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**SANTA CRUZ COUNTY CONFERENCE & VISITORS COUNCIL  
EXECUTIVE COMMITTEE AGENDA**

Wednesday, January 21, 2015

**12:00 Noon**

CVC Office

303 Water Street, Suite 100

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

**CALL TO ORDER**

**PUBLIC COMMENT**

**ACTION ITEMS**

1. December Executive Committee Meeting Minutes\*
2. Financial Statements- November /December \*
3. Nominating Task Force Appointment\*
4. Marketing District Plan Update: Addressing Tier Rate for New or Properties Reopening after being completely closed for 12 or more consecutive months\*

**DISCUSSION ITEMS**

President's Report – Merry Crowen, President

5. Proposed Year-End Audit Presentation scheduled for Board
6. TMD Update

CEO's Report – Maggie Ivy

7. Distribute Updated Marketing Plan
8. November & December Activity & Response Reports

**ANNOUNCEMENTS**

**ADJOURNMENT**

\* Action Item