

# The San Francisco Peninsula Board of Directors Regular Meeting

Thursday, May 8, 2025

8:30 a.m. – 5:30 p.m.

Courtyard by Marriott San Mateo Foster City  
550 Shell Blvd., Foster City, CA 94404

## Meeting Agenda

**8:30 a.m.**

**Call to Order / Introductions/Anti-Trust Reminder**

Ongerth

**8:30 a.m.**

**Public Comment**

Ongerth

*Members of the public are welcome to make comments on items on the agenda and not on the agenda.*

### **Action Items – Strategic Planning Workshop led by Bill Geist, DMO Proz**

9:00 a.m. Review of DMO Evolution & Governance (from Feb)

9:20 a.m. Pre-Session Survey Results Discussion

10:15 a.m. Break

10:30 a.m. Identification and Clarification of Purpose, Vision, and Mission

10:15 a.m. Identification of key Stakeholders and Expectations

10:45 a.m. Analysis of Destination & Organizational Opportunities and Threats

11:15 a.m. Prioritization of Opportunities

**12:00 p.m. LUNCH BREAK**

1:00 p.m. Brainstorm List of Top Opportunities for the Board to Pursue

2:30 p.m. Break

2:45 p.m. Continuing to Brainstorm Objectives and Strategies

4:30 p.m. Adjournment

Ongerth

**4:30 – 5:30 – Property tour of recently completed renovation + Networking**

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**BROWN ACT:** Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Carole Self at (650) 348-7600 at least 48 hours prior to the meeting.

**NOTICE TO PUBLIC:** You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides as a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.