



Executive Committee Agenda

Wednesday, March 17, 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. March 1, 2021 Executive Committee Special Meeting Minutes*
2. Financial Statements: January/February 2021*
3. Nominating Task Force Appointments*
4. Proposal to Expand Spring Campaign Media Buy 15%*
5. Draft Budget Presentation FY 2021/2022*

DISCUSSION ITEMS

President's Report – Darren Pound, President

6. TMD Renewal Task Force Update
7. State of the Industry & COVID-19
8. Hotel Development & Renovations Update

CEO's Report – Maggie Ivy

9. PPP Loan Approval
10. Spring Campaign Efforts
11. Temporary Outdoor Living Ordinance Update
12. Response & Activity Reports for January/February 2021
13. Occupancy & ADR Report for January 2021

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

VSCC Board Meeting: Wednesday, March 31, 2021 at 3:00 p.m.

VSCC Executive Committee Meeting: Wednesday, May 19, 2021 at 9:00 a.m.

* Action Item