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## **General Board Agenda**

Wednesday, July 25, 2018  
3:00 P.M.

**Community Foundation Santa Cruz County**  
**7807 Soquel Drive, Aptos, CA 95003**

*To avoid disruptions or delays during the meeting please keep your cell phone silenced.  
Thank you!*

### **CALL TO ORDER**

### **PUBLIC COMMENT**

### **PRESENTATION:**

Marketing Presentation: Social Media Strategy and Metrics-Christina Glynn, Director of Communications/Film Commissioner, Rachel Freeman, Website Development Manager and Laura Nichol, Marketing Communications Coordinator

### **ACTION ITEMS**

1. May 23, 2018 Board Meeting Minutes\*
2. Financial Statements- May\*

### **DISCUSSION ITEMS**

#### President's Report – **Laura Waltz**, President

3. Advertising Policy\*
4. Appointment:
  - a. LGBTQ Tourism Content Development Task Force\*

#### CEO's Report – **Maggie Ivy**

5. May & June Activity & Response Reports

### **ANNOUNCEMENTS**

### **ADJOURNMENT & RECEPTION**

\* Action Item