

# SANTA CRUZ COUNTY

C A L I F O R N I A

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## ***General Board Agenda***

Wednesday, January 28, 2026  
3:00 P.M.

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

### **CALL TO ORDER**

### **PUBLIC COMMENT**

### **PRESENTATIONS**

UCSC Banana Slug Day/Transfer Day – Michael Cervantes, Senior Associate Director - Marketing, Outreach & Recruitment, Office of Undergraduate Admissions

Social Media Update - Rachel Endsley, Director of Social Media

### **ACTION ITEMS\***

1. December 3, 2025 Board Meeting Minutes\*
2. Financial Statements: November and December 2025\*
3. FIFA World Cup Marketing Plan 2026 Additional Funding\*

### **DISCUSSION ITEMS**

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

4. State of the Industry
  - a. Hotel Update – President Lord
  - b. Vacation Rental Update – Vice President Morgan Stuart
5. Nomination Process – VSCC Board of Directors FY 26/27 – Vice President Stuart

CEO's Report – Terence Concannon

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

### **ANNOUNCEMENTS**

### **ADJOURNMENT**

### **UPCOMING MEETINGS:**

**VSCC Executive Committee Meeting** – Wednesday, March 18, 2026 at 9:00 a.m., Santa Cruz MAH  
**VSCC Board Meeting**: Wednesday, March 25, 2026 at 3:00 p.m., Santa Cruz MAH

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

\* Action Item

*303 Water Street, Suite 100 – Santa Cruz, CA 95060*