

# SANTA CRUZ COUNTY

C A L I F O R N I A

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## *Executive Committee Meeting Agenda*

Wednesday, March 20, 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. January 17, 2024 Executive Committee Meeting Minutes\*
2. Financial Statements: January and February 2024\*
3. VSCC Nominating Task Force Recommendation – Open Lodging Seat\*
4. Draft Budget Presentation FY 2024/2025\*
5. Board Meeting Agenda Items\*:
  - A. Social Media Presentation – Rachel Endsley
  - B. Winter/International Campaign Wrap-Up – Daryl Zape

### **DISCUSSION ITEMS**

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

6. State of the Industry
7. VSCC Nominating Task Force – Review of Candidates – Doug Lord, Chair  
2024 Nominating Task Force

#### CEO's Report – Terence Concannon

8. Certified Autism Center Update
9. Winter Ad Campaign Wrap-up
10. Spring Ad Campaign Update
11. Ripe! Update
12. Lodging Performance & Visitor Metrics
13. New Office Space Search Update

### **CLOSED SESSION**

Personnel Matter

### **ANNOUNCEMENTS**

### **ADJOURNMENT**

#### **UPCOMING MEETINGS:**

**VSCC Board Meeting:** Wednesday, March 27, 2024 at 3:00 p.m., TBD

**VSCC Executive Committee Meeting:** Wednesday, May 15, 2024 at 9:00 a.m., VSCC Office

\* Action Item