

Salinas Valley Fair Retreat Agenda
Strategic Planning Meeting Part Two - Agenda
1011 Broadway Street, King City Ca 93930
Thursday, February 26, 2026
Session 12:30 pm-5:00 pm

Purpose:

To evaluate past performance, set strategic priorities, and align leadership around goals for upcoming fair seasons.

Duration: 4.5 hours

1. Call to Order – President Darla Mantel

2. Public Comment - Limited to 3 minutes per person

Please note that pursuant to California State Law, the Board is prohibited from acting on any item not listed on the agenda. Board members should limit dialogue and comments on these matters

3. Continuation of Strategic Planning Session & Other Efforts

- Review of meeting purpose, desired outcomes, and agenda
 - Review ground rules (participation, timekeeping, decision-making)
 - Update on Code of Conduct and Bylaws Revision Projects - Darla
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4. Vision & Long-Term Direction (30 minutes)

- What should the fair look like in 3–5 years?
 - Exhibit Programs
 - Livestock Program
 - Entertainment & Experiences
 - Attendance Growth & Marketing
 - Balance between tradition and innovation
 - Volunteers
 - Facility changes needed in the decade to meet your mission and to sustain the organization
 - Core values and community role
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5. Develop Measurable Goals Based on Strategic Priorities Identified in the SWOT exercises (2 hours)

For each priority:

- Define clear goals
 - Identify success metrics (KPIs)
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6. Action Planning based on Goals Developed (45 minutes)

- Develop 5–10 key strategic initiatives
 - Assign ownership (committee or individual)
 - Establish more granular timelines and milestones
 - Identify resource needs (budget, staff, volunteers)
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7. Confirm our Goals Encompass these Primary Areas of Focus for Fairgrounds Leadership Team (30 minutes)

- Financial sustainability
 - Attendance growth and audience diversification
 - Entertainment and programming
 - Agricultural education and youth involvement
 - Grounds and infrastructure improvements
 - Sponsorships and partnerships
 - Volunteer recruitment and retention
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9. Communication & Implementation Plan (15 minutes)

- How decisions will be communicated to staff, volunteers, and the public
 - Board and committee reporting structure
 - Timeline for progress reviews
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10. Wrap-Up & Next Steps (15 minutes)

- Identify what tools will be used to keep these goals on track
 - Identify next steps with strategic planning process (if there are any)
 - Closing remarks
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11. Adjournment