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**VISIT SANTA CRUZ COUNTY  
EXECUTIVE COMMITTEE AGENDA**

Wednesday, May 16, 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. Marketing Plan Draft\*
2. 2018/2019 Budget Draft\*
3. March 21, 2018 Executive Committee Meeting Minutes\*
4. Financial Statements – March/April 2018\*
5. Items to consider for May 30, 2018 Board Agenda:
  - a. Advertising Policy\*
  - b. Opening of a new bank Account at Union Bank\*

**DISCUSSION ITEMS**

Vice President's Report – Laura Waltz, President

6. Nominating Task Force Report-Victor Patel

CEO's Report – Maggie Ivy

7. Cannabis Tourism
8. March & April Activity and Response Reports

**ANNOUNCEMENTS**

**ADJOURNMENT**

\* Action Item