

SANTA CRUZ COUNTY

C A L I F O R N I A

General Board Agenda

Wednesday, December 11, 2024
3:00 P.M.

Courtyard Inn by Marriott
313 Riverside Avenue, Santa Cruz

CALL TO ORDER

PUBLIC COMMENT

PRESENTATION: Fall Ad Campaign Wrap-Up + Follow-up from Summer Campaign – Daryl Zape, Director of Interactive & Analytics & Love Communications

ACTION ITEMS*

1. September 25, 2024 Board Meeting Minutes*
2. Financial Audit – FY 2023/2024* – Chad Hoelsing
3. Financial Statements: September and October 2024*
4. Review & Approve LOI for new VSCC Office & Visitors Center Space*
5. 2025 VSCC Nominating Task Force Memo*
6. Ratify Arts Council Seat Nominee*

DISCUSSION ITEMS

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

7. State of the Industry

CEO's Report – Terence Concannon

8. Winter/International Ad Campaign Update
9. New Office Space Update
10. Lodging Performance & Visitor Metrics

ANNOUNCEMENTS

ADJOURNMENT TO RECEPTION

UPCOMING MEETINGS:

- ★ **VSCC Executive Committee Meeting** – Wednesday, January 15, 2025 at 9:00 a.m., VSCC Office
- ★ **VSCC Board Meeting:** Wednesday, January 29, 2025 at 3:00 p.m., Four Points Scotts Valley, 5030 Scotts Valley Drive, Scotts Valley, 95066

* Action Item