

# SANTA CRUZ COUNTY

C A L I F O R N I A

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## *General Board Agenda*

Wednesday, July 31, 2024  
3:00 P.M.

**Hyatt Place Santa Cruz**  
**407 Broadway Avenue, Santa Cruz**

### **CALL TO ORDER**

### **PUBLIC COMMENT**

**PRESENTATION:** Spring Campaign Wrap-Up - Love Communications

### **ACTION ITEMS\***

1. May 29, 2024 Board Meeting Minutes\*
2. Financial Statements: May 2024\*
3. Removal of Rupesh Zavar from VSCC Board of Directors\*

### **DISCUSSION ITEMS**

President's Report – **Doug Lord**, President

4. State of the Industry

CEO's Report – Terence Concannon

5. Summer Ad Campaign Update
6. Ripe! Update
7. New Office Space Update
8. Lodging Performance & Visitor Metrics

### **ANNOUNCEMENTS**

### **ADJOURNMENT TO RECEPTION**

### **UPCOMING MEETINGS:**

- ★ **VSCC Executive Committee Meeting** – Wednesday, September 18, 2024 at 9:00 a.m., VSCC Office
- ★ **VSCC Board Meeting:** Wednesday, September 25, 2024 at 3:00 p.m., Location TBA