

# SANTA CRUZ COUNTY

C A L I F O R N I A

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## 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