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**VISIT SANTA CRUZ COUNTY  
EXECUTIVE COMMITTEE AGENDA**

Wednesday, January 20, 2016  
**9:30am**

VSCC Office  
303 Water Street, Suite 100

*To avoid disruptions or delays during the meeting please keep your cell phone turned off.  
Thank you!*

**CALL TO ORDER**

**PUBLIC COMMENT**

**ACTION ITEMS**

1. December 9, 2015 Executive Committee Meeting Minutes \*
2. Financial statements –November/December\*
3. Recommendation for appointment of Nominating Task Force\*

**DISCUSSION ITEMS**

President's Report – Victor Patel, President

4. Audit report rescheduled
5. Reserve Policy Task Force Update: Kenn Clark, Task Force Chair

CEO's Report – Maggie Ivy

6. November & December Activity & Response Reports
7. VSCC Marketing Plan
8. Marketing report recommended for Board: International Update
9. 2016 Travel Guide

**SPECIAL ANNOUNCEMENT**

10. New Name: Celebration for Board

**ANNOUNCEMENTS**

**ADJOURNMENT**

\* Action Item