The San Francisco Peninsula
TMD Committee Regular Meeting

Wednesday, November 11, 2026
10:30 a.m.
The San Francisco Peninsula Office
111 Anza Blvd., Ste. 410, Burlingame, CA 94010

Meeting Agenda

10:30 a.m.
Call to Order/Anti-Trust Reminder **Kretsch**

10:35 a.m.
Public Comment **Kretsch**
Members of the public are welcome to make comments on items on the agenda and not on the agenda.

Action Items (10:45 a.m. – 11:30 a.m.)

1) **Approval of Minutes** **Kretsch**
Committee members will review, discuss, and consider for approval the minutes from the November 13, 2025 meeting.

2) **The San Francisco Peninsula 2027 Budget** **Kretsch**
The Committee will review and determine how funds are allocated within the designated programs of the Management District Plan (MDP). The Committee will consider approving the recommended 2027 budget for submission to the Board of Directors for final adoption.

3) **Adjournment** **Kretsch**

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 TMD Committee. The Agenda provides as a general description and staff recommendations; however, the TMD Committee may take action other than what is recommended.

San Mateo County Convention & Visitor's Bureau
2027 Proposed Budget

	2026 Budget	2026 Forecast	2027 Budget
Revenue			
Tourism Fees TMD	7,849,105	8,000,000	8,200,000
Membership Fees	10,000	18,735	15,000
As Fresh As It Gets	24,137	25,428	25,122
Trade Show Partners	52,000	29,000	35,000
Program & Event Income	35,000	80,185	80,000
Total Revenue	7,970,242	8,153,348	8,355,122
Expenses			
Administration	430,622	457,672	553,522
Sales, Marketing & Advocacy	8,924,725	8,646,948	10,913,544
Membership Expenses	60,000	52,558	60,000
As Fresh As It Gets	24,137	25,780	40,000
TMD Fee 1%	75,709	82,803	82,000
TOTAL EXPENSES	9,515,193	9,265,761	11,649,066
SUBTOTAL CHANGE IN NET ASSETS	(1,544,951)	(1,112,413)	(3,293,944)
Usage of Deferred Revenue	-	1,112,413	1,579,204
Usage of PY Rollover			1,714,740
CHANGE IN NET ASSETS	(1,544,951)	-	-