with our Values
 and Purpose.

The group then articulated their Mission Statement.

SMCEC Mission Statement

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

X. **CONCLUSION**

Next Steps

Action Step	By Whom	By When
1. Prepare minutes of the strategic planning meeting and distribute to the board of directors for review and approval.	BBF & Charlene	April 1, 2023
2. Implement the Values, Purpose, and Mission statements into our culture and business.	Board Staff	Immediately
3. Provide this information to the branding project. Develop the rebranding process, marketing messages, design graphics for values, purpose and mission statements.	CEO/Staff Board	
4. Add Values, Purpose, and Mission statements to monthly board meetings.	CEO & Board President	

XI. **ADJOURN**

There being no further business, the meeting was adjourned at 11:34 am.

DocuSigned by:

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Leonard Iniguez, Secretary-Treasurer

Next Meeting – Wednesday, April 26, 2023 – 4:00 PM