

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 an independent Board of Directors.

Our Mission Statement

The organization is the region's official convention and visitors bureau focused on attracting meetings and conventions, business and individual travelers, with the objective of enhancing the economic growth of the communities it serves. For marketing purposes, the organization refers to the region it serves as "The San Francisco Peninsula".

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 for recruiting, setting direction and evaluate the performance of the organization's 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 the 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, 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.