



Executive Committee Agenda

Wednesday, January 20, 2021
9:00 A.M.

Visit Santa Cruz County
303 Water Street, Suite 100, Santa Cruz
Teleconference available for Executive
Committee Members

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS

1. November 18, 2020 Executive Committee Meeting Minutes*
2. Financial Statements: November/December 2020*
3. Approval for VSCC to apply for PPP Loan: Santa Cruz County Bank*

DISCUSSION ITEMS

President's Report – Darren Pound, President

4. TMD Renewal Task Force Update
5. State of the Industry & COVID-19

CEO's Report – Maggie Ivy

6. Winter & Spring Campaign Efforts
7. Response & Activity Reports for November/December 2020
8. Occupancy & ADR Report for November 2020

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

VSCC Board Meeting: Wednesday, January 27, 2021 at 3:00 p.m.

VSCC Executive Committee Meeting: Wednesday, March 17, 2021 at 9:00 a.m.