

# SANTA CRUZ COUNTY

C A L I F O R N I A

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## **General Board Agenda**

Wednesday, May 27, 2026  
3:00 P.M.

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

### **CALL TO ORDER**

### **PUBLIC COMMENT**

### **PRESENTATIONS**

Communications & PR Update – Christina Glynn, Director of Communications/Film Commissioner

### **ACTION ITEMS\***

1. March 25, 2026 Board Meeting Minutes\*
2. Financial Statements: March and April 2026\*
3. Recommend Nominees and Officers for VSCC 2026/2027 Board of Directors\* – Morgan Stuart
4. Budget Presentation – 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

#### CEO's Report – Terence Concannon

6. Lodging Performance & Visitor Metrics
7. World Cup Update
8. New Office & Visitors Center Space Updates
9. Recognition of Outgoing Board Members and Officers

### **ANNOUNCEMENTS**

### **ADJOURNMENT**

### **UPCOMING MEETINGS:**

**VSCC Visitors Center Grand Opening** – Wednesday, June 24, 4:00-6:00 p.m., Visitors Center

**VSCC Executive Committee Meeting** – Wednesday, July 15, 2026 at 10:00 a.m., Santa Cruz MAH

**VSCC Board Meeting:** Wednesday, July 29, 2026 at 3:00 p.m., Santa Cruz MAH

\* Action Item