



Notice of Meeting

Business Development Committee

#1-A District Agricultural Association

to be held

Tuesday, April 23, 2024 - 10:00 AM

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
April 23, 2024, 9:00 AM
Cow Palace, Paddock Room

- I. Call to Order
- II. Roll
- III. Review of Committee's Stated Purpose Chair
Flower
Develop a Cow Palace business plan that identifies and generates new sources of revenue, not dependent upon short term leases in the parking lot, along with being a venue that is accessible to the community. Secure an arena anchor tenant such as a sports team or event promoter that helps grow the business.
- IV. Review of Events by Type Allison Keaney,
CEO
- V. Discussion Regarding Business Activity & the DAA's Strategic Plan Chair
Flower
 - *Strengthen the Grand National Rodeo*
 - *Make strategic use of partnerships.*
 - *Anchor tenant.*
 - *Attract 3 new major events per year.*
 - *Community engagement:*
 - *Equity, Equality, Diversity.*
- VI. Adjourn