

***Executive Committee Meeting Agenda***

Wednesday, July 16, 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. May 14, 2025 Executive Committee Meeting Minutes\*
2. Financial Statements: May 2025\*
3. Board Meeting Agenda Items\*:
  - a. Presentation: Danny Baldocchi, AirBnB – Santa Cruz County Ordinance Request for Support\*
  - b. Presentation: Winter/International Campaign Wrap-Up, Daryl Zape, Director of Interactive & Analytics

**DISCUSSION ITEMS**

President's Report – Doug Lord, President

4. State of the Industry

CEO's Report – Terence Concannon

5. Lodging Performance & Visitor Metrics
6. New Office & Visitors Center Updates

**ANNOUNCEMENTS**

**ADJOURNMENT**

**UPCOMING MEETINGS:**

***VSCC Board Meeting:*** Wednesday, July 23, 2025 at 3:00 p.m., Santa Cruz MAH – Garden Community Room, 705 Front Street, Santa Cruz

***VSCC Executive Committee Meeting:*** Wednesday, September 17, 2025 at 9:00 a.m., Santa Cruz MAH – Garden Community Room, 705 Front Street, Santa Cruz

\* Action Item