



**VISIT SANTA CRUZ COUNTY
EXECUTIVE COMMITTEE AGENDA**

Wednesday, July 18, 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. May 16, 2018 Executive Committee Meeting Minutes*
2. Financial Statements – May 2018*
3. Opening a new bank account-Maggie Ivy*
4. Proposed items for July 25, 2018 Board Agenda:
 - a. Task Force Appointment:
-LGBTQ Content Development Task Force*
 - b. Advertising Policy*
 - c. Marketing Presentation: Social Media Strategy and Metrics

DISCUSSION ITEMS

President's Report – Laura Waltz, President

5. CEO Review

CEO's Report – Maggie Ivy

6. May & June Activity and Response Reports

ANNOUNCEMENTS

ADJOURNMENT

* Action Item