

SANTA CRUZ COUNTY

C A L I F O R N I A

General Board Agenda

Wednesday, January 29, 2025
3:00 P.M.

Four Points by Sheraton Scotts Valley
5030 Scotts Valley Drive, Scotts Valley

CALL TO ORDER

PUBLIC COMMENT

PRESENTATIONS: VSCC Social Media – Rachel Endsley, Director of Social Media & Content

ACTION ITEMS*

1. December 11, 2024 Board Meeting Minutes*
2. Financial Audit – FY 2023/2024* – Chad Hoelsing
3. Financial Statements: November and December 2024*

DISCUSSION ITEMS

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

4. State of the Industry

CEO's Report – **Terence Concannon**

5. Autism Certification Education Event Recap
6. Winter/International Ad Campaign Update
7. New Office Space Update
8. Lodging Performance & Visitor Metrics

ANNOUNCEMENTS

UPCOMING MEETINGS:

- ★ **VSCC Executive Committee Meeting** – Wednesday, March 19, 2025 at 9:00 a.m., VSCC Office
- ★ **VSCC Board Meeting:** Wednesday, March 26, 2025 at 3:00 p.m., Santa Cruz Museum of Art & History, Community Garden Room

* Action Item