

# SANTA CRUZ COUNTY

C A L I F O R N I A

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## *General Board Agenda*

Wednesday, September 27, 2023  
3:00 P.M.

**Chaminade Resort & Spa**  
**One Chaminade Lane, Santa Cruz**

### **CALL TO ORDER**

### **PUBLIC COMMENT**

### **PRESENTATION**

Spring & Summer Ad Campaigns Wrap-Up – Daryl Zape, Director of Analytics & Interactive

### **ACTION ITEMS\***

1. July 26, 2023 Board Meeting Minutes\*
2. Year-end Report FY 22/23\* - Alison Speights, Financial Administrator
3. Financial Statements: July and August 2023\*

### **DISCUSSION ITEMS**

#### President's Report – **Julie Glynn**, President

4. State of the Industry
5. Treasurer for VSCC Executive Committee Update
6. Lodging Task Force Update – Darren Pound
7. Ripe! Update
8. December Board of Directors Meeting – December 6, 2023

#### CEO's Report – Terence Concannon

9. First Month in Office Update
10. Fall Ad Campaign Update
11. Symmetry Ad Sales
12. Symphony & Performance Metrics (Occupancy & ADR)
13. KeyData & Amadeus
14. Pitch-In Santa Cruz County

### **ANNOUNCEMENTS**

### **ADJOURNMENT**

### **UPCOMING MEETINGS:**

- ★ **VSCC Lodging Task Force Meeting** – Wednesday, October 11, 2023 at 12:30 p.m.
- ★ **VSCC Executive Committee Meeting** – Wednesday, November 15, 2023 at 9:00 a.m., VSCC Office
- ★ **VSCC Board Meeting:** Wednesday, December 6, 2023 at 3:00 p.m., Location TBA

\* Action Item