

SANTA CRUZ COUNTY

C A L I F O R N I A

General Board Agenda

Wednesday, May 28, 2025
3:00 P.M.

Santa Cruz Museum of Art & History
705 Front Street, Santa Cruz

CALL TO ORDER

PUBLIC COMMENT

PRESENTATION: Arne Croce, Cabrillo College Local Government Fellows Program

ACTION ITEMS*

1. March 26, 2025 Board Meeting Minutes*
2. Financial Statements: March and April 2025*
3. Property Audit Reserve Policy*
4. Budget FY 2025/2026* and Marketing Plan Presentation - Terence Concannon
5. Ratify Nominees for VSCC Board of Directors FY 2025/2026*

DISCUSSION ITEMS

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

6. State of the Industry

CEO's Report – Terence Concannon

7. New Office & Visitors Center Space Updates
8. Lodging Performance & Visitor Metrics

ANNOUNCEMENTS

UPCOMING MEETINGS:

- ★ **VSCC Executive Committee Meeting** – Wednesday, July 16, 2025 at 9:00 a.m., VSCC Office
- ★ **VSCC Board Meeting:** Wednesday, July 30, 2025 at 3:00 p.m., Santa Cruz MAH