

Executive Committee Meeting Agenda

Wednesday, January 21, 2026
9:00 A.M.

Santa Cruz Museum of Art & History
705 Front Street – Board Room, Santa Cruz

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS

1. November 19, 2025 Executive Committee Meeting Minutes*
2. Financial Statements: November and December 2025*
3. FIFA World Cup Marketing Plan 2026 Additional Funding*
4. Board Meeting Agenda Items*:
 - a. Presentation: UCSC Banana Slug Day/Transfer Day – Michael Cervantes, Senior Associate Director - Marketing, Outreach & Recruitment, Office of Undergraduate Admissions
 - b. Presentation: Social Media Update, Rachel Endsley, Director of Social Media
 - c. FIFA World Cup Marketing Plan 2026 Additional Funding*

DISCUSSION ITEMS

President's Report – Doug Lord, President

5. State of the Industry
 - a. Hotels – President Doug Lord
 - b. Vacation Rentals – Vice President Morgan Stuart
6. Nomination Process – VSCC Board of Directors FY 26/27 – Morgan Stuart

CEO's Report – Terence Concannon

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

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS & EVENTS:

VSCC Board Meeting: Wednesday, January 28, 2026 at 3:00 p.m., Santa Cruz MAH – Garden Community Room, 705 Front Street, Santa Cruz

VSCC Executive Committee Meeting: Wednesday, March 18, 2026 at 9:00 a.m., Santa Cruz MAH – Board Room, 705 Front Street, Santa Cruz

Annual Tourism Awards: Thursday, May 7, 2026 at 11:30 a.m., Hotel Paradox, 611 Ocean Street, Santa Cruz

* Action Item