

# SANTA CRUZ COUNTY

C A L I F O R N I A

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## *Executive Committee Meeting Agenda*

Wednesday, March 19, 2025  
9:00 A.M.

Visit Santa Cruz County Office  
303 Water Street, Suite 100, Santa Cruz

### **CALL TO ORDER**

### **PUBLIC COMMENT**

### **ACTION ITEMS**

1. January 15, 2025 Executive Committee Meeting Minutes\*
2. Financial Statements: January and February 2025\*
3. Draft Budget FY 2025/2026 Presentation\*
4. Ratify Nominees for VSCC Board of Directors for the following appointed seats:
  - a. Justin Cummings, Supervisor – Santa Cruz County Board of Supervisors\*
  - b. Susie O’Hara, Councilmember – City of Santa Cruz/City Council
  - c. Consuelo Alba, Watsonville Film Festival – Arts Council Associates
5. Review of VSCC 25/26 Board of Directors Nominees – Morgan Stuart
6. Board Meeting Agenda Items\*:
  - a. Presentation: VSCC Fall Campaign Wrap-Up – Love Communications
  - b. Draft Budget FY 2025/2026 Presentation\*
  - c. Ratify Nominees for VSCC Board of Directors for the following appointed seats:
    - i. Justin Cummings, Supervisor – Santa Cruz County Board of Supervisors\*
    - ii. Susie O’Hara, Councilmember – City of Santa Cruz/City Council
    - iii. Consuelo Alba, Watsonville Film Festival – Arts Council Associates
  - d. Review of VSCC Board of Directors Nominees – Morgan Stuart

### **DISCUSSION ITEMS**

#### President’s Report – Doug Lord, President

7. State of the Industry

\* Action Item

CEO's Report – Terence Concannon

8. Lodging Performance & Visitor Metrics
9. New Office & Visitors Center Updates

**ANNOUNCEMENTS**

**ADJOURNMENT**

**UPCOMING MEETINGS:**

***VSCC Board Meeting:*** Wednesday, March 26, 2025 at 3:00 p.m., Santa Cruz MAH – Garden Community Room, 705 Front Street, Santa Cruz

***VSCC Executive Committee Meeting:*** Wednesday, May 21, 2025 at 9:00 a.m., VSCC Office