



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

Wednesday, July 15, 2015

12:00 Noon

CVC 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. May 20, 2014 Executive Committee Meeting Minutes *
2. Financial statements - May *

DISCUSSION ITEMS

President's Report – Victor Patel, President

3. Non-TMD Lodging Partners: Future Policy

CEO's Report – Maggie Ivy

4. Marketing Plan
5. Budget Presentation
6. Activity & Response Reports- Year-End Snapshot
7. Super Bowl 50 Opportunity
8. Birding Guide Project

ANNOUNCEMENTS

ADJOURNMENT

* Action Item