

**SANTA CRUZ  
COUNTY**

C A L I F O R N I A

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***Executive Committee Meeting Agenda***

Wednesday, July 24, 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. May 15, 2024 Executive Committee Meeting Minutes\*
2. June 14, 2024 Executive Committee Special Meeting Minutes\*
3. Financial Statements: May 2024\*
4. Removal of Rupesh Zavar from Board of Directors\*
5. Board Meeting Agenda Items\*:
  - A. Spring Campaign Wrap-Up Presentation – Love Communications
  - B. Removal of Rupesh Zavar from Board of Directors\*

**DISCUSSION ITEMS**

President’s Report – Doug Lord, President

6. State of the Industry

CEO’s Report – Terence Concannon

7. Summer Ad Campaign Update
8. Ripe! Update
9. KeyData/Amadeus contract Update
10. Lodging Performance & Visitor Metrics

**ANNOUNCEMENTS**

**ADJOURNMENT**

**UPCOMING MEETINGS:**

***VSCC Board Meeting:*** Wednesday, July 31, 2024 at 3:00 p.m., TBD

***VSCC Executive Committee Meeting:*** Wednesday, September 18, 2024 at 9:00 a.m., VSCC Office

\* Action Item