



General Board Agenda

Wednesday, January 27, 2021
3:00 P.M.

Visit Santa Cruz County
303 Water Street, Suite 100, Santa Cruz
Teleconference available for VSCC
Board Members

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS*

1. Ratification of City of Santa Cruz Designated Seats: Vice Mayor Sonja Brunner and Councilmember Martine Watkins*
2. December 16, 2020 Board Meeting Minutes*
3. Financial Statements: November/December 2020*
4. Approval for VSCC to apply for PPP Loan: Santa Cruz County Bank*

President's Report – **Darren Pound**, President

5. TMD Renewal Task Force Update – Kent Berman, Co-Chair TMD RTF
6. State of the Industry & COVID-19

CEO's Report – Maggie Ivy

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

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

- ★ VSCC Executive Committee Meeting: Wednesday, March 17, 2021 at 9:00 a.m.
- ★ VSCC Board Meeting: Wednesday, March 31, 2021 at 3:00 p.m.