



General Board Agenda

Wednesday, March 30, 2022
3:00 P.M.

Zoom Meeting

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS*

1. January 26, 2022 Board Meeting Minutes*
2. Financial Statements: January and February 2022*

President's Report – *Darren Pound*, President

3. Nominating Task Force Update – Julie Glynn
4. State of the Industry & COVID-19
5. TOT proposed increase + Homeless Issues
6. Santa Cruz Vendor Ordinance Changes
7. Single Use Cup Ordinance – County and City

CEO's Report – Michael Martelon

8. Spring Campaign
9. Traveler's Guide Update
10. Analytics
11. Rate Plan Collaboration
12. Response & Activity Reports for January and February 2022
13. Occupancy & ADR Reports for January and February 2022

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

- ★ ***VSCC Executive Committee Meeting*** – Wednesday, May 18, 2022 at 9:00 a.m.
- ★ ***VSCC Board Meeting***: Wednesday, May 25, 2022 at 3:00 p.m.