

SANTA CRUZ COUNTY

C A L I F O R N I A

General Board Agenda

Wednesday, September 25, 2024
3:00 P.M.

Best Western Plus All Suites Inn
500 Ocean Street, Santa Cruz

CALL TO ORDER

PUBLIC COMMENT

PRESENTATION: Summer Ad Campaign Wrap-Up – Daryl Zape, Director of Interactive & Analytics

ACTION ITEMS*

1. July 31, 2024 Board Meeting Minutes*
2. Financial Statements: July and August 2024*
3. Annual Report FY 23/24* - Laura Giges
4. Ratify Board Recommendation for Removal of Rupesh Zavar from VSCC Board of Directors*

DISCUSSION ITEMS

President's Report – Doug Lord

5. State of the Industry

CEO's Report – Terence Concannon

6. Fall Ad Campaign Update
7. New Office Space Update
8. Lodging Performance & Visitor Metrics

ANNOUNCEMENTS

UPCOMING MEETINGS:

- ★ **VSCC Executive Committee Meeting** – Wednesday, November 20, 2024 at 9:00 a.m., VSCC Office
- ★ **VSCC Board Meeting:** Wednesday, December 11, 2024 at 3:00 p.m., Location TBA