

SANTA CRUZ COUNTY

C A L I F O R N I A

General Board Agenda

Wednesday, December 3, 2025
3:00 P.M.

Santa Cruz Museum of Art & History
705 Front St., Garden Room, Santa Cruz

CALL TO ORDER

PUBLIC COMMENT

PRESENTATION

VSCC Spring & Summer 2025 Ad Campaign Wrap-Up – Love Communications

ACTION ITEMS*

1. September 24, 2025 Board Meeting Minutes*
2. FY 24/25 Financial Audit* – Chad Hoelsing, VSCC CPA
3. Financial Statements: September and October 2025*
4. 2026 VSCC Nominating Task Force Memo*
5. Certify change of address for VSCC Staff 403(b) Retirement Plan*

DISCUSSION ITEMS

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

6. State of the Industry

CEO's Report – Terence Concannon

7. Lodging Performance & Visitor Metrics
8. FIFA World Cup Update
9. New Office & Visitors Center Space Updates

ANNOUNCEMENTS

ADJOURNMENT

VISITORS CENTER PREVIEW

UPCOMING MEETINGS:

VSCC Executive Committee Meeting – Wednesday, January 21, 2026 at 9:00 a.m., Santa Cruz MAH

VSCC Board Meeting: Wednesday, January 28, 2026 at 3:00 p.m., Santa Cruz MAH