



---

**VISIT SANTA CRUZ COUNTY  
EXECUTIVE COMMITTEE AGENDA**

Wednesday, September 20, 2017

**9:30 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. July 19, 2017 Executive Committee Meeting Minutes\*
2. Financial Statements – July/August 2017\*

**DISCUSSION ITEMS**

President's Report – Adrienne Cleary, President

3. Items for approval to go on September 27, 2017 Board Agenda\*:
  - a. Marketing Update recommended for the September Board Meeting: PR/Media Exposure Report from Director of Communications, Christina Glynn
  - b. Year-End Financial Report for 2016/2017 from Accountant, Laura Giges
4. Holiday Meeting Schedule:
  - a. Executive Committee – Wednesday, November 15 @ 9:30 a.m.
  - b. Board Meeting – Wednesday, December 6<sup>th</sup> @ 3:30 p.m.

CEO's Report – Maggie Ivy

5. TMD Collections Update
6. TOT Collections FY 2016/2017
7. July & August Activity and Response Reports

**ANNOUNCEMENTS**

**ADJOURNMENT**

\* Action Item