

SANTA CRUZ COUNTY

C A L I F O R N I A

Executive Committee Meeting Agenda

Wednesday, September 13, 2023
9:00 A.M.

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

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS

1. July 19, 2023 Executive Committee Meeting Minutes*
2. Year-end Report FY 22/23* - Laura Giges/Alison Speights
3. Financial Statements: July and August 2023*
4. Board Meeting Agenda Items*:
 - A. Presentation: Spring and Summer Ad Campaigns Wrap-up by Daryl Zape, VSCC Director of Analytics and Interactive
 - B. Financial Statements: July and August 2023*

DISCUSSION ITEMS

President's Report – Julie Glynn, President

5. State of the Industry
6. Lodging Task Force Update – Darren Pound
7. Ripe! Update

CEO's Report – Terence Concannon

8. First Month in Office Update
9. Fall Ad Campaign Update
10. Symphony & Performance Metrics (Occupancy & ADR)
11. KeyData & Amadeus

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

VSCC Lodging Task Force Meeting: Wednesday, September 13, 2023 at 2:00 p.m., via Zoom

VSCC Board Meeting: Wednesday, September 27, 2023 at 3:00 p.m., Chaminade

VSCC Executive Committee Meeting: Wednesday, November 15, 2023 at 9:00 a.m., VSCC Office

* Action Item