

SANTA CRUZ COUNTY

C A L I F O R N I A

General Board Agenda

Wednesday, December 6, 2023
3:00 P.M.

Hilton Santa Cruz/Scotts Valley
6001 La Madrona Drive, Scotts Valley

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS*

1. September 27, 2023 Board Meeting Minutes*
2. Financial Audit FY 2022/2023 – Chad Hoelsing*
3. Financial Statements: September and October 2023*

DISCUSSION ITEMS

President's Report – *Julie Glynn*, President

4. State of the Industry
5. Lodging Task Force Update – Darren Pound
6. Open Board Seat Update

CEO's Report – Terence Concannon

7. Fall Ad Campaign Update
8. Symmetry Ad Sales
9. Ripe! Update
10. Lodging Performance & Visitor Metrics
11. New Office Space Search Update

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

- ★ **VSCC Executive Committee Meeting** – Wednesday, January 17, 2024 at 9:00 a.m., VSCC Office
- ★ **VSCC Board Meeting**: Wednesday, January 31, 2024 at 3:00 p.m., Location TBA