

SANTA CRUZ COUNTY

C A L I F O R N I A

General Board Agenda

Wednesday, July 29, 2026
3:00 P.M.

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

CALL TO ORDER

PUBLIC COMMENT

PRESENTATIONS

International Winter Ad Campaign Wrap-Up – Daryl Zape, Director of Interactive Marketing & Analytics

ACTION ITEMS*

1. May 27, 2026 Board Meeting Minutes*
2. Financial Statements: May 2026*

DISCUSSION ITEMS

President's Report – **Morgan Stuart**, President

3. State of the Industry
 - a. Vacation Rental Update –President Morgan Stuart
 - b. Hotel Update – Past President Doug Lord
4. December Board Meeting – scheduled for Wednesday, December 9 at 3 p.m.

CEO's Report – Terence Concannon

5. Lodging Performance & Visitor Metrics
6. World Cup Update
7. Visitors Center Grand Opening

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

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

VSCC Board Meeting: Wednesday, September 30, 2026 at 3:00 p.m., Santa Cruz MAH

* Action Item