

SANTA CRUZ COUNTY

C A L I F O R N I A

Executive Committee Meeting Agenda

Wednesday, March 18, 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. January 21, 2025 Executive Committee Meeting Minutes*
2. Financial Statements: January and February 2026*
3. City of Santa Cruz Designated Seat Replacement – Councilmember Gabriela Trigueiro*
4. Draft Budget Presentation – FY 2026/2027* - Terence Concannon
5. Board Meeting Agenda Items*:
 - a. Presentation: Sales & Travel Trade Update – Flavia Oliveira, Director of Sales & Travel Trade
 - b. City of Santa Cruz Designated Seat Replacement – Councilmember Gabriela Trigueiro*
 - c. Draft Budget Presentation – FY 2026/2027* - Terence Concannon

DISCUSSION ITEMS

President’s Report – Doug Lord, President

6. State of the Industry
 - a. Hotels – President Doug Lord
 - b. Vacation Rentals – Vice President Morgan Stuart
7. Nominating Task Force Update – VSCC Board of Directors FY 26/27 – Morgan Stuart

CEO’s Report – Terence Concannon

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

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS & EVENTS:

VSCC Board Meeting: Wednesday, March 25, 2026 at 3:00 p.m., Santa Cruz MAH – Garden Community Room, 705 Front Street, Santa Cruz

VSCC Executive Committee Meeting: Wednesday, May 20, 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