

## **Objective of the San Mateo County/Silicon Valley Convention and Visitors Bureau**

The San Mateo County/Silicon Valley Convention and Visitors Bureau is a 501 C-(6) not-for-profit Corporation chartered by the State of California and governed by a 27-member Board of Directors.

### **Our Mission Statement**

The organization is the region's official convention and visitors bureau focused on attracting meetings and conventions, and business and individual travelers, with the objective of enhancing the economic growth of the area we serve.

### **Strategies to Fulfill our Mission**

#### Convention Sales Marketing

- Identify, solicit and book convention groups which occupy member hotels, utilize public assembly facilities to create maximum economic impact for the region we serve.

#### International Marketing

- Create awareness of our destination to the international travel market, positioning our region as a top choice for international travelers when choosing the San Francisco Bay Area.

#### Public Relations Efforts

- Secure positive press for our members and our region via traditional and social media channels. Create and manage graphics in electronic and print form to support these efforts.

### **Leadership Responsibilities for Each Board Member**

The role of the Board of Directors is to provide the organization mission-based leadership and overall strategic governance. The Board is responsible to recruit, select and hire the organization's CEO as well as set direction for the CEO. While day-to-day operations are led by the Bureau's CEO, the Board-CEO relationship is a partnership, and the appropriate involvement of the Board is both critical and expected.

- Serve as a trusted advisor to the CEO as s/he develops and implements the Bureau's strategic plan.
- Has a fiduciary duty to act in good faith, in the best interests of the organization and to manage its affairs with the same care, diligence and prudence the director would use in managing his or her own business.
- Helps determine the Bureau's position on current issues.
- Represents tourism issues to the community and government as appropriate.
- Educates himself or herself, and others about the important role of tourism in the community.

### **Expectations of Board Members**

- Approve Bureau's annual budget, audit reports, marketing plan and material business decisions; being informed of, and meeting all, legal and fiduciary responsibilities.
- Attend bi-monthly Board meetings. Attendance at fewer than 50% of regular Board meetings in one year is grounds for removal. Read meeting materials in advance of meeting and participate on a well-informed basis.
- Show leadership by attending Bureau mixers, educational events, educational seminars and annual luncheon. Serve on committees with commitment and enthusiasm.
- Take an active role in partnership development and retention which includes helping staff identify prospective members and assist with renewals.
- Act in the best interest of the organization and destination over the interests of an individual director or special interest. Approach issues with an open mind.
- Assist the CEO and board chair in identifying and recruiting other Board Members.
- Work in good faith with staff and other board members as partners toward achievement of our goals. Interpret the organization's work and values to the community, represent the organization, and act as a spokesperson as well as interpret our constituencies' needs and values to the organization, speak out for their interests, and on their behalf, hold the organization accountable.
- Represent the organization to stakeholders; acting as an ambassador for the organization.
- Exercise authority as a Board member only in Board meetings or as delegated by the Board.
- Focus your efforts on the mission of our Bureau.
- Keep confidential information confidential.

**ANTITRUST COMPLIANCE PROGRAM OF THE  
San Mateo County/Silicon Valley Convention & Visitors Bureau**

It is the policy of the San Mateo County/Silicon Valley Convention and Visitors Bureau (the SMCCVB) to fully comply with the antitrust laws of the United States and the State of California. In order to assure full compliance, the following policies and procedures are to be followed by all employees and members of the SMCCVB.

1.) At any meeting of the membership of the SMCCVB or any Committees of the SMCCVB or at any meeting where any employee of the SMCCVB is present or where the SMCCVB is in any way involved, there shall be no discussion of the following:

- a) Prices or rates for hotel or motel rooms, food and beverage, transportation, sightseeing, or other services or facilities of members, including but not limited to prices or rates to be charged to convention groups, tour groups or tour operators, including off-season prices or discounts;
- b) Changes or proposed changes in the prices or rates of hotel or motel rooms, food and beverage, transportation, sightseeing, or other services offered to customers of the restaurant and lodging industry;
- c) Formulas, procedures, means for the establishment and determination of process, rates, discounts, terms and conditions or rental;
- d) Price cutting, pricing too low, or any discussion of prices by individual members at all, or any discussions or any acts, practices or conduct which would in any way ever be construed to constitute a boycott or an attempt to exclude any competitor;
- e) Any agreement which any member has with any hotel, motel, restaurant, tour operator, airline, ground transportation company, car rental agency, pertaining to the sale or rental of his own services or facilities.

It is the intention of this paragraph to preclude any discussion whatsoever at any meeting of the SMCCVB or any meeting where SMCCVB personnel are present of any matter relating to prices, rates, discounts and particular competitive practices of the members of the SMCCVB.

2.) At each meeting of the membership, or any Committee of the membership, the President or Chairman of the Board shall remind the membership of this Antitrust Compliance Program, and that members shall adhere to its policies both in formal meetings and any informal discussion before, after or during such meetings.