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**VISIT SANTA CRUZ COUNTY  
EXECUTIVE COMMITTEE AGENDA**

Wednesday, March 21, 2018  
**10:30 am**

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. January 17, 2018 Executive Committee Meeting Minutes\*
2. Financial Statements – January/February 2018\*
3. Items for consideration to go on March 28, 2018 Board Agenda\*:
  - a. Prop 69 – consider endorsement\*
  - b. City of Santa Cruz Measure S Sales Tax Increase – consider endorsement\*

**PRESENTATIONS**

4. Marketing Plan Draft-Maggie Ivy
5. 2018/2019 Budget Draft-Maggie Ivy

President's Report – Laura Waltz, Vice President

6. Adrienne Cleary resignation\*
7. Nominating Task Force Report-Victor Patel

CEO's Report – Maggie Ivy

8. Tourism & Homeless Issues – Updated on Community Meeting
9. January & February Activity and Response Reports

**ANNOUNCEMENTS**

**ADJOURNMENT**

\* Action Item