
Executive Committee Meeting Agenda

Wednesday, May 20, 2026
10:00 A.M.

Santa Cruz Museum of Art & History
705 Front Street – Board Room, Santa Cruz

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS

1. March 18, 2026 Executive Committee Meeting Minutes*
2. Financial Statements: March and April 2026*
3. Recommend Nominees and Officers for VSCC 26/27 Board of Directors* – Morgan Stuart
4. Budget Presentation – FY 2026/2027* - Terence Concannon
5. Board Meeting Agenda Items*:
 - a. Presentation: Communications & PR Update – Christina Glynn, Director of Communications/Film Commissioner
 - b. 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

CEO’s Report – Terence Concannon

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

EXECUTIVE CLOSED SESSION

Personnel Matter

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS & EVENTS:

VSCC Board Meeting: Wednesday, May 27, 2026 at 3:00 p.m., Santa Cruz MAH – Garden Community Room, 705 Front Street, Santa Cruz

VSCC Executive Committee Meeting: Wednesday, July 15, 2026 at 10:00 a.m., Santa Cruz MAH – Board Room, 705 Front Street, Santa Cruz

Grand Opening of the VSCC Visitors Center: Wednesday, June 24, 2026 at TBA, 705 Front Street, Santa Cruz

* Action Item