

Executive Committee Meeting Agenda

Wednesday, July 15, 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. May 20, 2026 Executive Committee Meeting Minutes*
2. Financial Statements: May 2026*
3. VSCC AI Policy* - Terence Concannon
4. Board Meeting Agenda Items*:
 - a. Presentation: International Winter Ad Campaign Wrap-Up – Daryl Zape, Director of Interactive Marketing & Analytics

DISCUSSION ITEMS

President's Report – Morgan Stuart, President

5. VSCC Marketing Strategy 2027/2028 – President Morgan Stuart & Terence Concannon, CEO
6. State of the Industry
 - a. Vacation Rentals – President Morgan Stuart
 - b. Hotels – Past President Doug Lord

CEO's Report – Terence Concannon

7. Lodging Performance & Visitor Metrics
8. World Cup Updates
9. Visitors Center Updates/Grand Opening

EXECUTIVE CLOSED SESSION

Personnel Matter

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS & EVENTS:

VSCC Board Meeting: Wednesday, July 29, 2026 at 3:00 p.m., Santa Cruz MAH – Garden Community Room, 705 Front Street, Santa Cruz

VSCC Executive Committee Meeting: Wednesday, September 16, 2026 at 10:00 a.m., Santa Cruz MAH – Board Room, 705 Front Street, Santa Cruz

* Action Item