

Executive Committee Meeting Agenda

Wednesday, November 20, 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. September 18, 2024 Executive Committee Meeting Minutes*
2. Financial Statements: September and October 2024*
3. Review & approve LOI for new VSCC office & visitors center space*
4. 2025 VSCC Nominating Task Force Memo*
5. Board Meeting Agenda Items*:
 - a. Presentation: Fall Campaign Wrap-Up + Follow-up from Summer Campaign – Daryl Zape & Love Communications
 - b. Financial Audit FY 2023/2024* - Chad Hoelsing
 - c. Review & approve LOI for new VSCC office & visitors center space*
 - d. 2025 VSCC Nominating Task Force Memo*

DISCUSSION ITEMS

President's Report – Doug Lord, President

6. State of the Industry

CEO's Report – Terence Concannon

7. Winter/International Ad Campaign Update
8. Lodging Performance & Visitor Metrics

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

VSCC Board Meeting: Wednesday, December 11, 2024 at 3:00 p.m., TBA

VSCC Executive Committee Meeting: Wednesday, January 15 at 9:00 a.m., VSCC Office

* Action Item