

Executive Committee Meeting Agenda

Wednesday, May 15, 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. March 20, 2024 Executive Committee Meeting Minutes*
2. April 22, 2024 Executive Committee Special Meeting Minutes*
3. Financial Statements: March and April 2024*
4. VSCC Nominating Task Force Recommendations*
5. Ratify Bruce McPherson to Replace Justin Cummings as the Designated Government - County of Santa Cruz Representative*
6. New VSCC Office Space Approval*
7. Budget Presentation FY 2024/2025*
8. Board Meeting Agenda Items*:
 - A. VSCC Nominating Task Force Recommendations*
 - B. Ratify Bruce McPherson to Replace Justin Cummings as the Designated Government - County of Santa Cruz Representative
 - C. New VSCC Office Space Approval*
 - D. Budget Presentation FY 2024/2025*

DISCUSSION ITEMS

President's Report – Julie Glynn, President

9. State of the Industry

CEO's Report – Terence Concannon

10. Spring Ad Campaign Update
11. Ripe! Update
12. Lodging Performance & Visitor Metrics

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

VSCC Board Meeting: Wednesday, May 29, 2024 at 3:00 p.m., Hotel Paradox, 611 Ocean Street, SC
VSCC Executive Committee Meeting: Wednesday, July 10, 2024 at 9:00 a.m., VSCC Office

* Action Item