
Executive Committee Meeting Agenda

Wednesday, January 17, 2024
9:00 A.M.

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

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS

1. November 15, 2023 Executive Committee Meeting Minutes*
2. Financial Statements: November and December 2023*
3. VSCC Nominating Task Force Recommendation – Open Lodging Seat*
4. VSCC 2024 Nominating Task Force Recommendations Memo*
5. Financial Audit RFP*
6. Spring Campaign Budget Memo*
7. Letter of Support Request for Santa Cruz Municipal Wharf Grant Application*
8. Board Meeting Agenda Items*:
 - A. Nominating Task Force Recommendations*
 - B. Financial Audit RFP*
 - C. Spring Campaign Budget Memo*
 - D. Letter of Support for SC Municipal Wharf Grant Application*
 - E. Fall/Winter Campaign Presentation by Love Communications
 - F. PR Presentation – Christina Glynn

DISCUSSION ITEMS

President's Report – Julie Glynn, President

9. State of the Industry

CEO's Report – Terence Concannon

10. Fall Ad Campaign Update
11. Symmetry Ad Sales
12. Ripe! Update
13. Lodging Performance & Visitor Metrics
14. New Office Space Search Update

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

VSCC Board Meeting: Wednesday, January 31, 2024 at 3:00 p.m., TBD

VSCC Executive Committee Meeting: Wednesday, March 20, 2024 at 9:00 a.m., VSCC Office

* Action Item