



General Board Agenda

Wednesday, March 31, 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. January 27, 2021 Board 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*

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

6. CH&LA Membership
7. TMD Renewal Task Force Update – Kent Berman, Co-Chair TMD RTF
8. State of the Industry & COVID-19
9. Hotel Development & Renovations Update

CEO's Report – Maggie Ivy

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

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

- ★ VSCC Executive Committee Meeting: Wednesday, May 19, 2021 at 9:00 a.m.
- ★ VSCC Board Meeting: Wednesday, May 26, 2021 at 3:00 p.m.