

# SANTA CRUZ COUNTY

C A L I F O R N I A

---

## *General Board Agenda*

Wednesday, January 31, 2024  
3:00 P.M.

**Seacliff Inn Aptos  
7500 Old Dominion Ct., Aptos**

### **CALL TO ORDER**

### **PUBLIC COMMENT**

### **PRESENTATIONS**

- Visit Santa Cruz County PR Update – Christina Glynn, Director of Communications/Film Commissioner
- Fall Ad Campaign Report – Love Communications

### **ACTION ITEMS\***

1. December 6, 2023 Board Meeting Minutes\*
2. Financial Statements: November and December 2023\*
3. Open Lodging Seat – Nominating Task Force Recommendation\*
4. 2024 Nominating Task Force Recommendations Memo\*
5. Spring Ad Campaign Budget Memo\*
6. Letter of Support for SC Municipal Wharf Grant Application\*

### **DISCUSSION ITEMS**

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

7. State of the Industry

#### CEO's Report – Terence Concannon

8. Winter Ad Campaign Update
9. Symmetry Ad Sales/Publication Update
10. Ripe! Update
11. Certified Autism Center Process Update
12. Lodging Performance & Visitor Metrics
13. New Office Space Search Update

### **ANNOUNCEMENTS**

### **ADJOURNMENT**

### **UPCOMING MEETINGS:**

- ★ **VSCC Executive Committee Meeting** – Wednesday, March 20, 2024 at 9:00 a.m., VSCC Office
- ★ **VSCC Board Meeting**: Wednesday, March 27, 2024 at 3:00 p.m., Location TBA

\* Action Item