



---

## **Executive Committee Agenda**

Wednesday, January 19, 2022  
9:00 A.M.

**Zoom Meeting**

### **CALL TO ORDER**

### **PUBLIC COMMENT**

### **ACTION ITEMS**

1. November 3, 2021 Executive Committee Meeting Minutes\*
2. December 29, 2021 Executive Committee Special Meeting Minutes\*
3. Financial Statements: November and December 2021\*

### **DISCUSSION ITEMS**

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

4. State of the Industry & COVID-19
5. CEO/EVP Update
6. TOT proposed increase
7. Homeless Issues
8. Beach Vendors
9. Single Use Cup Ordinance – County and City
10. January General Board Meeting Agenda Items\*:  
Presentations:
  - Daryl Zape, Website & Digital Marketing Director – 2021 Fall Campaign Results
  - Dirk Rinker, Campbell/Rinker Website ROI Conversion Study Results
  - Rachel Endsley, Director of Social Media – Year-end report on VSCC Social Media
  - Christina Glynn, Director of Communications/Film Commissioner – Traveler's Guide Survey Results

#### CEO's Report – Maggie Ivy

11. Mid-year Budget Check-In
12. Response & Activity Reports for December 2021
13. Occupancy & ADR Report for November 2021

### **ANNOUNCEMENTS**

### **ADJOURNMENT**

#### **UPCOMING MEETINGS:**

**VSCC Board Meeting:** Wednesday, January 26, 2022 at 3:00 p.m.

**Maggie's Retirement Reception (Rescheduled):** Thursday, February 17, 2022

**VSCC Executive Committee Meeting:** Wednesday, March 16, 2022 at 9:00 a.m.

\* Action Item