

***Executive Committee Meeting Agenda***

Wednesday, January 15, 2025  
9:00 A.M.

**Visit Santa Cruz County Office**  
**303 Water Street, Suite 100, Santa Cruz**

**CALL TO ORDER**

**PUBLIC COMMENT**

**ACTION ITEMS**

1. November 20, 2024 Executive Committee Meeting Minutes\*
2. Financial Statements: November and December 2024\*
3. Review & Approve Lease Documents for new VSCC Office & Visitors Center Space\*
4. Board Meeting Agenda Items\*:
  - a. Financial Audit FY 2023/2024\* - Chad Hoelsing
  - b. Presentation: VSCC Social Media Update – Rachel Endsley, Director of Social Media
  - c. Presentation: VSCC International/Winter Campaign Update – Flavia Oliveira, Director of Sales/Tour & Travel

**DISCUSSION ITEMS**

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

5. State of the Industry

**CEO's Report – Terence Concannon**

6. Autism Luncheon/Visit from Meredith Tekin, IBCCES
7. Lodging Performance & Visitor Metrics

**ANNOUNCEMENTS**

**ADJOURNMENT**

**UPCOMING MEETINGS:**

***VSCC Board Meeting:*** Wednesday, January 29, 2025 at 3:00 p.m., Four Points by Sheraton Scotts Valley, 5030 Scotts Valley Drive, Scotts Valley

***VSCC Executive Committee Meeting:*** Wednesday, March 19N at 9:00 a.m., VSCC Office

\* Action Item