

SANTA CRUZ COUNTY

C A L I F O R N I A

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