

SANTA CRUZ COUNTY

C A L I F O R N I A

General Board Agenda

Wednesday, May 29, 2024
3:00 P.M.

Hotel Paradox
611 Ocean Street, Santa Cruz

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS*

1. March 27, 2024 Board Meeting Minutes*
2. Financial Statements: March and April 2024*
3. VSCC Nominating Task Force Recommendations*
4. Ratify Bruce McPherson to Replace Justin Cummings as the Designated Government - County of Santa Cruz Representative
5. New VSCC Office Space Approval*
6. Budget Presentation FY 2024/2025*

DISCUSSION ITEMS

President's Report – *Julie Glynn*, President

7. State of the Industry

CEO's Report – Terence Concannon

8. Spring Ad Campaign Update
9. Ripe! Update
10. Lodging Performance & Visitor Metrics

ANNOUNCEMENTS

ADJOURNMENT TO RECEPTION

UPCOMING MEETINGS:

- ★ ***VSCC Executive Committee Meeting*** – Wednesday, July 10, 2024 at 9:00 a.m., VSCC Office
- ★ ***VSCC Board Meeting***: Wednesday, July 31, 2024 at 3:00 p.m., Location TBA