

Executive Committee Meeting Agenda

Wednesday, September 23, 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. July 15, 2026 Executive Committee Meeting Minutes*
2. Year-end Financial Report (June 2026)* – Laura Giges
3. Financial Statements: July and August 2026*
4. Nominating Task Force Recommendation* – Zach Davis
5. Board Meeting Agenda Items*:
 - a. Presentation: International Winter Ad Campaign Wrap-Up – Daryl Zape, Director of Interactive Marketing & Analytics
 - b. Year-end Financial Report (June 2026)* - Laura Giges
 - c. Nominating Task Force Recommendation* - Zach Davis

DISCUSSION ITEMS

President's Report – Zach Davis, Vice President

6. State of the Industry
 - a. Hotels – Past President Doug Lord
 - b. Restaurants – Vice President Zach Davis
7. Discussion regarding VSCC Board Direction to CEO

CEO's Report – Terence Concannon

8. Scotts Valley TOT
9. Lodging Performance & Visitor Metrics
10. CalTravel DEI&A Award
11. Marketing Plan Staff Retreat Update

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS & EVENTS:

VSCC Board Meeting: Wednesday, September 30, 2026 at 3:00 p.m., Santa Cruz MAH – Garden Community Room, 705 Front Street, Santa Cruz

VSCC Executive Committee Meeting: Wednesday, November 18, 2026 at 10:00 a.m., Santa Cruz MAH – Board Room, 705 Front Street, Santa Cruz

* Action Item