SANTA CRUZ COUNTY
CALIFORNIA

# *Executive Committee Meeting Agenda*

Wednesday, November 18, 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. September 23, 2026 Executive Committee Meeting Minutes*
2. Financial Statements: September and October 2026*
3. Board Meeting Agenda Items*:
    a. Presentation: Spring/Summer Ad Campaign Wrap-Up – Love Communications
    b. Financial Audit (FY 2025/2026)* - Chad Hoesing

**DISCUSSION ITEMS**

President's Report – Zach Davis, Vice President

4. State of the Industry
    a. Hotels – Past President Doug Lord
    b. Restaurants – Vice President Zach Davis

CEO's Report – Terence Concannon

5. Lodging Performance & Visitor Metrics

**ANNOUNCEMENTS**

**ADJOURNMENT**

**UPCOMING MEETINGS & EVENTS:**

***VSCC Board Meeting***: Wednesday, December 9, 2026 at 3:00 p.m., Santa Cruz MAH – Garden Community Room, 705 Front Street, Santa Cruz

***VSCC Executive Committee Meeting***: Wednesday, January 20, 2027 at 10:00 a.m., Santa Cruz MAH – Board Room, 705 Front Street, Santa Cruz

* Action Item