

SANTA CRUZ COUNTY

C A L I F O R N I A

General Board Agenda

Wednesday, September 30, 2026
3:00 P.M.

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

CALL TO ORDER

PUBLIC COMMENT

PRESENTATIONS

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

ACTION ITEMS*

1. July 29, 2026 Board 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

DISCUSSION ITEMS

President's Report – Zach Davis, Vice President

5. State of the Industry
 - a. Hotel Update – Past President Doug Lord
 - b. Restaurants Update – Vice President Zach Davis

CEO's Report – Terence Concannon

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

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

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

VSCC Board Meeting: Wednesday, December 9, 2026 at 3:00 p.m., Santa Cruz MAH