

# SANTA CRUZ COUNTY

C A L I F O R N I A

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## *Executive Committee Meeting Agenda*

Wednesday, November 15, 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. September 13, 2023 Executive Committee Meeting Minutes\*
2. Financial Statements: September and October 2023\*
3. Board Meeting Agenda Items\*:
  - A. Financial Audit FY 2022/2023 – Chad Hoelsing\*

### **DISCUSSION ITEMS**

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

4. State of the Industry
5. Lodging Task Force Update
6. Ripe! Update

#### CEO's Report – Terence Concannon

7. Fall Ad Campaign Update
8. Symphony & Performance Metrics (Occupancy & ADR)
9. KeyData & Amadeus

### **ANNOUNCEMENTS**

### **ADJOURNMENT**

#### **UPCOMING MEETINGS:**

**VSCC Board Meeting:** Wednesday, December 6, 2023 at 3:00 p.m., TBD

**VSCC Executive Committee Meeting:** Wednesday, January 17, 2024 at 9:00 a.m., VSCC Office

\* Action Item