

# SANTA CRUZ COUNTY

C A L I F O R N I A

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## *Executive Committee Agenda*

Wednesday, May 17, 2023  
9:00 A.M.

**Visit Santa Cruz County**  
**303 Water Street, Suite 100, Santa Cruz**

### **CALL TO ORDER**

### **PUBLIC COMMENT**

### **PRESENTATION**

Spring Marketing Ad Campaign Update – Love Communications

### **ACTION ITEMS**

1. March 15, 2023 Executive Committee Meeting Minutes\*
2. March 22, 2023 Executive Committee Emergency Meeting Minutes\*
3. March 27, 2023 Executive Committee Emergency Meeting Minutes\*
4. April 17, 2023 Executive Committee Emergency Meeting Minutes\*
5. Financial Statements: March/April 2023\*
6. Nominating Task Force Recommendations\*
7. VSCC Office Relocation\*
8. Board Meeting Agenda Items:
  - A. Presentation – Spring Marketing Ad Campaign Update – Love Communications

### **DISCUSSION ITEMS**

President’s Report – Julie Glynn, President

9. State of the Industry
10. CEO Search Committee Update
11. Lodging Task Force Update – Darren Pound
12. Nominating Task Force Update – Ajita Patel

### **ANNOUNCEMENTS**

### **ADJOURNMENT**

### **UPCOMING MEETINGS:**

**VSCC Board Meeting:** Wednesday, May 24, 2023 at 1:00 p.m.

**VSCC Executive Committee Meeting:** Wednesday, July 19, 2023 at 9:00 a.m.

\* Action Item