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## **General Board Agenda**

Tuesday, January 26, 2022  
3:00 P.M.

**Zoom Meeting**

### **CALL TO ORDER**

### **PUBLIC COMMENT**

### **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

### **ACTION ITEMS\***

1. December 14, 2021 Board Meeting Minutes\*
2. Financial Statements: November and December 2021\*
3. Appointment of Signatories for VSCC Bank Accounts\*

### **President’s Report – *Darren Pound*, President**

4. Mid-year Budget Discussion
5. State of the Industry & COVID-19
6. CEO/EVP Update
7. TOT proposed increase
8. Homeless Issues
9. Beach Vendors
10. Single Use Cup Ordinance – County and City
11. Nominating Task Force

### **CEO’s Report – *Maggie Ivy***

12. Response & Activity Reports for December 2021
13. Occupancy & ADR Reports for November & December 2021

### **ANNOUNCEMENTS**

### **ADJOURNMENT**

### **UPCOMING MEETINGS:**

- ★ **VSCC Executive Committee Meeting** – Wednesday, March 16, 2022 at 9:00 a.m.
- ★ **VSCC Board Meeting:** Wednesday, March 30, 2022 at 3:00 p.m.

\* Action Item