

SANTA CRUZ COUNTY

C A L I F O R N I A

General Board Agenda

Wednesday, March 27, 2024
3:00 P.M.

Fairfield Inn & Suites–Capitola/SC
1255 41st Avenue, Capitola

CALL TO ORDER

PUBLIC COMMENT

PRESENTATIONS

- Visit Santa Cruz County Social Media & Content Update – Rachel Endsley, Director of Social Media & Content
- Winter/International Ad Campaign Wrap-up – Daryl Zape, Director of Interactive and Analytics

ACTION ITEMS*

1. January 31, 2024 Board Meeting Minutes*
2. Financial Statements: January and February 2024*
3. Open Lodging Seat – Replacement Recommendation*

DISCUSSION ITEMS

President's Report – *Julie Glynn*, President

4. State of the Industry
5. VSCC Nominating Task Force Update – Doug Lord, Chair 2024 Nominating Task Force

CEO's Report – Terence Concannon

6. Draft Budget FY 2024/2025
7. Spring Ad Campaign Update
8. Symmetry Update
9. Ripe! Update
10. Lodging Performance & Visitor Metrics
11. New Office Space Search Update

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

- ★ ***VSCC Executive Committee Meeting*** – Wednesday, May 15, 2024 at 9:00 a.m., VSCC Office
- ★ ***VSCC Board Meeting***: Wednesday, May 29, 2024 at 3:00 p.m., Courtyard Santa Cruz

* Action Item