



## Notice of Meeting

### **Business Development Committee**

**#1-A District Agricultural Association**

**to be held**

**Tuesday, July 16, 2024 - 12:00 PM In**

**the Paddock Room at the**

**Cow Palace, 2600 Geneva Avenue, Daly City, California**

Ken Flower, Chair

Tyrone Evans, Director

Al Perez, Director

Those persons wishing to attend the meeting and who may require special accommodations pursuant to the provisions of the Americans with Disabilities Act are requested to contact Allison Keaney at the office of the 1-A District Agricultural Association (415) 404-4100. At the discretion of the Board of Directors, all items appearing on this Agenda, whether or not expressly listed for action, may be deliberated and may be subject to action by the Board of Directors. Items may not necessarily be taken up in the order shown on this Agenda. This agenda, and all notices required by Bagley-Keene Open Meeting Act are available on the Internet at: [www.cowpalace.com](http://www.cowpalace.com)

**Agenda**  
**Event Center Business Committee**  
July 16, 2024, 12:00 PM  
Cow Palace, Paddock Room

- I. Call to Order
- II. Roll
- III. Mid Year Business Development Review, Successes and Challenges
  - Long Term Agreements
  - Repeat Interim Clients
  - Interim Events
- IV. Review to Strategic Plan
  - *Strengthen the Grand National Rodeo*
  - *Make strategic use of partnerships.*
  - *Anchor tenant.*
  - *Attract 3 new major events per year.*
  - *Community engagement:*
  - *Equity, Equality, Diversity.*
- V. Adjourn