

**SAN MATEO COUNTY EXPOSITION & FAIR ASSOCIATION  
BOARD OF DIRECTORS' RETREAT MEETING  
SAN MATEO COUNTY EVENT CENTER  
Douglas Beach House, 311 Mirada Road, Half Moon Bay  
Saturday, March 11, 2017 – 8:30 AM to 3:30 PM**

*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.*

## Agenda

- I. Welcome & Opening
  - A. Why Strategic Planning?
  - B. Rules
  - C. Expectations for the Planning Workshop
- II. Assessing Who We Are
  - A. Where have we been? – Assessment of the Past Results
  - B. Where are we now? – Assessment of Current Conditions  
Evaluate strengths, weaknesses, opportunities, threats
- III. Articulating the Purpose of the San Mateo Event Center & County Fair
  - A. “The Blue Ribbon Spirit of the San Mateo Event Center & County Fair”
  - B. Examine Mission Statement and Vision Statement for Current Relevance
- IV. Where do we want to go? – Setting Direction for the Future Strategic Goals
  - A. What will we do to get there?
  - B. How do we work together to achieve our goals?
- V. Conclusion
  - A. Next steps for the Organization
  - B. Evaluation of Strategic Planning Retreat
  - C. Final Thoughts

*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. Public records that relate to any item on the open session agenda for a regular board meeting are available for public inspection. Those records that are distributed less than 72 hours before the meeting are available for public inspection at the same time they are distributed to all members or a majority of the members of the Board. The Board has designated the administrative office of the San Mateo County Event Center located at 2495 South Delaware Street, San Mateo, CA 94403, for the purpose of making those records available for inspection.*