

SANTA CRUZ COUNTY

C A L I F O R N I A

General Board Agenda

Wednesday, March 25, 2026
3:00 P.M.

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

CALL TO ORDER

PUBLIC COMMENT

PRESENTATIONS

Sales & Travel Trade Update – Flavia Oliveira, Director of Sales & Travel Trade

ACTION ITEMS*

1. January 28, 2026 Board Meeting Minutes*
2. Financial Statements: January and February 2026*
3. Ratification of Councilmember Gabriela Trigueiro for City of Santa Cruz Designated Seat (replacing Councilmember Susie O’Hara)*
4. Draft Budget – FY 2026/2027* - Terence Concannon

DISCUSSION ITEMS

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

5. State of the Industry
 - a. Hotel Update – President Lord
 - b. Vacation Rental Update – Vice President Morgan Stuart
6. Nominating Task Force Update – VSCC Board of Directors FY 26/27 – Vice President Stuart

CEO’s Report – Terence Concannon

7. Lodging Performance & Visitor Metrics
8. World Cup Update
9. Fall Ad Campaign Wrap-up
10. New Office & Visitors Center Space Updates

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

VSCC Executive Committee Meeting – Wednesday, May 20, 2026 at 10:00 a.m., Santa Cruz MAH

VSCC Board Meeting: Wednesday, May 27, 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