

Executive Committee Meeting Agenda

Wednesday, September 18, 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. July 24, 2024 Executive Committee Meeting Minutes*
2. Financial Statements: July and August 2024*
3. Annual Report FY 2023/2024*
4. Board Meeting Agenda Items*:
 - a. Presentation: Summer 2024 Ad Campaign Wrap-Up – Daryl Zape
 - b. Annual Report FY 2023/2024* - Laura Giges
 - c. Ratify Board Recommendation for Removal of Rupesh Zavar from VSCC Board of Directors*

DISCUSSION ITEMS

President's Report – Doug Lord, President

5. State of the Industry

CEO's Report – Terence Concannon

6. Fall Ad Campaign Update
7. Lodging Performance & Visitor Metrics

CLOSED SESSION

8. Personnel Matter

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

VSCC Board Meeting: Wednesday, September 25, 2024 at 3:00 p.m., TBD

VSCC Executive Committee Meeting: Wednesday, November 20, 2024 at 9:00 a.m., VSCC Office