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## **General Board Agenda**

Wednesday, May 25, 2022  
3:00 P.M.

**Hilton Santa Cruz/Scotts Valley**  
**6001 La Madrona Drive, Santa Cruz**  
**+ Zoom Access**

### **CALL TO ORDER**

### **PUBLIC COMMENT**

### **ACTION ITEMS\***

1. March 30, 2022 Board Meeting Minutes\*
2. Financial Statements: March/April 2022\*
3. Nominating Task Force Recommendations\*
4. Operations/Marketing Plan\*
5. Lodging Task Force Creation\*

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

6. State of the Industry & COVID-19

### **CEO's Report – Michael Martelon**

7. Analytics
8. Rate Plan Collaboration
9. Response & Activity Reports for March and April 2022
10. Occupancy & ADR Reports for March and April 2022

### **ANNOUNCEMENTS**

### **ADJOURNMENT**

### **UPCOMING MEETINGS:**

- ★ ***VSCC Executive Committee Meeting*** – Wednesday, July 20, 2022 at 9:00 a.m.
- ★ ***VSCC Board Meeting***: Wednesday, July 27, 2022 at 3:00 p.m.