

SANTA CRUZ COUNTY

C A L I F O R N I A

General Board Agenda

Wednesday, July 23, 2025
3:00 P.M.

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

CALL TO ORDER

PUBLIC COMMENT

PRESENTATION: Danny Baldocchi, AirBnB – Santa Cruz County Ordinance Request for Support

PRESENTATION: VSCC International Campaign Wrap-Up, Daryl Zape, Director of Interactive Marketing & Analytics & Flavia Oliveira, Director of Sales

ACTION ITEMS*

1. May 28, 2025 Board Meeting Minutes*
2. Financial Statements: May 2025*

DISCUSSION ITEMS

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

3. State of the Industry

CEO's Report – Terence Concannon

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

ANNOUNCEMENTS

UPCOMING MEETINGS:

VSCC Executive Committee Meeting – Wednesday, September 17, 2025 at 9:00 a.m., Santa Cruz MAH

VSCC Board Meeting: Wednesday, September 24, 2025 at 3:00 p.m., Santa Cruz MAH