



Visit Santa Cruz County Mission Statement: The mission of Visit Santa Cruz County is to stimulate the economy by promoting Santa Cruz County as a visitor, conference and film destination through marketing programs including advertising, promotion and visitor services. The priority is on attracting high-yield overnight business during the non-summer periods of the year.

**VISIT SANTA CRUZ COUNTY
ANNOUNCES OPEN NOMINATIONS FOR BOARD SEATS**

Visit Santa Cruz County (VSCC) and its Nominating Task Force are soliciting nominations to the Board of Directors. Board terms are two years in length. Term begins on the first of the month following confirmation by the Board of Directors.

VSCC is governed by a diverse, twenty-five member Board of Directors. The Board is composed of representatives from various geographic regions throughout the county, including thirteen lodging seats and a cross-section of representatives from business, cultural, governmental and organizations affiliated to the travel, tourism and hospitality industry. Board member responsibilities include participation in the governance of the organization, general advocacy for the tourism industry and active participation at board meetings, held six times a year. Meetings take place at 3:00 p.m. PST on the last Wednesdays of January, March, May, July and September. November and December meeting dates vary due to the holidays.

Both sections of the Nomination Application must be completed and submitted by the deadline for a nomination to be valid. Individuals may nominate themselves.

2025 Nomination Application
Visit Santa Cruz County Board of Directors

Please submit this Nomination Application **by 5:00 p.m. PST on Friday, March 14, 2025** to Denise Harris, Director of Operations via email at dharris@santacruz.org or via fax 831.427.4407

A representative of VSCC will confirm receipt of all nomination applications. If you do not receive a confirmation email regarding your nomination application within five business days of submission, please contact Denise Harris at 831.425.1234 ext.104

Name of Nominee: _____

Title of Nominee: _____

Business or Organization Name: _____

Mailing Address: _____

City: _____ Zip: _____

Office Phone: _____

Cell Phone: _____

Email Address: _____



**2025 Nomination Application
Visit Santa Cruz County Board of Directors**

Thank you for your interest in serving on the Visit Santa Cruz County (VSCC) Board of Directors. The tourism industry is the largest economic driver in Santa Cruz County in terms of visitor spending. VSCC Board members are part of an important governing body that has a significant impact on Santa Cruz County and our local economy. VSCC board members have a particular interest in tourism and hospitality and are engaged in the local community. We seek individuals who are committed to collaboration on a local and regional level and who can support the mission of VSCC.

To complete the application process, please respond to the following questions. An additional sheet of paper may be used if needed.

1. What is your interest and experience in or with the tourism industry?
2. What special skills and/or experience would you bring to the VSCC Board that you feel could benefit the goals of the organization?
3. Do you anticipate having the time to commit to attending and participating in six Board meetings annually and possible additional committee work over the next two years?

4. On what board(s) do you currently participate? Please outline your board experience.

5. What other professional affiliates, professional networks, social networks, or other groups are you currently involved with? (examples include other nonprofit organizations, chambers of commerce, school or professional affiliations, etc)

6. What skills, local connections, resources, and/or expertise do you have to offer and are willing to employ on behalf of Visit Santa Cruz County as a Board Member?

7. Please outline the qualities and/or expertise that you would bring to the Visit Santa Cruz County Board of Directors:

8. What tourism-related segment/sector do you represent as a nominee? (examples include lodging, attractions, restaurants, retail business, government, arts, etc)

9. Please describe any past service or involvement with Visit Santa Cruz County: (examples include committee work, special projects, or other service)



REFERENCES

Name: _____ Phone: _____

Title: _____ Organization: _____

Name: _____ Phone: _____

Title: _____ Organization: _____

Name: _____ Phone: _____

Title: _____ Organization: _____

Nomination submitted by: (please print or attach a business card)

Name: _____ Phone: _____

Title: _____ Organization: _____

Address: _____

Email: _____

You may attach a resume or other pertinent information to this application.

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