

## **THE SAN MATEO COUNTY/SILICON VALLEY CONVENTION AND VISITORS BUREAU d.b.a. THE SAN FRANCISCO PENINSULA**

### **PURPOSE, VISION AND MISSION OF THE ORGANIZATION**

#### **PURPOSE**

The San Francisco Peninsula exists to inspire travel to the region with the goal of enhancing economic growth and quality of life.

#### **VISION**

The San Francisco Peninsula will be known and respected as the premier gateway to a California escapade and a sensational basecamp from which to immerse oneself into the bounty of the Peninsula's diverse expectations.

#### **MISSION**

To attract meetings, conventions, events and those that travel for business or pleasure, thereby enhancing the economy and growth of the region we serve.

### **Role of The Board of Directors**

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

## Meetings:

There is an orientation required for new and returning board members. There are typically four board meetings per year, each approximately 2 hours; one annual planning retreat and 1-2 ad hoc workshops which are scheduled on an as needed basis. Board members are expected to attend SFP business mixers, annual tourism luncheon and educational workshops arranged by The SFP.

## Term:

Board members serve a 3-year term which can be renewed at the end of their term, based on the recommendations of the nominating committee.

## Expectations of Board Directors:

- Exercise a fiduciary responsibility 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 their own business. Keeps confidential information of The SFP confidential.
- Approves the annual budget, audit reports, marketing plan and material business decisions. As a fiduciary, stays informed of and ensures the organization at all times remains compliant customary legal and compliancy matters.
- Reads materials in advance of meetings and participates on a well-informed basis.
- Stays current with The SFP's body of work by reviewing marketing materials, newsletters and amplifying tourism related social media content by "liking" and "resharing" posts.
- Serves on committees with commitment and enthusiasm.
- Engages with elected officials and leaders in the business's city so The SFP's relevance remains top of mind and policy matters that could negatively impact The SFP or the tourism industry are identified and resolved positively while acting as an ambassador for the organization.
- Assists the CEO and Board Chair in identifying, recruiting and onboarding other Board Members and Advisory Council Members. Serves as an "onboarding buddy" for new board and advisory council members.
- Serves as a trusted advisor to the CEO.
- Annually. Board members are expected to attend at least 75% of meetings, mixers, retreats and workshops.

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