Notice of Meeting

Business Development Committee

#1-A District Agricultural Association

to be held

Tuesday, July 15, 2025 - 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

Agenda
Event Center Business Committee
July 15, 2025, 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
- Challenges and Opportunities

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